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PROJECT "PEOPLE'S BUSINESS ACADEMY" AS A FACTOR OF BUSINESS DEVELOPMENT AND GROWTH OF REGIONAL ECONOMY

PROJEKAT „NARODNA POSLOVNA AKADEMIJA“ KAO FAKTOR RAZVOJA PREDUZEĆA I RASTA REGIONALNE EKONOMIJE

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Abstract: *In the main provisions publications provided a structure "People's Business Academy" for the provision of innovative educational services aimed at gaining theoretical knowledge and practical skills of organization and business, as well as advisory services on the practical implementation of business - ideas. An important factors of an ineffective deterrent for small enterprises and entrepreneurship of the working population is the lack of economic, technical, managerial i legal knowledge and relevant skills.*
Key Words: *education, business, educational structure, employment, program management, training*

Apstrakt: *U glavnim odredbama publikacije su obezbedile strukturu “Narodne poslovne akademije” za obezbeđivanje inovativnih edukativnih usluga koje su namenjene sticanju teorijskih znanja i praktičnih veština o organizaciji i poslovanju, kao i savetodavnih usluga za praktičnu implementaciju poslovnih ideja. Relevantni faktori neefektivnosti malih preduzeća i preduzetništva za zaposlene su nedostatak ekonomskih, tehničkih, menadžerskih i pravnih znanja i relevantnih veština.*
Ključne reči: *obrazovanje, poslovanje, edukativna struktura, zaposlenost, menadžment program, trening*

1. INTRODUCTION

The project - the creation of innovative structures "People's Business Academy" for the provision of innovative educational services aimed at gaining theoretical knowledge and practical skills of organization and business, as well as advisory services on the practical implementation of business - ideas. An important factor of an ineffective deterrent for small enterprises and entrepreneurship of the working population is the lack of economic,

technical, managerial and legal knowledge and relevant skills. This requires implementing educational programs aimed at increasing interest in entrepreneurship and learning management technologies to enhance its effectiveness. The project is to ensure educational - consulting services for creating continuous support for small businesses according to the needs of the economy of cities and regions. The project focuses on university students in the region, high school students in the region, young people who are not employed, unemployed working age citizens with disabilities (disabled).

The results of sociological studies define the main obstacles for the formation and development of corporate social responsibility are: imperfect legislative and regulatory framework governing business opportunities for participation in social programs and educational institutions in shaping socially responsible professionals; and the prevailing lack of an effective independent civil examination and evaluation of social programs, standards and quality of training business professionals; lack of incentives (moral and economic) for responsible public entities [1, 2].

To date, Ukraine has not yet provided the main components of an enabling economic environment for the success of small business: investment and innovative companies and funds, regional funds for entrepreneurship support, leasing companies, accounting firms, insurance companies, business centers, business incubators. However, the problem is not only in these missing components [3, 5, 8].

It is necessary to take into account foreign forms of support for the development of economic structures of society in order to use them in our conditions. It should expand the adoption of comprehensive government measures to stimulate the creation of new innovative structures that result in a significant impact on the market to increase the share of high-tech products and establish a national innovation infrastructure development which at this stage is important. This is possible only on the basis of permanent educational process which is directly related to practical business.

2. BASIC PART

The main areas of regional and local programs for small and medium enterprises is to increase effectiveness of state regulatory policy; improving the framework of economic activity; providing mechanisms for financial support for small and medium enterprises; further development of information system entities; creating favorable conditions for the development of innovative investment and foreign economic activity of small and medium enterprises; providing educational services to business entities and the public, providing training, skills development for SMEs; expansion and maintenance of the network infrastructure support [1, 2, 3, 4].

Promoting entrepreneurship support infrastructure, including entities providing financial, logistical, information, science and technology, consulting, marketing, human resources and educational support is one of the main issues to be addressed at the state level.

Unfortunately, in Ukraine there is a lack of educational programs aimed at building the most mobile part of society - business environment. As practice shows, the majority of small businesses in the period suffer from a lack of information and knowledge necessary as a chosen field and on the technology of business affairs. A significant percentage of potential business representatives did not begin its activities due to complete lack of skills in business organization, including finding sources of funding, business plan, research the market environment and so on. The current problem of business education in Ukraine is solved mainly by private initiative educational structures or grant programs, little adapted to actual business conditions in the Ukrainian economy. There is a lack of state financial support for business training programs. Modern Ukrainian business education in the classic version, unfortunately, today has a clearly defined role, priorities and structure of educational projects. Educational programs in business schools are based on the needs of the customer, that person is already familiar with the business. Outside of these programs are people, mainly young people not familiar with the rules of conduct of their own affairs. Moreover, the youth has no clear imagination about possible sources of investment and effectiveness of the activity. Separate consideration of the business curriculum context of higher education is required, which enables young people to acquire knowledge in economics. Those courses are offered in high school Ukraine, there are professional enough, but mostly built on the knowledge of only theoretical component. Typically, this is the theory of knowledge economics, management, finance and others. As you know, an innovative partnership involving both external and internal sources of investment is possible only after careful study of the competitiveness of the market sector.

