

STUDENT ENTREPRENEURSHIP
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Relevance. Stimulating entrepreneurial activity of students is one of the key aspects of the strategy of economic development of our country, since it allows us to bring the most active group of the population to the labor market and involve university youth in activities that have high potential in terms of developing their human capital. Gaining experience in entrepreneurship and management, mastering samples of business culture allow students to successfully integrate into the business community in the future.

Purpose of the research To assess the results of the study of student motivation for entrepreneurial activity and factors affecting its formation

Material and Methods. For the preparation of this work, we used a trace mat <https://cyberleninka.ru>; A Global Study on Student Entrepreneurial Spirit: A National Report. The 2016 study involved 50 countries (4,000 students were interviewed). According to the survey, almost 11% of students in 2016 planned to work for themselves and become entrepreneurs immediately after graduation. 51% of students wanted to become entrepreneurs 5 years after graduation. According to students, the value of entrepreneurship is revealed mainly in three points: it consists in the ability to achieve a strategic goal in life, material well-being and freedom of choice in life and professional goals and objectives. The ideas of student entrepreneurs about the sources of business activity turned out to be interesting. 78.4% of them believe that it is best to start their business based on their own idea. We consider this a positive point: students rely heavily on their creativity and innovative thinking. Only 21.6% of those surveyed plan to base their business on the commercialization of other people's ideas. Among potential business partners, students see primarily friends from the university. This was the answer of 41.6% of the surveyed students. Approximately the same number (40%) are ready to choose partners from a distant environment. Expert interviews with student entrepreneurs and representatives of structures that support them made it possible to determine the groups of factors influencing the development of student entrepreneurship. The first group is associated with the personal (subjective) attitudes of students, the second - with the impact of the external environment. External factors include, first of all, various measures to support student entrepreneurs. Almost all informants noted that the creation of the infrastructure of student entrepreneurship is the main task of government at all levels, as well as various structures of civil society.

Results. The results of our survey show that more than half of student entrepreneurs have entrepreneurs in their environment, i.e. are included in the professional network: 59% of students have close acquaintances entrepreneurs, 37.5% have entrepreneurs among their relatives.

Conclusion. Modern students have a positive attitude to entrepreneurship, which, in turn, determines the development potential of student entrepreneurship in universities. First of all, students want to create their own business based on their personal idea and be dependent on no one.

References:

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