



Types Of Business Activity And Their Competences Expressing The Essence

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ABSTRACT

In the conduct of business activities, the promotion of business ideas, the organization of business activities from the practical (organizational, technical and technological) side, the provision and provision of industry information for the relevant activity, as well as the analysis of information related to this industry are of particular importance. Entrepreneurial activity is divided into certain types based on the specified circumstances, according to the coverage of one or another aspect. At the same time, these types of entrepreneurial activities demonstrate the possession of certain competencies. Mastering the appropriate set of competencies creates an opportunity for the effective and successful organization of a certain type of entrepreneurial activity. The article talks about the types of entrepreneurial activity and related competencies.

Keywords:

Entrepreneurship, entrepreneurial activity, type, types of entrepreneurial activity, competencies, competencies defining entrepreneurial activity.

In a society based on market relations, the principle of "supply and demand" is of primary importance. The practical application of this principle allows to start business activities on a large scale. Therefore, the formation of a free market economy in Uzbekistan opened the way for the effective development of entrepreneurship. Under the existing conditions, every citizen can organize business activities. However, entrepreneurship is one of the complex types of activity, which is based on risk-taking and initiative. Therefore, it is necessary for citizens to have certain competencies in order to effectively organize business activities and avoid bankruptcy in this process.

In the research of M. B. Artikova, striving for success, leadership, entrepreneurial thinking, cooperation skills, personal capabilities [p. 1, - 22] were recognized as entrepreneurial competencies,

while S. Ozimov approaches this issue in a broad way. According to the author's opinion, every entrepreneur can effectively master the following competencies and achieve successful implementation of activities in the relevant direction: the ability to work with human factors (HR; Human resources); financial literacy; ability to plan strategically; to be aware of world trends in business; leadership; networking (being able to create and develop a network of familiar entrepreneurs who are useful in business development); clear goal ownership; owning a personal brand; to be known to the public (with activities, performances, charity work); awareness of the basics of marketing; ownership of investment (financial funds); management (management) [4].

In one of the electronic sources, entrepreneurial competences are shown, dividing business activities into the following types [5]:

1. Ability to promote business ideas and social initiatives.
2. Organization and management of business activities.
3. Ability to provide information and analyze business activities.
4. Ability to run business economically.
5. Ability to produce and technologically conduct business activities.

At this point, it should be noted that the cases indicated in this source as types of business activities actually represent directions. Consequently, all scientific literature on business [8; 9] production entrepreneurship, commercial-trade entrepreneurship, finance-credit entrepreneurship, mediation entrepreneurship, insurance entrepreneurship, consulting entrepreneurship are recognized as the main types of relevant activities.

Intermediary business is carried out with the help of dealers, distributors and brokers, credit organizations and exchanges.

And consulting business is based on providing advice or education, guidance. The business entity organized in this form organizes expert assessment, training and direct teaching of process organization. Consulting services can include general management, administrative, financial management, personnel management, marketing, production, application of information technologies in business activities, provision of special services (for example, audit service). Today, the activity of holding companies as a consulting business is widespread in Uzbekistan.

Entrepreneurship is divided into state and private (firm, farm, small enterprise, family business) according to the type of ownership, individual, collective and partnership-based entrepreneurship according to the organizational form [8, - p. 98-101].

Joint-stock company, limited liability company, cooperative [9, - p. 76], concern, association (fund, union), consortium, inter-sectoral and regional unions are the main

subjects of partnership-based entrepreneurship [8, p. 98-101] .

Therefore, each of the above-mentioned business skills naturally manifests certain competencies. When conducting the research, it was determined what competencies should be mastered by a person planning to engage in a certain type of business (entrepreneurial) activity, in particular, students.

By familiarizing with the sources and results of scientific research related to the topic of research, it was ensured that an entrepreneur, including a future entrepreneur (student), effectively acquires the following competencies [5] in conducting business (entrepreneurial) activities in the relevant direction:

1. Based on the ability to promote business ideas and social initiatives, it is necessary to demonstrate the following competencies: the ability to see business opportunities and develop a business idea; the ability to develop business projects and demonstrate the importance of business concepts; the ability to find resources for the implementation of business projects and to attract them to business activities; the ability to rationally assess the social, economic and technological conditions that allow effective business activity and to predict business prospects; possession of basic knowledge of the basics of competition study and ability to successfully apply them in activities; the ability to demonstrate leadership qualities in the process of business organization and management; the ability to create an author's brand and manage it successfully; the ability to have basic knowledge of regulatory and legal documents, including the management of regulatory and legal documents related to the field of entrepreneurship, and to be able to use them rationally in their activities.

