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Торайғыров университета

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<https://doi.org/10.48081/KNKB5644>**S. Maratkyzy, A. T. Baikenzheyeva, B. K. Baizhanova**

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**BUSINESS AND EDUCATION:
OPPORTUNITIES FOR TRAINING**

This article examines the area of intersection of interests of universities and employers, shows the qualifications of graduates of regional universities, their readiness for innovative professional activities, work on the latest path and career growth. The possibility of interaction in the active participation of universities in activities to increase the competitiveness and growth potential of companies, as well as in the joint creation of business incubators is shown. The dynamics of employment of graduates of the Kyzylorda State University named after Korkyt Ata on biological education, employment opportunities for graduates were noted. The most promising areas of business and education development in general are shown. The technologies of distance learning and social networks are shown, new opportunities for online learning are presented; the formation of individual educational trajectories and interdisciplinary integrated learning. It shows the training of specialists in the field of biology on the basis of educational programs, the rights of teachers, if possible, the formation of the main elements of doing business in the process of teaching general education subjects for students of the educational program of biology, promoting the development of the local and national economy in educational programs. training specialists capable of planning and conducting research in this area, including those capable of commercializing the results.

Keywords: outsourcing, scientific and educational center, professional standards, competencies, educational standards

Introduction

The relevance of expanding business cooperation is important for universities. This will require additional funding, professional development of teachers, and the competitiveness of graduates in the labor market, as a result of which competition for applicants may occur. But why is this business needed? There are two aspects:

living and profit. In the context of globalization, there are dozens of examples where the entire industry of individual countries has collapsed, with more and more technologically advanced competitors not able to withstand it. Any company operating in the commodity and service markets must constantly look for the most advanced technology in order to gain a competitive edge. This has always been the case, but today, due to the information and communication revolution, there have been significant differences: the speed and geographic coverage of new knowledge has grown incomparably, and their production has become more complex and expensive.

The way out of this is outsourcing through collaborative relationships with people who are professionally involved in the field, such as university laboratories. It is about strategic equal partnership. Another advantage of scientific education at the university is the opportunity to attract specialists from various fields. Such partnership should generally be of interest to local authorities as it strengthens the competitiveness of local businesses and thereby ensures their sustainable operation and tax revenues to the local budget. On the other hand, such a partnership guarantees the preservation of jobs and, at the same time, their increase, while removing certain social burdens from the authorities. Ireland and Finland are the most striking examples of a three-way partnership between universities, companies and the state, as well as a quick way out of a serious economic turmoil through a 4-5 year breakthrough in innovation [1, p. 30].

Today, there are two ways in the world to transfer knowledge and technology from the university campus to industry. The traditional European approach is to build strategic partnerships between universities and major companies. In the United States, the approach based on the creation of science-intensive small businesses in universities is the priority, followed by their distribution for personal use. In this case, universities are instead focusing on helping new ones and developing new industries and industries. The issue of intellectual property is very important for attracting venture capital investments [1, p. 31]. It is important for all stakeholders to understand that the strategic partnership of government, business and university is not an instant campaign, but the absolute necessity and condition of living for all [2, 3].

Materials and methods

It is assumed that you have the following capabilities to take the first steps:

– First of all, it is the combination of the interests of higher education institutions and potential employers, the qualifications of the graduates, their readiness for innovative professional activities and career growth in the chosen field. The employer is interested in modern staffing; the student is interested in obtaining education that will make him / her more competitive in the labor market;

The HEI is interested in attracting as many students as possible and giving them the same education [4]. On the one hand, there is a chain of «objects – types of science – tasks of professional activity – qualification characteristics – professional standards – competencies», on the other – a chain «educational programs – educational standards – competencies».

– Secondly, the university’s active participation in activities aimed at enhancing the competitiveness and growth potential of companies in the form of seminars, retraining courses, advanced training or consulting for business representatives. It’s not just knowledge sharing for the university. The main thing is to analyze and communicate problems, which in this way demonstrates the strength of the academic environment.

– Third is the joint creation of the university and business incubators, a group of companies, research and development, design, service and consulting services, small science-intensive enterprises that seek to commercialize patents, know-how and other intellectual property. Training of specialists in the field of biology on the basis of educational programs of bachelor’s, master’s and doctoral studies is unique [5–6].

