



PREPARING STUDENTS FOR INNOVATIVE ENTREPRENEURSHIP IN UNIVERSITIES

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ABSTRACT

This article talks about the unique opportunities to identify ways for students to achieve success in the field of entrepreneurship in higher educational institutions of our country.

KEYWORDS

Entrepreneurship, innovative entrepreneurship, technological innovation, social innovation.

INTRODUCTION

It is clear that innovation in higher education institutions of our country opens the door to specific opportunities in the formation of entrepreneurial activity and determining ways of working with enterprises of its production together, the development of mechanisms to take into account the interests of both parties, aimed at fulfilling the order of the enterprise from the time of the future working student with

Economic freedom in the development of each higher educational institution and through the development of innovation entrepreneurship, requires its graduates

to adapt to market needs at an accelerated pace in creating new jobs during the market economy in the preparation and education of competitive personnel to our country in the future.

In the development of entrepreneurial activity, it is necessary to solve a number of socio-economic tasks:

First of all, world experience shows that entrepreneurial activity is the most important sector that fills the domestic market with the necessary goods and Services, determines the structural basis of the economy, and also serves as the main factor and



resource in the employment of the population and increasing its income.

Secondly, at a time when competition in the world and regional markets is becoming more intense in the current conditions, entrepreneurial activity is remarkable in that it is able to easily and quickly modernize production at the expense of its mobility, low investment demand, update the range of products produced and thus adapt well to the changing requirements of the market economy.

Thirdly, with the development of entrepreneurial activity, the task of forming the middle class of owners who are the backbone and backbone of the country is directly solved, and entrepreneurial activity is today an important link that ensures the employment of the population and is its main source of income.

In the 21st century, small business and private entrepreneurship are forming a strong backbone of the progress of the national economy as a dynamic part of the economy in a number of countries. Small business and private enterprise form the main basis for the successful development and prosperity of any state. Usually, it is the creation of a new market, innovating in the field of products or services, which allows you to meet new needs in the Zamiri of entrepreneurial activity.

Innovations are a special weapon of entrepreneurship, in which innovations are not in their own way, but the search for innovation-oriented organization, the systematic focus of entrepreneurial content on them. Entrepreneurs distinguish between the type of innovation of thinking, while innovation activity reflects in itself a separate weapon of entrepreneurship. Innovation entrepreneurship is the process of creating new goods and technologies through the practical use of ideas and inventions. Thus, the task of the entrepreneur-innovator is to reform

production along with the implementation of inventions, to produce new products through the application of new technological possibilities in a broader sense, or to produce old products in a new style in exchange for the opening of a finished product market or the opening of a new source[1.; 2]. Innovation entrepreneurship is a special process of creativity in the creation of innovations, the economic process, the search for regular new opportunities in its framework, the orientation towards innovation lies. This is due to the willingness of the entrepreneur to take the risk of improving an existing project or implementing a new one, as well as the financial, moral and social responsibility that arises in the process. Innovation is produced through practical use (products and services, higher products) and through technology to innovate according to its characteristics in the entrepreneurial process. Innovation or innovating is a new process, a new tool that enables the product process (technical, economic, organizational, cultural, etc.) creation and use. Means of activity distinguish radical innovations and innovations that improve their products and styles.

There are exactly three main types of innovation entrepreneurship, focused on:

- Product innovations. The first type of innovative entrepreneurship, respectively, is aimed at updating the sales potential of the enterprise, the intended process, in turn, increasing the amount of profit, expanding the market share, retaining customers, strengthening the independent status, increasing the prestige, and creating new jobs.

- Technological innovations. Technological innovation is a process of renewing energy, production capacity, aimed at saving and increasing labor productivity and increasing energy raw materials and other resources, which allows to increase the profit of the enterprise. It



provides an opportunity to improve technical safety, carry out environmental protection measures, and effectively use the company's internal information systems.

- Social innovations. Social innovation is a process of planned improvement of the social environment of the enterprise. The implementation of this type of innovation further expands the opportunities of the labor force in the market, mobilizes the personnel of the organization towards the set goal, and strengthens the confidence of the enterprise in relation to social obligations.

All types of innovative entrepreneurship are based on preparation of new types of products (goods, services), creation of goods, creation and appropriation of wealth into good things. The main and important part of such entrepreneurship is the creation and production of scientific and technical products, goods, work, information, intellectual wealth, which will be delivered to consumers and buyers in the future.

