

## Chapter 2

# New School Graduate Image: How Do High Tech Business Companies Try to Affect the Education of Modern Youth? Analysis of Online Media Materials

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### **ABSTRACT**

*In recent years, modern, innovative, transnational businesses are actively trying to influence the state of the education system – from participation in projects of specific schools to influence for global trends in the development of education (for example, the idea of 21<sup>st</sup> century skills). It is important to note that business is not limited to financial support for education. It is important to influence the change in goals, values, content of education, and basic pedagogical technologies. This is done through to the positioning of a new image of the future and another image of the graduate of the school, those professional skills of specialists that will be required for large corporations in the coming years. Analyzing on the materials of online resources, the characteristics of modern startups and educational projects supported by large business, one can understand what changes the business wants from education.*

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## **INTRODUCTION**

In recent years business (especially major, modern, innovative, transnational business) actively endeavor to effect on the educational system status, from taking part in the projects of certain schools up to affecting on global trends of educational development, for example “Skills of the XXI century” (Partnership for 21<sup>st</sup> Century Learning, 2018). It is important to note that business extends beyond the financial support of education. Business sees proper to effect on the shift of perspectives, narratives, the content of education and main pedagogical technologies. It’s also done through the presentation of a new future image, image of a new school graduate and those professional skills which the major corporations will need in the coming years.

One of these popular images is a young businessman in the sphere of modern technologies, startuper. Analyzing those young modern startuper’ characteristic features that can (must, from the perspective of major business) be formed in the education process (in school, in university), one can try to understand, what changes in education the business wants.

This chapter presents the analytical review of biographies of several young startupers of 2009-2015 which were published in various media. Main attention is paid to the personal and competence particularities important for the understanding of establishment of future technical entrepreneurs still in their school age.

On the base of shown up biography features, we try to create a collective portrait of young startupers in our time.

The second part of the chapter introduces the review of existing educational programs initiated by major business enterprises and meant to grow up the young people who then could become the young startupers, a businessman in the sphere of modern technologies.

## **PSYCHOLOGICAL PORTRAIT OF YOUNG STARS OF STARTUPS (ACCORDING TO ONLINE MEDIA)**

For a long time, the school sphere and business were nonintersecting phenomena. They did not intersect in the sense that the competences of business activity were not within sight of didacticians, psychologists, methodologists or pedagogues-experts. It’s clear that in Soviet school it was so due to ideological grounds, but in the other countries, such trendiness came to school highly timidly, generally through facultative economics courses. To this extent such practices really still lack in mainstream school even in the form of modeling of business processes.

However, the time, technological development, things mode will not wait while the school will awake and become attentive to the surrounding changes. These

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