

Methods of teaching students entrepreneurship and rules of working with business

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Annotation. The article presents the results of research work on teaching entrepreneurship to students of technical universities and vocational schools and the formation of skills to work on business. It is important to prepare students to meet the requirements of a market economy.

Keywords: Technique, technology, specialist, entrepreneurship, business, skills, requirements, business management, plan, initiative.

Аннотация. В статье приведены результаты научных исследований по обучению студентов высших учебных заведений и профессиональных образовательных учреждений к методам занятия предпринимательством и привывания навыков работы бизнесом. Показана актуальность подготовленности учащихся к требованиям рыночной экономики.

Ключевые слова: техника, технология, специалист, предпринимательства, бизнес, навыки, управление работой, план, инициативность.

Problem statement

Recently, in order to improve the methods of teaching and mastering the methods of students of technical universities and vocational schools of the Republic of Uzbekistan, research work is carried out by professors and qualified teachers working in technical universities. Their main goal is to improve the pedagogical skills of young teachers and educators, as well as to develop in them good teaching skills and to facilitate the mastery of technical and technological topics that are difficult for students to master [1-3].

The fact that students are limited to studying the design of technical equipment and the principles of their operation does not guarantee that they will have a strong place in society, benefit the environment and always maintain a good level of economic opportunities for family needs. To ensure the latter situation, it is advisable to inculcate entrepreneurship in students studying in higher or vocational education institutions. This movement is one of the most important factors in the development of the economy of any country [4-7]. Therefore, scientific research on the development of methods and techniques for teaching students to be able to engage in entrepreneurship and business, and to test them in practice and draw practical conclusions is a topical issue today.

Methods of teaching entrepreneurship

Entrepreneurship-oriented education in technical higher education institutions can be implemented in three ways.

1. Entrepreneurship-oriented formation of engineering education programs;
 2. Training of students with entrepreneurial skills and abilities through tests and assignments;
 3. Postgraduate training for students wishing to start a business (in circles and other forms).
- Students who want to start a business in their field must first have basic qualities such as self-confidence and managerial organizational skills [8]:

Let's analyze the sequence of actions or, algorithm, to carry out business activities in the specialty (Figure 1). In this schematic-algorithm, it is clear that the implementation of the tasks necessary for the implementation of the idea born in the entrepreneur requires initiative and comprehensive thinking by the entrepreneur. There are situations where it is possible to start a business even with a small amount of money and achieve good results. In addition, knowing how

to spend money and calculate the amount of economic or technical and technological benefits that can come from it, the time to enter the income is also a guarantee of a profitable business.

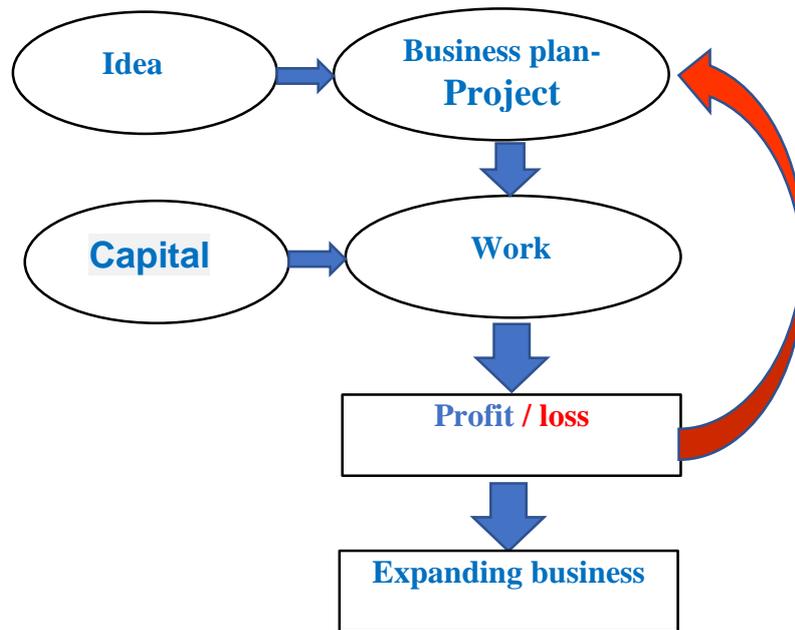


Figure 1. Algorithm of business activity.

