**ABSTRACT**

**Objective:** The article defines features of formation and development of corporate universities in the USA and Canada.

**Methodology:** The article analyzes the dependence of successful functioning of the corporate universities on the choice of adequate training technologies; explores the essence and potentials of project-based learning as action learning which is focused on personnel development, business development and effective management of changes.

**Findings:** There is a close relationship between the performance of the functions of the corporate university and the forms, methods, learning technologies that are used in the learning process. Project-based learning is widely used in corporate universities in the United States and Canada; it provides an opportunity to gain managerial experience in real time, solves an important task of personnel development – formation of the ability to learn.

**Value Added:** The results of the research give ground to conclude that the corporate university in the US and Canada is a structural unit of a company, which performs certain functions that promote business efficiency.

**Recommendations:** The project topic should be related to current or future changes in the company. The solution of the problem should include diagnosing of the problem, analysis, recommendations, implementation phase, as also cooperation with members of the company.