JSSHRF ISSN: 2748-9345

JOURNAL OF SOCIAL SCIENCES AND HUMANITIES RESEARCH FUNDAMENTALS

VOLUME04 ISSUE04

DOI: https://doi.org/10.55640/jsshrf-04-04-04

Pages: 15-17



DEVELOPMENT OF LEARNING COMPETENCIES OF STUDENTS IN THE PROCESS OF INDEPENDENT STUDY

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ABOUT ARTICLE

Key words: Entrepreneurship, innovative entrepreneurship, new idea, business plan, resource search, consumer, consumption, incongruence.

Received: 04.04.2024 **Accepted:** 09.04.2024 **Published:** 14.04.2024 **Abstract:** This article deals with the determination of ways for students in higher education institutions of our country to achieve success in the field of entrepreneurship, entrepreneurship as a process, a complex chain of actions - starting from the search for an entrepreneurial idea and ending with a concrete project of the organization that allows the production of products necessary for consumers.

INTRODUCTION

In order to accelerate the economic growth of the reforms implemented in Uzbekistan and to cover the young people entering the labor market with economic activity, special attention is paid to improving the business and investment environment, and the right to use freely selected types of business activities is supported. Also, opening the doors of unique opportunities in forming innovative entrepreneurial activities and determining ways of corporate cooperation with production enterprises in HEIs of our country, the development of mechanisms for taking into account the interests of both parties, i.e., the employer and the future employee, aimed at fulfilling the company's order from the student period. is becoming one of the pressing problems of the day.

Among our scientists, Sh.Sh.Boltaev and A.A.Rakhmatov in their research indicate that the need for the development of innovative entrepreneurship can be formed by the following factors[1:;14]:

- increasing the role of the intensive factor of production, which helps to apply innovations in all spheres of economic activity;
- the important role of science in increasing the efficiency of development and the introduction of new techniques;
- the need to significantly reduce the time of creation, to master new techniques, to raise the technical level of production, to mass develop creativity of inventors and rationalizers;
- the uniqueness of the scientific and technical production process, expressed by the uncertainty of the results, the multiplicity of research, the existence of risks and the possibility of achieving negative results;

VOLUME04 ISSUE04 15

JOURNAL OF SOCIAL SCIENCES AND HUMANITIES RESEARCH FUNDAMENTALS

- increase in expenditure and decrease in the economic indicators of enterprises in the adoption of new products; in the rapid spiritual obsolescence of technique and technology;

ISSN: 2748-9345

- with the objective need for rapid implementation of new techniques and technology, etc.

Innovative entrepreneurship is the basis of all aspects of entrepreneurial activity. Because innovative entrepreneurship is both an economic situation and a process. As an economic situation, entrepreneurship is manifested as a form of production relations, production and sale for obtaining certain characteristics (work, service) for consumers, the necessary result, and as an economic situation, in the process of selling goods (work, service) with consumers [2], product delivery reflects the entire system of relations that arise in interaction with suppliers and other economic entities, hired workers, and finally, the state and other management organizations.

Entrepreneurship as a process reflects a complex chain of actions - from the search (birth) of an entrepreneurial idea to the development of a specific project of the organization that allows the production of the necessary products for consumers. This process ends with obtaining a certain amount of profit. Accordingly, entrepreneurship as a process includes four main stages:

- searching for new ideas and evaluating them;
- making a detailed business plan;
- search for necessary resources;
- managing the created enterprise.

In fact, together with the development of a business plan, ideas are selected and evaluated, and at the same time, the innovative organization being created can be registered with the state and an application for a patent can be filed. The stages of searching for new ideas and protecting the intellectual product being created are very important for innovative entrepreneurship.

Here are seven sources of innovative ideas:

- 1) unexpected event;
- 2) incongruence inconsistency between reality and our perception of it as it really is;
- 3) introduction of innovations based on process needs;
- 4) sudden changes in the structure of the market or industry;
- 5) demographic changes;
- 6) changes in acceptance, mood and value instructions;
- 7) new knowledge.

The first four sources are internal resources because they are owned by the industry or service sector and are therefore available to people working in that industry or sector. The remaining three sources of innovation are external because they are caused by the actions of the enterprise outside the enterprise or network. Entrepreneurship is always based on certain ideas. The idea of entrepreneurship based on activity and courage, the innovative initiative of the individual entrepreneur is carefully thought out to every part, and it covers not only the entire production process, but also one or several of its individual parts.

We can define an innovative idea as a real possibility, such as the production of a unique product, product, service or their improved options or modifications, as well as new copies. It is also important for an entrepreneur to single out sources of information that help him find a certain innovative idea. Such sources can appear as clear knowledge about the market and market needs, the emergence of new technology, materials, production methods, structural or geographical breaks in the need for a certain product in the supply, clear sources of innovative ideas:

- consumers, i.e. study of consumer demand;[3]

VOLUME04 ISSUE04

- scientists engaged in new material, product characteristics or inventiveness, which allows to create improved or unique variants of a product, service;

ISSN: 2748-9345

- competitors, in some cases their activities aimed at studying consumer demand, motivating the entrepreneur to form his own innovative idea;
- sales agents, dealers and other means; businessmen's consultants on certain elements of innovative activity;
- direct employees of the organization.

But the boundary between these seven innovative ideas is not fixed and interchangeable, but all seven sources are important and effective. It is important to note that while none of the areas are of primary importance over the others, they are ranked in order of decreasing accuracy of prediction and analysis. No industry gives them as great an opportunity as a first-line resource, a windfall for successful innovation. Unexpected success not only shows the possibility of innovation, but also requires it, because unexpected success shows the limitations of management's vision and the need to reconcile it with economic reality. Other unexpected events in the external environment should also be considered, such as the unexpected success or failure of competitors. This resource is especially important for large and mature companies[4] because they have a better overview and the ability to attract more resources is important for them.

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VOLUME04 ISSUE04