We will consider the definition of the idea in the algorithm of entrepreneurial activity, that is, the business idea in the specialty. The following questions should be answered in the formation of an idea appropriate to their knowledge and skills [8, 9-11]:

- What product or service do you want to sell?
- Who do you want to sell your product or service to?
- Whose needs do you want to meet?
- At what price do you want to sell them?
- How do you want to sell your product or service?
- Where do you want to sell your product or service?

The following questions should also be answered.

- What is the demand for the product (service) based on your idea?
- Who are the competitors (many)?
- Is there a skilled workforce to implement the idea?
- Is it difficult to find raw materials and equipment?

A way of working on a business idea

In our research, we examined the ways in which a specialist-entrepreneur studying in the field of education "Electronics and Instrumentation" as an object of research can choose the most suitable business idea for their business. At the initial stage of the research, all the ideas that the learner-student could carry out in entrepreneurship, based on their knowledge and skills in the specialty, were recorded on paper. Then, the answers to the questions of how to implement the business idea, what is the demand and competition in the market, as well as whether there are raw materials, equipment and manpower to carry out business activities were analyzed. The student was explained the reasons why basic criteria such as demand, competition, raw materials, equipment and manpower should be taken into account when starting a business. A view of all business ideas and key criteria is given in Table 1.

Business plan	Demand	competition	Raw materials	Tool	Workforce	Overall price
Electronic temperature gauge						
Electronic device for freighthtening cockroach						
Electronic calling device						

The main criteria for business ideas presented in the table can be assessed in two ways.

The first method is a logical assessment, which can be used by beginners. Which is used when you are not familiar with the "market". If there is demand, competition, raw materials, equipment and workers for the proposed product, the table is marked "1", if not, the score is "0" and the numbers are added to determine the total score (Table 2).

Table 2

Business plan	Demand	competition	Raw materials	Tool	Workforce	Overall price
Electronic temperature gauge	0	1	1	0	1	3
Electronic device for freighthtening cockroach	1	1	1	1	1	5
Electronic calling device	0	1	1	1	1	4

The second method is a "5" rating, which is used when you know the market of the proposed products. Based on this, the following grades are recorded in the table: - "5" - excellent, "4" - good, "3" is satisfactory, "2" is bad, and "1" is very bad (Table 3).

Table 3

Business plan	Demand	competition	Raw materials	Tool	Workforce	Overall price
Electronic temperature gauge	3	1	4	4	3	15
Electronic device for freighthtening cockroach	4	3	5	4	4	19
Electronic calling device	2	2	4	4	4	16

A business idea with a high price on both tables will be the basis for entrepreneurial activity. It goes without saying that in the implementation of entrepreneurial activity, the idea with the highest overall value is selected from the ideas.

Once a business idea is selected, a business plan is developed that is important for the business. A business plan is executed in writing, before starting a business, to identify and analyze all the actions, costs, and overall results of your business [12-14]. A properly structured business plan clearly shows the clear goal and how to achieve that goal, where and where we are going. The business plan also clearly states how much, when and why funds are needed for entrepreneurial activity, identifies ways to raise funds for the enterprise, and ensures proper, targeted, and financial management of the enterprise [15-17].

The main objectives of the business plan:

- ❖ Who needs to be met?

- ❖ What are the consumer requirements?
- ❖ How do we meet customer requirements?

The main goals of the business plan are reflected in Table 4 below.

	Who? (Consumer)	What? (Needs)	How? (Service)
Today			
Tomorrow			

Students can complete business idea selection and business planning tasks in practical and seminar classes in specialty subjects, as well as individual independent work assignments.

