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SIGNIFICANCE OF INTERACTIVE CASES AND GAMIFIED APPROACHES IN THE DEVELOPMENT OF BUSINESS AND ENTREPRENEURIAL SKILLS

In the contemporary educational environment, the development of business and entrepreneurial competencies is one of the key objectives of higher education institutions. Globalization, rapid technological progress, and increasing labor market demands necessitate the adoption of innovative teaching methods that ensure practical orientation and active student engagement. Among such innovative tools are interactive cases and gamified approaches, which combine theoretical learning with practical simulation of business scenarios. Interactive cases allow modeling of real business processes and foster analytical, strategic, and critical thinking skills. Gamification, in turn, employs game design elements—such as points, levels, competition, and decision-making scenarios—to enhance motivation, engagement, and knowledge retention.

The aim of this study is to investigate the role of interactive cases and gamified approaches in the development of business and entrepreneurial skills, identify their advantages and limitations, and provide practical recommendations for their implementation in the educational process. The case method is a classical pedagogical strategy focused on analyzing real or simulated situations that business professionals may encounter. Interactive cases expand this approach by incorporating interactivity: students propose

solutions, make specific management decisions, discuss strategies in groups, and evaluate outcomes.

Empirical research confirms that interactive cases contribute to:

- The development of critical thinking and strategic planning skills;
- The formation of risk analysis and resource management capabilities;
- Preparing students for real entrepreneurial environments.

The interactive case approach is grounded in problem-based and inquiry-based learning principles, making the educational process active, practice-oriented, and closely aligned with real business conditions. Gamification in higher education involves the application of game elements in non-game contexts to motivate, engage, and improve learning outcomes. In business education, gamification enables the simulation of:

- Management decision-making;
- Financial planning processes;
- Negotiation and team interactions;
- Marketing strategies.

Integrating gamification with the case method enhances learning effectiveness through:

1. Motivational effect – students are more actively engaged and strive to achieve high performance in the “game environment.”
2. Practical knowledge application – simulated business scenarios allow students to apply theory in practice without real-world risks.
3. Feedback – students receive immediate evaluations of their decisions, promoting self-correction and reinforcement of learning.

Research demonstrates that gamified learning significantly improves the development of entrepreneurial competencies compared to traditional methods. In contemporary educational practice, the integration of interactive cases and gamified approaches is a key strategy for enhancing business and

entrepreneurial skill development. Studies indicate that such methods surpass traditional approaches in terms of student engagement, practical knowledge application, and the development of critical and strategic thinking.

Based on leading Ukrainian universities, several models of integrating interactive cases and gamification elements can be identified, ensuring comprehensive competency development—from practical management and entrepreneurial skills to strategic thinking and team collaboration. Each model has distinct features, advantages, and limitations that must be considered when implementing them in the educational process.

Table 1 presents a comparative overview of the main models for integrating interactive cases and gamification, including specific examples of their application in Ukrainian universities, as well as key benefits and challenges.

Table 1

**Comparative Characteristics of Models for Integrating Interactive Cases
and Gamification in the Development of Students' Business and
Entrepreneurial Competencies**

Integration Model	Description	Examples in Ukrainian Universities	Advantages	Limitations / Challenges
Cases + Learning Platforms	Students work with digital cases featuring visualizations, interactive tasks, and business process simulations	Kyiv National University of Technologies and Design (KNUTD) – business and marketing cases; Lviv Polytechnic – entrepreneurship cases	Development of practical skills and critical thinking, integration with online and distance learning	High requirements for case preparation and instructor expertise; need for digital platforms
Simulation Games	Fully gamified scenarios where students make management and financial decisions, receive points, ratings, and feedback	KNUTD – business simulations in entrepreneurship courses; Lviv Polytechnic – startup project simulations	Increased motivation and engagement, practical application of knowledge	Need to develop scenarios, time-consuming to organize, risk of student overload

Hybrid Models (Case + Gamification)	Combination of interactive cases with gamification elements; students discuss cases, and decisions are evaluated in a points/rating system	KNUTD – startup projects with gamified assessment; Lviv Polytechnic – interactive team cases with gamification	Comprehensive development of business and entrepreneurial competencies, preparation for real projects, integration of theory and practice	High coordination and preparation requirements, need for instructors and digital resources, risk of student overload
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Interactive cases and gamified approaches are effective tools for developing students' business and entrepreneurial skills. They combine theoretical preparation with practical engagement, foster critical thinking and strategic competencies, and increase motivation and involvement in the learning process. The most promising approach is the integration of the case method with gamification in hybrid learning models, which provide a comprehensive framework: education + practice + feedback. For effective implementation, universities need to:

- Develop digital and pedagogical infrastructure;
- Implement systems for assessing learning outcomes;
- Integrate learning with real business projects and startups;
- Foster competencies in entrepreneurship, management, and intellectual property among students.

Thus, interactive cases and gamified approaches contribute to the formation of a competent generation of specialists ready to work effectively in modern business environments.

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