

Educate Students in the Spirit of Entrepreneurship Psychological Characteristics

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Abstract

In this article, educate students in the spirit of entrepreneurship psychological characteristics and the requirements of entrepreneurial activity are discussed theoretically.

Key words: entrepreneurship, economy, resource, socio-emotional load, activity, motivation, globalization.

To date, in the modern education system, two main approaches to the economic training of young people have been formed in the university education system, which is aimed at deepening their fundamental foundations and forming the professional and personal competencies of future specialists. This is natural, because the rapid development of science and production technologies related to it is aimed at the economic socialization of the individual, which involves the development of the ability to absorb economic experience, process it, and reproduce it in future economic activities, as well as to the social environment. includes organic access and economic status.

The transition of our society to new socio-economic and political conditions of development makes the problem of training modern specialists who form psychological preparation for entrepreneurial activity more urgent. This readiness should be the basis for developing their ability to make independent decisions and entrepreneurial initiatives, to strive for constructive cooperation, to choose a creative and dynamic life option, to show social responsibility, courtesy and tolerance.

However, the lack of a system for the formation of universally recognized values and normative models of entrepreneurial behavior of young people leads to the destructive construction of social space, inconsistency of personal and social determinants of economic consciousness, self-awareness and behavior, behavior leads to neglect of character and existing interpersonal relationships and moral standards.

It follows that the society should carry out large-scale work aimed at forming the psychological readiness of young people for entrepreneurial activity, which can have a significant impact on the stabilization of the economic situation and the development of the entrepreneurial institution. Solving the identified problem allows to resist market monopolization, solve employment problems, accelerate scientific and technical progress and have a direct impact on the formation of the middle class. Helping the integration of young people into a single economic, political, social and cultural space, forming the psychological readiness of young people for entrepreneurial activities should become an important direction of the state youth policy.

It should be remembered that the predominance of economic problems in the social life of young people without the possibility of solving them leads to the conflict of their social identity, the increase of psychological deformations in the overall structure of the individual, the hindrance of their professional formation and development, the slowing down of economic socialization processes, and the increase of tension in society. will bring.

In today's pedagogical psychology, there is no theoretical, methodological and empirically based concept of the formation of psychological readiness of students for entrepreneurial activity, in which there is an understanding of its essence, determinants and mechanisms of development at various stages of university education, as well as sufficient psychological tools for the implementation of this process.

The concept of forming the psychological readiness of students for entrepreneurial activity at different stages of university education is effective if it is based on the following theoretical, methodological and organizational conditions: the use of systematic, network, subjective and resource approaches in the formation of the main rules and ideas of the concept ; the existence of theoretical and empirical methods and their motivational direction that ensure the formation of students' ideas about entrepreneurial activity; use of sufficient psychological mechanisms and innovative technologies.

Psychological preparation for entrepreneurial activity is a complex integrated system characterized by socio-economic direction, value-goal directions, subject-activity semantic structures, level of awareness of attitude to entrepreneurial activity, high level of formation of ideas about it. lim.

Psychological readiness for entrepreneurial activity has a stimulating, guiding, supporting, controlling, corrective effect on its development (operational and strategic).

Studying the possibilities of forming students' psychological readiness for entrepreneurial activity requires diagnosing, summarizing and systematizing patterns of structural, content, level and procedural readiness in their interdependence and interdependence, identifying deficiencies and correcting them.

A methodological complex can be used to diagnose the specific psychological characteristics of a multi-level population of students' personal, subject-object and subject-subject characteristics, which makes it possible to determine the realism and consistency (inconsistency) of the internal positions of students at three levels will give.

Empirical analysis of the set of forms of psychological preparation of students for entrepreneurial activity allows to distinguish the main types of economic orientation of students; characteristics of

value-target directions; subjective-activity semantic structures; the level of awareness of the relationship to entrepreneurial activity.

The process of forming the psychological readiness of university students is technologically aimed at gradually changing its levels and creating sufficient ideas about entrepreneurial activity.