2. Organization and management of business activities: ability to rationally assess the human capital of business partners and employees; ability to master the basics and principles of business management; possession of business communication skills and ethics; the ability to work in a team and manage subordinates

effectively; conflict management skills; qualification of working, sorting and organizing the work of employees; the ability to manage the training and professional development of employees; awareness of methods of motivating employees and motivating them; awareness of the methods of evaluating the quality of employees' work; awareness of marketing tools; awareness of operational management methods and tools; awareness of quality management methods and tools; ability to manage distribution sources; the ability to find and make organizational-management decisions in conditions of uncertainty, lack of information and expansion of the market, as well as taking into account their consequences; the ability to assess risks, predict and reduce their consequences; awareness of strategic and innovative management methods; the ability to develop and implement investment strategy methods; possession of basic knowledge related to the organization of foreign economic activity of the enterprise; possession of basic knowledge of intellectual property protection; ability to establish cooperation with financial institutions; money management skills.

3. Information provision and analysis of business activities

ability: knowledge of qualitative analysis, modeling, as well as theoretical and applied research methods; skills in computer work and use of practical programs in the process of business organization and management; the ability to see economic trends, market trends and shortages and rationally assess them; ability to evaluate the economic system in the internal and external environment of the enterprise; knowledge management skills within the scope of business activities.

4. Ability to conduct business activities economically:

possession of basic economic knowledge; awareness of the basics of dealing with money; awareness of the methods of effective accounting; awareness of financial management methods and tools; awareness of business value estimation and effective management methods.

5. The ability to produce and technologically run business activities:

the ability to keep

documents related to the use of modern information technologies; ability to manage the "life cycle" of products; skill in designing and organizing product production; product production planning and management skills; competence in distribution and management of production and technological resources; competence in planning and conducting product testing; qualification for certification of products and production; awareness of the methods of protecting employees and protecting the population from the possibility of disaster, destruction, and natural disasters; being able to see the environmental consequences of project implementation, as well as environmental the ability to develop measures to reduce the likelihood of danger.

By studying the description of the mentioned entrepreneurial competencies, as well as the above-mentioned points, it was made sure that their development in a person is a long-term, complex, special education process.

The Vitagen experience provides an opportunity for students to acquire specialized knowledge in a relatively short period of time (four-year undergraduate period), develop uncomplicated entrepreneurial competencies that do not require many years of work experience. During the research period, attention was paid to identifying these competencies and the following entrepreneurial competencies were distinguished (Tables 1-4).

Table 1
Vitagen is effective for students based on experience
acquired entrepreneurial competencies

№	Entrepreneurial competencies	Basic vitagen experiences
<i>Promotion of business ideas and social initiatives on the competences that are manifested on the basis of ability</i>		
1.	Business idea development	Analytical, critical and creative thinking experience acquired in the acquisition of knowledge in academic subjects
2.	Finding resources for the implementation of a business project	The experience of searching for additional materials by studying the Internet system, printed literature, as well as working on one's own in mastering educational topics
3.	Ability to predict business prospects	The experience of assessing, increasing and effectively using one's own capabilities by mastering the initial skills of organizing professional activities
4.	Coping with competition	The experience of mastering educational materials in the form of a pair, a small group, an academic team in a competitive manner
5.	Demonstrating leadership qualities in the process of business organization and management	Mastery of qualities such as being able to justify and convey one's opinion to a partner, teammate or teammate in a pair, small group, academic team, and standing firm in one's position
6.	Building an authorship brand	Formation of personal character traits based on self-work, self-development, self-analysis and control
7.	Keeping regulatory legal documents related to the field of business	In the process of mastering the subject "Basics of State and Law", the study of the nature of regulatory legal documents, as well as short-term or long-term pedagogical practice, as well as the experience of maintaining and formalizing documents related to the "Student's portfolio"

As can be understood from Table 1, the educational process organized in a higher education institution has the ability to effectively form and develop competencies that are manifested in students based on the ability to promote business ideas and social initiatives. All the mentioned competences mean that the students have successfully mastered the conceptual foundations of organizing business activities.

