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PHENOMENON IN BUSINESS ENVIRONMENT IN THE TRAINING OF VET STUDENTS OF SEWING PROFILE

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Clothing industry solves many problems at the same time of the state level. Industry is one of the most socially important, because it should provide the population with high-quality clothing products; meet the physical needs of people with specific demand in different regions; better use of human resources in areas of heavy industry.

However, in the social economic sphere of the state a paradoxical situation characterized. On one hand, there are the acute shortage of skilled workers, on the other one there is rising unemployment among workers.

Creating the necessary conditions for a new type of graduate VET of sewing profile requires new approaches of its activities from vocational schools, namely new look at business as a phenomenon, to meet the needs and profit.

Complex changes in the modern market economy relate to every graduate vocational education. It is quite difficult to combine the traditions of the past with the current rapid changes which contribute to the occurrence of instability and unpredictable crisis situation at work, asking each graduate VET of sewing profile in the future entrepreneur or worker in a highly competitive job market. It gives the reason to believe that democratization in the choice of accelerated profitable world of work initiative and increased activity of graduates of vocational schools, but also encountered difficulties and contradictions in vocational guidance in the settings and values on their own capabilities and further self-employment. So the problem is actualized phenomenon of entrepreneurial activity in the training of VET students of sewing profile. Noting the growing scientific interest in this issue, it should be noted that the study of the phenomenon of entrepreneurship in the training of VET students of sewing profile today has not well developed yet .

The current economic situation in Ukraine requires a radical solution such interrelated issues as a way out of the crisis and the rise and development of production. It does not matter how hard the situation is currently in the garment industry, it is not hopeless. The development of the market relations in Ukraine makes increasing demands for training skilled workers in the garment industry.

The Laws of Ukraine "On Vocational Education", "Concept of Vocational Education of Ukraine" are determined by the need to create favorable conditions for the conscious

choice motivated and getting each student profession, bringing him to productive work in accordance with the vocations and interests with the needs of the national economy skilled workers. Scientists say that a significant proportion of VET students have insufficient level of institutions, reducing their competitiveness, and hence the willingness to acquire new competencies, social mobility and professional improvement. In vocational schools the best students don't study learn in terms of their academic training and social characteristics that require special psychological support that would be implemented in terms of updating the important social role of proftehničnoyi education of individual merit and ability and willingness to formation realize their employment potential [1].

Today we can even talk about a feature of business competence as a practical expression and activity, methodological, communication and other competencies needed in today's world. In other words, every graduate educational institutions must be in either measure entrepreneur. Entrepreneurship is a necessary component of functional literacy.

The entrepreneur is not a simple executor of is proposed functions by someone. In the foreground there are his own ideas, he is just trying to implement them. He should be able to identify situational limits their opportunities to act independently take the risk of going beyond these limits. It means he must evaluate the consequences of their own actions and confidently defend its position. The basis of its ability to act is the position of the experimenter being in a particular situation tends to experience what seemed to him the most appropriate form of work. Therefore, the entrepreneur should possess such quality as to the ability of individual actions. In turn, it is based on self-confidence and ability to accept new perspectives of formation and development; capacity for dialogue and defend their own position; ability to respect the opinions of others and to reach agreement; ability to correctly

evaluate the objective reality that allows you to find solutions that are optimal in the circumstances [2].

The problem of implementation in practical training of future skilled workers of sewing profile of innovative technology does not lose its relevance because modern clothing manufacture does not only reduce, but rather increases the demands on the professional competence of graduates of vocational schools. Now it is not enough to have a diploma of skilled workers, should be able to confirm availability thoroughly formed competencies, including practical abilities, skills and ability to implement them.

For enterprise development in market conditions it should involve a purposeful training of young people in vocational schools, enriching it with knowledge economy, developing its creative thinking and culture of entrepreneurship. The main feature of readiness of VET students of sewing profile for entrepreneurship is autonomy and independence, creative approach to the creation of new fashion, to solving production problems are always accompanied by risk and responsibility, and innovation and creativity based on the science always brings success. Development of business ability is stable picture of professional success and future career.

Developed capacity for entrepreneurship - a guarantee proper use of resources and sales production. Therefore, we have developed a special course on the basics of entrepreneurship for VET students of sewing profile provides an in-depth study of modern management concepts and principles of marketing.

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ДОСЛІДНИЦЬКА ТА ПРОЕКТНА ДІЯЛЬНІСТЬ ЯК САМОСТІЙНА ДІЯЛЬНІСТЬ СТУДЕНТІВ В СУЧАСНІЙ ОСВІТІ

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Сучасне суспільство характеризується надзвичайною динамічністю, інформаційні системи здійснили революцію в суспільстві, під їх тиском відбулися зміни майже в усіх сферах життя. Вони дали вільний доступ до інформації та безперервної освіти, основні підходи щодо адаптації індивідів до соціального тиску. У сучасному різноманітному суспільстві різні системи впливають одна на одну і часто буває, що відкриття в одній галузі можуть бути корисними і в інших наукових областях. Поява інформаційних технологій є очевидною допомогою освіти, проектуванню і дослідженню, що ведуть до сучасних і ефективних рішень.