

*Akmen V., PhD in Technical, Assoc. Prof.,
State Biotechnological University*

*Sorokina S., PhD in Technical, Assoc. Prof.,
State Biotechnological University*

*Sorokina V., teacher-methodologist,
V.I. Vernadsky Kharkiv State Professional and Pedagogical Applied College*

*Bilchuk O., bachelor,
State Biotechnological University*

DIRECTIONS OF DIGITAL TRANSFORMATION IN THE FORMATION OF STUDENTS' COMPETENT PROFESSIONALISM IN ENTREPRENEURSHIP, TRADE AND STOCK EXCHANGE ACTIVITIES

It should be noted that interactive technologies have recently affected not only all spheres of the economy and life of every person, but also the entire educational area. The experience of European countries shows a significant impact of the measures taken to improve the digital competencies of the population on the development of the economy and the competitiveness of the EU countries at the international level. The market economy is being modernized to relations based not only on the movement of traditional material goods and resources, but also on the successful use of ideas and artificial intelligence. That is, knowledge of the information space that permeates all spheres of life and communication of consumers comes to the fore. That is why knowledge today is not just an ability to understand facts, a set of skills, and clearly organized and formed information of practical value, but also the ability to quickly digitally transform it, transfer it, and use it. This is ensured by the competence of the owner of the information in the field of his or her professional interest and is formed during the course of study. Therefore, the formation of students' competent professionalism and a sustainable rational approach to the further application of their knowledge in practical activities for the benefit of humanity and the planet is an urgent task of modern academic education.

It should be noted that the prospects of digital transformation of education were devoted to the publications of O. Dushchenko (2021, p. 44), who, through analysis, proved the idea that it is the use of digital technologies during the study at the HEI that makes it possible to train competitive specialists to be competitive in the modern world society [1]. The Law of Ukraine "On Education" (2023) recognizes information and communication competence as one of the necessary for every modern person for successful life. The Concept for the Development of Digital Competencies identifies ways to form and develop digital skills and digital competencies in society, including ensuring the continuous development of professional digital competencies for specialists in the system of professional development in various fields of activity (2021) [2]. However, no specialist can be trained without possessing professional competencies corresponding to the chosen specialty

[3].

The purpose of the work was to study the directions of digital transformation in the formation of competent professionalism in students of "Entrepreneurship, Trade and Stock Exchange Activities" by combining traditional disciplines with the principles of the new concept of e-commerce.

Today, humanity is witnessing the consequences of digital transformation in all spheres of economic life. That is, in the field of trade, for example, specialists need to have the ability to quickly apply electronic support through the use of modern Internet technologies. This requires the training of specialists who are able to act in rapidly changing situations, who have the skills to critically compare information from different sources, and choose the right course of action in a multicultural global environment.

At the same time, e-commerce, as one of the forms of interpretation of modern trade, cannot develop without basic knowledge of the forms of ownership, the main methods and procedures for payment for goods, the advantages and disadvantages of various forms of trade, etc. That is, without mastering professional competencies in entrepreneurship, trade and exchange activities.

Today, the country needs highly intelligent entrepreneurs who are knowledgeable in all areas related not only to the process of determining the quality of goods, but also to the process of trade between neighboring and foreign countries. These specialists must be comprehensively trained in the issues of observing the economic interests and preferences of our country, and this even applies to trade experts working in customs departments. To successfully master their future specialty, students must acquire a set of both general and special competencies. For example, the higher education standard requires mastery of such competencies as skills in the use of information and communication technologies and the ability to search, process and analyze information from various sources. At the same time, experienced professionals must be able to identify and evaluate the characteristics of goods and services, and operate in compliance with the requirements of regulatory documents in the field of business, trading and stock exchange activities, which are skills that characterize professional competence in a particular field of activity. This makes it necessary to solve the problem of combining traditional disciplines with the principles of a new concept aimed at learning the basics of e-commerce. A modern student should be aware of the common and distinctive features of traditional and e-commerce activities. At the same time, taking into account new realities and modern approaches, it is necessary to consistently and systematically familiarize students with the fundamental essence of the concepts of "e-business" and "Internet commerce", "e-commerce", their types and principles of operation.