Being an entrepreneur means earning, organizing, managing, spending, taking risks and responding, that is, making independent decisions in uncertain circumstances and responding to them personally, but it is also a complete freedom [18,19]. To be able to do all of this, you need to have a number of qualities and skills. Some of them are owned by students, while others can be acquired through continuous practice and exercise throughout their studies (Figure 2). The functional tasks shown in the picture, or the necessary communication, should be carried out not only between the students and teachers who started the business in practical training, but also with experienced entrepreneurs who have achieved high results.

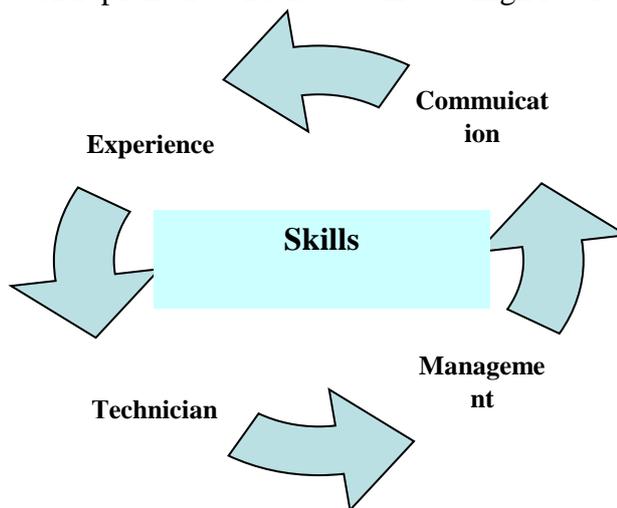


Figure 2. Entrepreneurial skills.

Requirements for business development

In the successful start and continuation of entrepreneurship, it is recommended that the person starting the business form the following features and qualities:

- **Technical skills** - the practical skills required to produce or maintain a product in a specialty (for example: - electronic calling device). These skills are formed in the process of mastering practical and laboratory classes in the specialty;
- **Business Management Skills** - Needed to manage a business intelligently in their specialty. Having marketing skills can be the most important of these;

□ **Communication and negotiation skills** - the ability to communicate properly with other people. The ability to think and know what one wants to achieve in negotiations and what the other person's point of view, as well as opinion, is;

□ **Personal Skills and Experience** - A large part of a business idea is created in the process of gaining experience in the workplace, or studying at a university.

There are many ways to develop knowledge, skills and entrepreneurial traits [20-22]. The following will help start-up entrepreneurs:

- Discuss the issues with entrepreneurs;
- Study to improve your knowledge and skills;
- Monitoring the work of other entrepreneurs;
- Read other business literature and materials.

Entrepreneurship is one of the main characteristics of this person, activity is, and in abstract conditions, readiness to act. The other two qualities are very evident as the business and the entrepreneur reach maturity. These are accounting thinking and marketing choices. The development of these qualities depends not only on the success of the business, but also on the development of the business. Another of these is the ability to control people, which is a social mental trait. For a business to thrive, it is not enough to be able to work with money, it is also necessary to be able to work with people. A good businessman should master the secrets of the art of business communication on a regular basis.

A person may be ahead of the future requirements of the activity with his or her aspirations, or be late in responding to them. If a businessman cannot change his way of thinking and his behavior until he reaches the level of changes around him, he will face unpleasant consequences.

Students can use business literature and business websites to develop entrepreneurial skills, watch TV programs dedicated to entrepreneurship, communicate with people involved in entrepreneurship to one degree or another, participate in various trainings.

Conclusion

The results of the research on entrepreneurship training show that although the student is an expert in engineering and technology, he must have entrepreneurial skills and the ability to meet market requirements on their products in time to protect them from unemployment, bankruptcy and the development of the country. would be a major contributor. These factors are also strategic issues for modern leaders, and their positive solution will lead to political supremacy. Therefore, it is necessary to teach, train and prepare students of technical universities and vocational schools on how to work on entrepreneurship.

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