Formation of entrepreneurial skills in students is a complex process, its content is determined by socio-economic demands and needs. Innovative entrepreneurship activity in students is formed on the basis of theoretical and practical economic knowledge. The following concepts are leading in the formation of entrepreneurial skills in students: entrepreneurship, entrepreneur, entrepreneurial skills, formation of entrepreneurial skills.

Entrepreneurship is a type of activity aimed at having certain experiences in running or managing a business, mastering the basics of economic knowledge, solving problems that arise in the work process in a timely manner without delay, not being able to use material resources rationally and correctly, and making use of existing opportunities.

An entrepreneur is a person who starts business activities in a specific field of spiritual and material production. The activity carried out by this entrepreneur is organized on the basis of personal savings, joint funds of several persons or funds received on the account of a loan received by the state.

Entrepreneurial skills - having certain experience in the field of business management or management, thoroughly mastering economic knowledge, being able to solve emerging problems in a timely manner, being able to use material resources wisely, making the most of existing opportunities, being able to see the future, and being able to gather enough information about market leading demand specific experience gained on

Formation of entrepreneurial skills - running or managing a business, solving emerging problems in a timely manner, informing a person with information on the basics of economic knowledge, being able to use the available opportunities as fully as possible, being able to see the future, being able to collect enough information about the demand leading the market the content of pedagogical activity aimed at creating experiences is listed.

Personal qualities that ensure the successful organization of entrepreneurial activities:

- To be fully aware of the legal knowledge that guarantees the legal establishment of business activities, to have a broad outlook and rich thinking;
- Knowing the characteristics of the market based on competition, being able to make the right and rational decision in the necessary places, being mentally prepared in stressful situations, being strong-willed and tenacious;



- Ability to correctly choose the direction of business activity based on existing requirements, activity, perseverance, courage;
- To be able to take measures to expand business activity, to have the ability to adapt the direction of activity based on the priority demand in the market;
- Communicative qualities (ability to influence and motivate);
- To be able to see the future, to be able to use the internal possibilities correctly, to be able to carry out the calculation correctly;
- Confidence in one's own strength and capabilities, honesty, truthfulness, responsibility, bold action towards one's goal, loyalty to one's work.

The quality level of entrepreneurial activity among students can be given as follows:

1. To have theoretical economic, legal knowledge on the organization of business activities.
2. The ability to correctly understand the characteristics of the market and its priority requirements and predict the future.
3. Formation of the ability of students to develop their own business plan and determine measures for establishing entrepreneurial activity in a specific direction of the production process.
4. Participation in a club operating under an educational institution or having practical experience in cooperation with entities conducting business activities individually.

In today's conditions, the level of development of our country is determined not only by their technical condition, but also by the professional competence of specialists trained in higher education institutions. Therefore, it is important to form entrepreneurial competencies in students.

In order for students in higher education institutions to achieve success in the field of entrepreneurship, they should pay attention to the following:

- always looking for opportunities and initiative;
- patience and perseverance in achieving set goals;
- constant effort towards efficiency and quality;
- striving towards the goal, namely, the continuous development of the idea and the ability to foresee the solution of short-term problems;
- to be able to continuously analyze, monitor, plan and foresee not only the field of business activity, but also other fields as much as possible.

The process of formation of directions for purposeful use of production factors in the country's economy and improvement of the effectiveness of reforms implemented in this regard directly depends on innovations. Under the influence of innovations, the role of the human factor in the production process becomes more and more limited, and due to the increase in the efficiency of the use of material resources, there are opportunities to achieve intensive economic growth.

In most cases, innovative activities of students are related to innovations in the field of products, work and services [2;2] is based. Innovations create the basis for the formation of entrepreneurial activities that allow the formation of qualitatively new markets, contribute to the effective satisfaction of social needs. In turn, innovations lead to ensuring the effectiveness of entrepreneurial activity among students and improving its structural composition. Under the framework of the systematic reforms implemented in the economy of Uzbekistan, measures to develop the entrepreneurial activity of students in HEIs are important.

Successful entrepreneurial activity among students depends on the ability of future entrepreneurs to



perform a number of tasks related to customer relations. These are:

- ability to persuade and communicate;
- independence and self-confidence;
- to immediately learn and connect the previously acquired knowledge with the newly acquired;
- to be ready to personally perform complex work in the chosen field of activity.

Based on the above, the need to increase the effectiveness of the current and prospective influence mechanisms of innovative development in higher education institutions, it is important to develop modern professional and innovative entrepreneurial competencies of students, and on this basis, to involve them in work and business activities that bring them constant income.

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