The model of formation of psychological preparation for entrepreneurial activity includes a number of components reflecting the main rules of the concept, aimed at forming aspirations for entrepreneurial activity, developing the ability to sufficiently enable, regulate and support the mobilization of personal resources for the implementation of successful entrepreneurial activity need. The psychological training program should be aimed at developing ideas about the essence and psychological characteristics of entrepreneurial activity; development of a positive attitude to business activities of social and personal importance; to develop adequate methods of successful entrepreneurship in real socio-economic conditions. The program includes cognitive, motivational-value, behavioral and activity components that reflect the psychological characteristics of successful entrepreneurial activity, as well as the use of educational technologies based on theoretical, practical, advisory and educational forms of influencing students. must provide.

The formation of students' psychological readiness for entrepreneurial activity should correspond to the logic of systematic, network, subjective and resource approaches. Technologically, the process of forming psychological preparation is aimed at gradually designing an adequate image of entrepreneurial activity through the mechanism of coordination/inconsistency. The experience of successfully building an entrepreneurial activity is assimilated, subjectivized and becomes a real form of the individual's economic consciousness, entrepreneurship forms the ability of self-management and self-development.

The program for the formation of psychological readiness of students for entrepreneurial activity includes components that reflect the psychological characteristics of successful entrepreneurial activity: adequate assessment and understanding of the essence of cognitive-entrepreneurship; depth of understanding of business obligations and tasks; positive assessment of its personal and social importance; understand the means and methods of achieving business goals; to understand the historical conditionality of socio-economic processes; existence of interest in motivational-value-entrepreneurial activity; the need to successfully perform business tasks; desire to achieve entrepreneurial success; internal consistency of personal positions, readiness to maintain and develop entrepreneurial activity by acting in cognitively complex and emotionally saturated situations; projection view of socially approved methods and technologies of achieving operational-activity-business goals; achievement of business goals, goals and tasks of business activity.

Formation of students' psychological readiness for entrepreneurial activities during university studies will be successful if the following psychological conditions are met: students understand the importance of the educational situation and its connection with real entrepreneurial activities; students' confidence in the security of personal information about their life plans and intentions; with confidence in the teacher and projected input into entrepreneurship; to understand the need to develop ideas about the meaning and main goals of one's life, reflecting the general trajectory of the operational and strategic development of students' life and the compatibility with tasks related to entrepreneurial activity.

The model for the development of general strategies of entrepreneurial activity includes personal, social and activity components that reflect the overall psychological content of the concept aimed at forming aspirations for entrepreneurial activity, developing the ability to enable, regulate and support

the mobilization of personal resources to a sufficient level for the implementation of successful entrepreneurial activity. includes.

The analysis of the development of entrepreneurship in our country, which allows to distinguish the main stages and psychological conditions of the formation of entrepreneurial activity, to systematize and generalize the determinants of psychological preparation for successful entrepreneurial activity, showed that its innovative nature belongs to the general characteristics of entrepreneurial activity. The innovative effect of entrepreneurial activity is affected by the level of entrepreneurial culture, which depends on the conditions of the socio-economic environment, the unique personal qualities of entrepreneurs, and the historical characteristics of the external environment.

The scientific reflection of the psychological essence of entrepreneurial activity, as well as the personality and activities of the entrepreneur, made it possible to determine the socio-psychological forecasts of successful entrepreneurial activity in modern conditions: the dominance of motivation to achieve success, independence, responsibility, adequate self-esteem, situation analysis and the ability to obtain relevant business activity information, the ability to measure risk, the ability to experience failures, heuristic thinking style, etc.

One of the components of the success of human entrepreneurial activity is the state of psychological readiness to overcome unexpected situations formed under the influence of socio-economic factors and mechanisms in the context of individual and collective experience of economic life. Psychological readiness is characterized by socio-economic orientation, value-goal orientations, subjective-activity semantic structures, and the level of awareness of relationships to entrepreneurial activity.

Empirical analysis of a set of stable forecasts of psychological readiness of students for entrepreneurial activities in modern conditions made it possible to determine the following: the main types of economic orientation of students; characteristics of value-target directions; specific features of subjective-activity semantic structures; level of awareness of entrepreneurship; such as five types of business ideas about business strategies.

The component of general psychological preparation of students for entrepreneurial activity reflects the main psychological characteristics of the analyzed preparation. The analysis of these ideas of students made it possible to determine the individuality of their ideas about entrepreneurial activity, which is reflected in entrepreneurial motives, the estimated conditions of success of entrepreneurial activity, expected profits and losses.

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