Results and discussion

In accordance with modern requirements, teaching staff also have the full right to start their own business. Within the walls of higher education institution it is possible to form the basic elements of doing business in the course of teaching general subjects for students of biology education program. Atameken, approved by Order of the National Chamber of Entrepreneurs of the Republic of Kazakhstan dated June 8, 2017 No. 133, also specializes in interacting with colleagues, developing a competitive, commercialization mechanism for research results, which contributes to the development of the local and national economy in the educational programs of these specialties. training of specialists who can plan and conduct research in the field, including those who are able to commercialize the results [7–8].

If we look at the employment dynamics of graduates of the Korkyt Ata University on biology education, it should be noted that in recent years the opportunities for graduates to get employment in their specialty in the last graduation year are not very high. Graduates of master’s and doctoral educational programs are 100 % employed. Its main potential is in demand in the market of highly qualified scientific specialists. On the other hand, bachelors do not have professional experience and, due to many social issues, the chances of getting a job in the last year of graduation are not as high as those of graduate and doctoral students [9].

In this regard, the effectiveness of student – oriented teaching at the university, as well as the content of special and general subjects in business, is being enhanced. Business-oriented activity of future teachers is an activity aimed at practical training of business and formation of students' readiness to create a new enterprise on the basis of educational institution.

In order to teach students educational skills to the basics of entrepreneurship and business, a Business incubator was opened on the basis of the Korkyt Ata Kyzylorda state University, as well as the 2nd year of the educational programs 5B01517 – Biology, 5B01515 – Chemistry, 5B01516 – Chemistry, 5B01518 – Geography, the discipline «basics of entrepreneurship» is conducted. These steps are aimed at starting a business, engaging in small business, participating in competitions and projects, and attracting students.

For example, under the Zhas Project Youth Corps Development Project (a joint project of the International Bank for Reconstruction and Development and the Ministry of Education and Science of the Republic of Kazakhstan), 6 students in biology and chemistry major are holders of small business development grants (\$ 1 million). Among the majors in Biology, the Biology field is flexible and conducive to business-oriented instruction. It is well known that the fields of biological science can be linked to the fields of agronomy, food, animal husbandry, forestry, hunting, and beekeeping. Given the rapid development of the agricultural business in Kazakhstan, biologists have the opportunity to research biological objects and come up with ideas for biological business. It is important that biology education programs be based on market economic policy. Formation of business-oriented training of future biologists-teachers can be divided into two theoretical and practical directions. Theoretical direction may include subjects that can form key elements of the business curriculum. The foundation for future biologist teachers in starting their own small-scale business can be the knowledge gained from biology as a subject and from general subjects. For example, in the discipline «Out-of-class work in biology» he is fully acquainted with the methods of creating visual aids used in biology lessons. Here's a source of income: wet drug, mulch, stuffed animals, herbarium, etc., making equipment, providing kindergartens, schools, colleges, training centers with visual aids, opening a local, regional cognitive museum, and cafes and hotels. style decoration, hobby for people who like hunting hobbies [10].

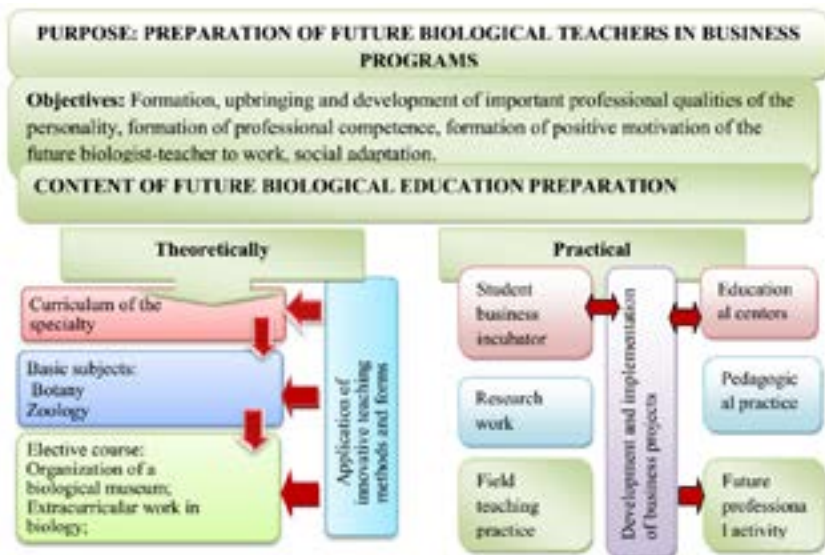


Figure 1

In countries where education and the economy are successful (interconnected), such a tool as endowment is widely used. Endowment is a non-profit endowment fund that is funded primarily by donations. At the same time, the fixed capital of the founders is not affected;