To solve this problem, the topics, concepts and basic principles of e-business are introduced in the teaching of commodity research, commercial activities, merchandising, trade logistics, product information, marketing basics and other disciplines. This approach helps to develop digital skills and

model e-business. In Fig. 1. A number of topics introduced in the reading of specialized disciplines of the specialty "Entrepreneurship, Trade and Stock Exchange Activities" are presented.

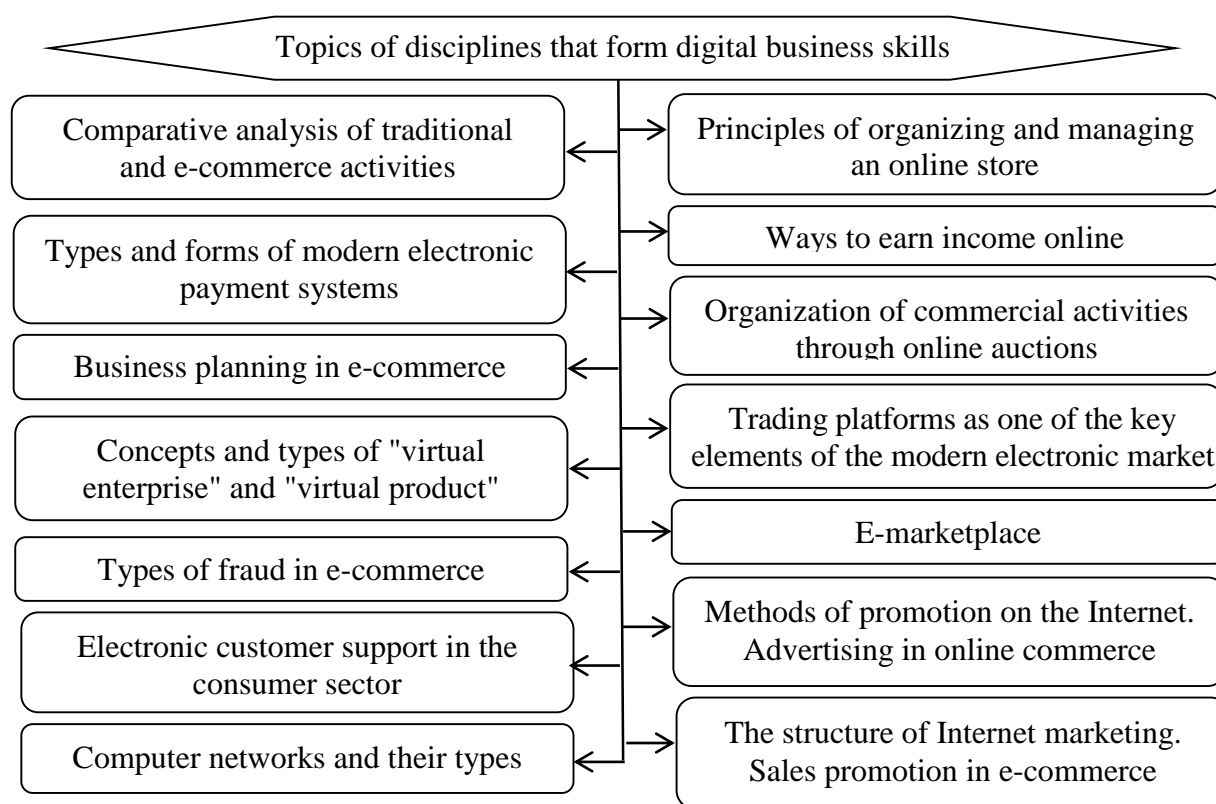


Fig. 1 - Topics of specialized disciplines that contribute to the formation of digital business skills of specialists in the specialty "Entrepreneurship, Trade and Stock Exchange Activities"

Thus, one of the ways of digital transformation in the formation of competencies in students of "Entrepreneurship, Trade and Stock Exchange Activities" is to combine topics of traditional disciplines with topics that teach the principles of the new concept of e-commerce. In future work, we plan to search for new opportunities to implement digital transformation methods in the practical training of students.

References:

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