

## **INCREASING THE EFFICIENCY OF BUSINESS ACTIVITY AND PROSPECTIVE DIRECTIONS OF TRAINING SERVICES IN UZBEKISTAN**

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**ABSTRACT:** *The article provides information on promising directions for increasing the efficiency of business activity in Uzbekistan.*

**KEY WORDS:** *Educational services, entrepreneurial activity, in the educational system, non-budgetary activities of the educational system.*

### **INTRODUCTION**

In recent years, well-thought-out, scientifically based, large-scale reforms have been implemented in the education system of our country. In particular, increasing the quantity and quality of services provided by educational institutions, increasing new and innovative types of business activities, reforming them based on diversification, using optimal, new mechanisms of off-budget financing of the system, relying on the advanced experience of developed foreign educational institutions in this regard, and issues such as establishing a wide-ranging, mutually beneficial integration with, especially achieving high efficiency of the educational system are being resolved.

### **RESEARCH METHODS**

In this regard, in the Address of the President of the Republic of Uzbekistan to the Oliy Majlis, “We need to give our youth a decent education and realize their aspirations for science. For this purpose, we should develop the system of preschool education, fundamentally improve the material and technical base of secondary and higher educational institutions, and the quality of scientific and educational processes”[1] was defined as one of the important directions.

### **RESULTS AND DISCUSSIONS**

Educational services mean the conscious activity of knowledge holders related to the beneficial service process, aimed at meeting the long-term needs of people, the state, society and other subjects seeking knowledge.

Before defining entrepreneurship in the educational system, we focus on its general definition. Enough points have been made in this regard. In our research, based on the definition of entrepreneurship by M.K.Pardaev and J.I.Israilov, we found it appropriate to give the following definition of entrepreneurship. Entrepreneurial activity is defined as the activity of entrepreneurs taking initiative and taking risks within the framework of current laws, providing a certain level of profit through the production and sale of goods (work, services) that meet the needs of society on the basis of property responsibility [2]. The content of this definition became the basis for the development of the definition of the concept of entrepreneurial activity in the educational system.

Entrepreneurial activity in higher education is defined as an activity that is undertaken by a higher education institution taking initiative and taking risks within the framework of current laws, based on its own property responsibility, aimed at increasing knowledge in accordance with the needs of society, the state, and the population, and provides a certain level of profit.

Off-budget activities of the education system are activities aimed at developing education based on the use of funds that do not depend on budget funds. On this basis, the definition of the concept of extra-budgetary financing source was developed. The extra-budget financing source means the source of additional financing, which is found on the basis of the development of educational services and entrepreneurship activities, which are not part of the state budget funds. Additional services and entrepreneurial activities in the educational system are the basis of non-budgetary activities and serve to ensure their competitiveness.

Specific features of the efficiency of services and business activities in the educational system are as follows:

1. The presence of a large number of higher education institutions in the market of educational services. This situation creates a competitive environment and thus the need to achieve high efficiency.

2. The price of products of higher educational institutions is not formed based on market principles, and accordingly, the price of products is not taken into account. This does not allow to evaluate the real efficiency in the higher education system.

3. In selling their educational services and products, higher education institutions have been able to satisfy a small amount of the demand for general services and products in the market. But relationships have not yet been formed to meet the demands of a large number of consumers who are interested in owning and using them.

4. The fact that higher education institutions do not clearly understand their consumers in the market of educational services and products, their location, number and wishes and requirements also creates some difficulties in improving and evaluating efficiency.

5. It is necessary to include an innovative form of distance education in the structure of higher education services of the republic, unlike the form of full-time education.

6. It is necessary to introduce corporate management in the educational system recognized in international practice, to involve teachers and students in educational services and business activities.

## **CONCLUSION**

Educational institutions, including universities, have their own characteristics compared to other subjects of the socio-economic system. First, this field forms several generations of specialists, who will demonstrate the knowledge they have acquired in this field during their future careers. Secondly, the educational system, unlike other areas, depends on the economic, social, and political environment prevailing in the country. Thirdly, the “produced product” in the higher education system is manifested in human capital.

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