Conclusion

The most promising areas for business and education development are:

- introduction of module-based programs, distance learning technologies and social media that create new online learning opportunities;
- Ensure the ability to accurately differentiate, personalize and personalize the programs on the demand of consumers, to form individual educational paths;
- development of «soft skills» that provide not only education, but also personal development, leadership, effective communication, and interdisciplinary integrated learning;
- practice-based learning through the establishment of comprehensive alliances of business schools, training and consulting companies, and their incorporation into consulting;
- focus on innovation and new values, focus on those who make a significant contribution to the development of society;
- Prioritizing business ethics and social responsibility;

– establishment of multilateral relations with leading foreign universities and business schools aimed at developing professional efficiency in the global world.

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C. Маратқызы, А. Т. Байкенжеева, Б. Қ. Байжанова

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Бизнес и образование: возможности интегрированного обучения

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Бұл мақалада университеттер мен жұмыс берушілердің мүдделерінің тоғысу аймағы қарастырылып, аймақтық жоғары оқу орындарының түлектерінің біліктілігі, олардың инновациялық кәсіби қызметке дайындығы, мансаптық өсу жолдары көрсетілген. Университеттердің компаниялардың бәсекеге қабілеттілігі мен өсу әлеуетін арттыру жөніндегі іс-шараларға, сондай-ақ бизнес-инкубаторларды бірлесіп құруға белсенді қатысуындағы өзара әрекеттесу мүмкіндігі көрсетілген. Атындағы Қызылорда мемлекеттік университетінің түлектерінің жұмысқа орналасу динамикасы Қорқыт Ата биологиялық білім, түлектерге жұмысқа орналасу мүмкіндіктері туралы атап өтті. Жалпы бизнес пен білім беруді дамытудың перспективалық бағыттары көрсетілген. Қашықтықтан оқыту технологиялары және әлеуметтік желілер көрсетіліп, онлайн-оқытудың жаңа мүмкіндіктері ұсынылды; жеке білім беру траекторияларын және пәнаралық кіріктірілген оқытуды қалыптастыру. Онда биология саласындағы мамандарды білім беру бағдарламалары негізінде даярлау, мұғалімдердің құқықтары, мүмкіндігіне биологияның білім беру бағдарламасының студенттеріне жалпы білім беретін пәндерді оқыту процесінде кәсіпкерліктің негізгі элементтерінің қалыптасуы, білім беру бағдарламаларында жергілікті және ұлттық экономиканың дамуына ықпал ететіндігі көрсетілген. осы салада ғылыми зерттеулерді жоспарлауға және жүргізуге қабілетті, соның ішінде нәтижелерді коммерциализациялауға қабілетті мамандарды даярлау.

Кілтті сөздер: аутсорсинг, ғылыми-білім беру орталығы, кәсіби стандарттар, құзыреті, білім беру бағдарламасы.

В данной статье рассматривается область пересечения интересов вузов и работодателей, показана квалификация выпускников региональных Вузов, их готовность к инновационной профессиональной деятельности, работу по новейшему пути и карьерному росту. Показана возможность взаимодействия в активном участии Вузов в мероприятиях по повышению

конкурентоспособности и потенциала роста компаний, а также в совместном создании бизнес-инкубаторов. Просмотрена динамика трудоустройства выпускников Кызылординского государственного университета им. Коркыт Ата по биологическому образованию, отмечены возможности трудоустройства выпускников. Показаны наиболее перспективные направления развития бизнеса и образования в целом. Показаны технологии дистанционного обучения и социальных сетей, представлены новые возможности онлайн-обучения; формирования индивидуальных образовательных траекторий и междисциплинарное интегрированное обучение. Показана подготовка специалистов в области биологии на основе образовательных программ, права преподавателей по возможности формирования основных элементов ведения бизнеса в процессе преподавания общеобразовательных предметов для студентов образовательной программы биологии, способствование развитию местной и национальной экономики в образовательных программах. подготовка специалистов, способных планировать и проводить исследования в данной области, в том числе способных коммерциализировать результаты.

Ключевые слова: аутсорсинг, научно-образовательный центр, профессиональные стандарты, компетенции, образовательные стандарты.

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