Along with the educational process organized in higher education institutions, the interaction between the subjects who are its participants, the involvement of students in the performance of creative and creative educational tasks creates the basis for their mastery of the necessary competences related to the organization and management of business activities at the necessary level (2-table):

Table 2
Vitagen is effective for students based on experience
acquired entrepreneurial competencies

№	Entrepreneurial competencies	Basic vitagen experiences
<i>Organization of business activities and management activities on competencies</i>		
1.	Ability to master the basics and principles of business management	Experience in mastering the basics and principles of various academic and professional subjects
2.	Business communication skills and ethics	Possessing the competence and ethics of communicating with microenvironment, peers in academic groups, pedagogues in the educational process, as well as users in social networks
3.	Ability to work in a team and manage subordinates effectively	Ability to influence and manage social entities in communication with peers in a pair, small group or academic team
4.	Working, sorting and organizing the work of employees	Experience in organizing group and team participation, creative and creative activities in competitions organized in academic and specialized subjects, as well as in various social spheres.
5.	Protection of intellectual property	The experience of presenting creative and creative works of art to contests organized in academic and specialized subjects, as well as in various social spheres, and providing relevant documents representing this process.

Competencies that represent the ability to provide information and analyze business activities are rather complex. Therefore, students of higher education institutions have the opportunity to develop the following

competencies, which represent the ability to provide information and analyze business activities

it was concluded (Table 3):

Table 3
Vitagen is effective for students based on experience
acquired entrepreneurial competencies

№	Entrepreneurial competencies	Basic vitagen experiences
<i>Information provision and analysis of business activities on competencies that represent the ability to do</i>		
1.	Knowledge of quality analysis, modeling methods	Experience in creating models of a creative, creative and practical nature, as well as critical analysis of activities for competitions organized in academic and professional subjects, as well as in various social spheres.
2.	Working on a computer and using practical programs in the process of	Mastered from "Information technologies" Microsoft Excel (calculation in a table or web page, visualization of numerical evidence evidence), Microsoft Office

	business organization and management	Publisher (booklet, brochure, etc.), Microsoft Media Player, zplayer (processing of graphic and audio educational materials and recovery), CorelDraw (create and view images), Easypano Studio, Java Applet, Image Assembler, Spherical Panorama, Choose images, Create HotSpot link, SP_VTB, SP_Stitcher, IPIX e-gallery, IPIX i-Linker and others (virtual museum and creating galleries), iSpring Suite (creating electronic training courses, training tasks of various complexity, creating online tests), iSpring Free Cam, iSpring Presenter (online training course, video lesson, interactive presentation and test), iSpring Kinetics (interactive electronic training creating literature), experience working with computer programs such as iSpring Space (creating interactive micro-courses, organizing collective work on the course) [10, - pp. 46-47]
3.	Possession of basic economic knowledge	Economic knowledge, skills and abilities acquired from the subject "Economic Knowledge Bases".

The most complex process in the process of developing entrepreneurial competences among students is the achievement of effective acquisition of competences that represent their ability to conduct business activities economically and technologically. Although about ten competencies are listed among the competencies included in this category in the sources related to the topic, four competencies were singled out among them on the basis of theoretical analysis during the research process. Therefore, students' existing vitagen experiences serve only to develop these four types of competencies, in particular, such competencies as handling money, designing and organizing product production, planning

and managing product production, and being able to see the environmental consequences of project implementation. The development of the remaining competencies of the students requires special knowledge (skills for the distribution and management of production and technological resources; skills for planning and conducting product testing; skills for implementing product and production certification; protecting employees and the population in the event of disasters, catastrophes, natural disasters (such as awareness of the methods of protection against the possibility) requires consistent study, directly engaged in business activities for several decades (Table 4):

Table 4
Entrepreneurial competences that students effectively master on the basis of Vitagen experience

No	Entrepreneurial competencies	Basic vitagen experiences
<i>Economic and technological aspects of business activity on competencies representing the ability to conduct</i>		
1.	Dealing with funds	Family members: experience of spending, saving and accumulating money given by parents, grandparents or older family members for "Pocket Expenses"
2.	Design and organization of	Acquired knowledge, skills and abilities in specialized

	product production	subjects (such subjects as "Professional competence", "Fundamentals of mechanization, automation and robotics", "Service service", "Technology and design", "Technical creativity and design", "Household basics").
3.	Proficiency in planning and managing product production	experience in design, planning, organization and management of services based on skills, design, technical creativity, as well as production of household goods
4.	Being able to see the environmental consequences of project implementation	Based on the theoretical and practical knowledge acquired from the subject "Ecological Knowledge Bases", to be able to assess the environmental consequences of designing, planning, organizing and managing services, design, technical creativity, as well as the production of household goods.

Thus, entrepreneurial activity is one of the complex types of personal activity, and its management requires a person to have certain competencies. Competences that are important in the effective management of entrepreneurial (business) activities are divided into several types. Entrepreneurial competences that can be mastered by students were selected based on the vitagen experience students had during the research period. Also, vitagenic experiences that allow for the effective development of these competencies are identified. The results of the scientific research confirmed that the targeted, appropriate and systematic use of vitagenic experiences of students gives the expected results.

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