Representatives of the market environment - particularly small businesses – are able to respond quickly to changes in the level of technological support for final goods or services which provide a certain amount of knowledge to business owners. Thus, flexible enough to change and favorable to the use of innovation policy can be assigned to small businesses such as food production, construction materials, printing services, provision of consumer services for the population, green tourism, hotel services, including foreign tourists and so on.

Thus, the creation of innovative structures "People's Business Academy" is aimed to providing educational advisory services and support to small businesses by building innovative educational - and consulting - accompanying center.

An important factor of an ineffective deterrent for small enterprises and entrepreneurship of the working population is the lack of economic, managerial and legal knowledge and relevant practical skills. This requires at implementing educational programs aimed at increasing interest in entrepreneurship and learning management technologies to enhance its effectiveness [4, 6, 7, 9, 12, 13].

The purpose of the “People's Business Academy” is the creation and sustainability of small businesses, especially for the youth of the region.

Main tasks of innovative structures "People's Business Academy" are:

- Providing lease premises for business education, business training, business advice and support small businesses.
- Creating innovative business education, business training:
  - Seminars, lectures and supporting materials that relate to the individual entrepreneur and business creation;
  - Short point seminars to help start a business;
  - Long and detailed training program for the creation and development of own business
- Creation of computerized information environment to support small business.
- Providing advisory services on the establishment of small and medium business (enterprise creation procedure, the choice of scope, organizational forms and systems of taxation, business - planning and others.);
- Create and announcement of complex educational programs - oriented to small business development in the region;
- Ensure cooperation between business and education, in particular - start a virtual business incubator as an independent resource for creating startup - environment.

The main areas of support of small business should be:

- Effective knowledge and mastery of legal ways to implement financial and loan advisory, organizational and public areas of state support entrepreneurs with further embodiment of these provisions in regional programs of business support citizens;
- Organizational and consultative support, which is sold via an extensive infrastructure for small business to facilitate information and consultation service of citizens due to the existence of extended business network of organizations, including the organization of public training, retraining and advanced training of citizens, entrepreneurs, bringing them to scientific and technical and socio-economic programs, supplies of goods (works, services) for state and regional needs.

Effective learning of the basics of business, the skills of partnership and desire for change is possible thanks to the training business applications. This model can be a base for the development in Ukraine of regional educational centers of business education. The main role of these centers should consist primarily in the formation of a class of entrepreneurs, favorable to innovative change, including - of youth protection and high school students [10, 11].

In particular, these skills will be formed during the training of innovative programs. In fact, as a result of these programs formed youth entrepreneurial outlook, attitude to the problems of the business environment, there is the experience of starting a business.
Development of young people gives several options for opening their own business in the process of passing training courses, gives students the opportunity to get acquainted with innovative technology component of doing business, promoting products on the market, systems and services to attract investment capital and so on.

Creating a system to support small business innovation through the development of regional education centers will provide Ukraine the formation of numerous representatives of the business environment, familiar with professional, legal requirements and competitive economic system of the country, which requires a large number of mobile adapted to changes in small businesses.

As a result of the innovative structure of the "People's Business Academy" provided:

- Free workshops, lectures and support materials that relate to the individual entrepreneur and business creation;
- Spot seminars to help start a business;
- Lengthy and detailed training program for the creation and development of own business
- Webinars advisory nature;
- Advisory for creation of small and medium business (order of creation of the enterprise, the choice of scope, organizational forms and systems of taxation, business - planning and others);
- Activities virtual business incubator as an independent resource for creating startup - environment. The main functions of a virtual business incubator are: forming and maintaining the register of resident enterprises, analyzing their needs, the formation of the communication environment of continuous interaction between remote participants of business projects, consulting services for residents, interaction with business support structures, state and municipal government and others. Virtual Business Incubator will contain elements of information and consultation resource bank business ideas, start-ups and base exchanges potential partners.

3. CONCLUSIONS

Implementation of the project extends the circle of small businesses by increasing employment, enhances development of the city and the region, increasing the impact of small business on the formation of the city and provides:

- Support of education of the working population in adapting to the market economy through the development of innovation People Business Academy and virtual business incubator;
- Growth;
- The creation of favorable conditions for the creation of new firms and development of small and medium enterprises;
- Increasing employment.

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