

## CONCERNING THE CHOICE AN INTEGRATED INFORMATION SYSTEM AT TRAINING OF STUDENTS OF ECONOMIC SPECIALITIES

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Modern information technologies are widely used in teaching courses for students of economic specialties of the research institute of Business and Management. But the limited training time does not allow teachers to explain in class all necessary software for training and further work. This applies to modern information systems, including SaaS-based solutions – rather new for Ukrainian IT market sort of cloud technologies. As such systems meet the advanced IT trends, it is important to emphasize, that it makes likely a possible further work with them for the specialty, after university. Therefore, this tool should be learned from the first courses and then it is advisable to apply it for all years of study at the university in the study of a number of professional disciplines.

During the study several software products were examined: Microsoft Dynamics CRM (<http://www.microsoft.com/uk-ua/dynamics/>), amoCRM (<http://www.amocrm.com.ua>), LiraCRM (<http://liracrm.com.ua/>), OneBox (<http://webproduction.ua/>), Mehaplan Sales (<http://megaplan.ua/crm/>) and others.

In the analysis we considered above all how they meet the basic information needs of students in teaching. Our attention was attracted by a comprehensive information system with the Ukrainian interface Bitrix24 (<https://www.bitrix24.ua>). It is easy for learning, free for 12 users, software product which includes a complete set of tools for the organization of the company. Key features of the system are clear based on the names of the main sections Bitrix24: "Social network", "Tasks and projects", "Chat and video calls", "Open lines", "Documents", "Disk", "Calendars", "Mail", "CRM", "Telephony", "Business processes", "HR", "Mobility".

In training system it gives the best of the above products, opportunities for self-learning. There is a perfect course «Bitrix 24» for learning the main techniques of using the program. It has the text part which is supplemented by videos. Some of them require performing actions by students when watching. This and 9 progress tests provide student with good mastering the material.

**Conclusions.** In the media space, there is a lot of diverse information systems, including SaaS-based solutions. They can help us in training. Bitrix24, from our point of view, is the best and can be recommended for training students of economic specialties.