

Organization of Training for Small and Medium Business Entrepreneurs in an Industrial City

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Abstract—The purpose of experimental research by the authors is to identify and experimentally test a set of conditions that ensure the effective formation of economic knowledge of entrepreneurs. Tasks - the organization of the most effective forms of assistance to small and medium-sized businesses. The urgency of the work is due to the need for the current development of the country's economy and the implementation of decisions taken at the federal level to support small and medium-sized businesses. Methods of the empirical approach are used in the work. The result of the study is the development of practical recommendations for the organization of an effective training program for entrepreneurs. The theoretical significance of the research lies in the fact that the scientific understanding of the conditions for the formation of socially important and professionally important qualities of entrepreneurs, necessary for full inclusion in the professional environment and for the implementation of cost-effective activities, has been expanded. The scientific novelty of the research is that a methodology has been developed for the formation of socially significant and professionally important qualities of entrepreneurs, the essence of which is determined by a combination of teaching methods, pedagogical tools and forms of organization of instruction that ensure the readiness of students to economically efficient entrepreneurial activity.

Keywords—*business center; training of entrepreneurs; seminars; forums; trainings.*

I. INTRODUCTION AND STATEMENT OF THE PROBLEM

The purpose of experimental research by the authors is to identify and experimentally test a set of conditions that ensure the effective formation of economic knowledge of entrepreneurs. Tasks - the organization of the most effective forms of assistance to small and medium-sized businesses. The urgency of the work is due to the need for the current development of the country's economy and the implementation of decisions taken at the federal level to support small and medium-sized businesses. Methods of the empirical approach are used in the work.

In Bashkortostan, in order to implement the decisions taken at the federal level to support small and medium-sized busi-

nesses, the business center "Business World of the Trans-Urals" was established and functions. One of the main tasks of the business center is to help small and medium-sized businesses by training entrepreneurs in the specifics of doing business in an industrial city in a given subject of the Russian Federation. The Business Center "Business World of the Trans-Ural" performs the functions of a business incubator and systematically conducts training seminars and trainings for: existing and potential entrepreneurs of small and medium-sized businesses; citizens wishing to organize their own business; organizations that form the infrastructure for supporting small and medium-sized enterprises.

II. IMPLEMENTATION AND RESULTS

A. Conducting Training Seminars and Trainings

In the Republic of Bashkortostan, since October 2015, the "Business Club Business Time" project has been implemented, which provides seminars on state support for small and medium-sized enterprises. The business training in business and financial literacy is aimed at reducing entrepreneurial risks. The training program for the protection of the rights of employees includes seminars on labor contracts on business accounting support, skype seminar on small business, etc. Such forms of training as round tables are actively used, in particular, such events as: round table "Support to Local Producers and Development of Trade", round table "Entrepreneurship in rural areas of the Trans-Urals: problems and ways of development", round table "Use of a microfinance instrument of state support for small businesses. In addition, employees of the business incubator organized trainings aimed at developing leadership skills, developing general cultural skills of entrepreneurs, and training courses on the basics of entrepreneurship for students of the city of Sibay and Trans-Ural.

B. Promotions Promoting Entrepreneurship

The business center is engaged in carrying out various actions promoting the involvement of young people and students in business activities. In particular, active work is being done to

present and develop business in the form of the interregional forum "Trans-Urals" for start-up entrepreneurs. Open Days are held with excursions of schoolchildren and students on the business incubator, as well as vocational guidance activities with the participation of local successful entrepreneurs to attract young people to business. The promotion of business was facilitated by the business center of the master classes "Business as a path to slavery or happiness"; "Family and business - friends or enemies" with the involvement of federal business coaches; seminar "Products of the bank" UralSib"; seminar on the employment of students; seminar on credit products of banks; presentation «Artificial marble from concrete»; Seminar "Mechanisms of state support of small business in the Republic of Bashkortostan"; a seminar on public procurement; seminar on the development of entrepreneurship. The business incubator is actively working to popularize entrepreneurship and involve young people in business activities under the age of 30, as well as to increase the self-employment of young people and to implement entrepreneurial initiatives. Since 2014, within the framework of the Federal program "You are an entrepreneur", the Business Incubator regularly conducts seminars on the relevant topic "Mechanisms of state support of youth entrepreneurship in the Republic of Bashkortostan" and 2-day training "Business Start" for schoolchildren and students.

C. Holding of Exhibitions of Services and Goods of Entrepreneurs and Enterprises

The exhibition of entrepreneurs is the most effective marketing tool, as it allows local entrepreneurs and producers to demonstrate and promote the full range of goods and services, attracting attention of future buyers. The exhibition includes: the provision of business incubator places for participation in the exhibition, demonstration stands, information support in the media, as well as banners, assistance in organizing the meeting and residence of non-resident entrepreneurs and exhibition visitors on the previously received applications.

In addition to organizing various events for small business, the business incubator of Sibai city takes an active part in city, regional, republican events on entrepreneurship: business days in Khaybullinsky district; business days of the city of Sibai; business days in the Abzelilov district; tourism forum "Tourism and cooperation"; Kurultay Bashkir "Development of entrepreneurship among Bashkirs"; Interregional scientific conference "Modern legislation and business protection"; Youth Forum in Baymak; Zaural'e interregional forum "Zauralye"; Khyliukay; from the even-electoral meeting of the city administration "Results of the year of the city of Sibai"; Entrepreneurship week. The business center organizes the joint work of exhibitors and forums participants through the provision of participants equipped with everything necessary for work space. This can be a lease for any period necessary for the participant, taking into account all the requirements presented by the customer.

III. CONCLUSIONS

The experience of the Business Center "Business World of Zauralye" in training entrepreneurship and organizing events that promote the popularization of business can be considered positive. The result of his activity is the reduction in the Republic of Bashkortostan of the number of small and medium-sized businesses that close during the first 5 years. The events

conducted by the business center are aimed at the most active segments of the population, graduates of schools, students, and also citizens who applied to the employment center of an industrial city.

The result of the study is the development of practical recommendations for the organization of an effective training program for entrepreneurs. The theoretical significance of the research lies in the fact that the scientific understanding of the conditions for the formation of socially important and professionally important qualities of entrepreneurs, necessary for full inclusion in the professional environment and for the implementation of cost-effective activities, has been expanded. The scientific novelty of the research is that a methodology has been developed for the formation of socially significant and professionally important qualities of entrepreneurs, the essence of which is determined by a combination of teaching methods, pedagogical tools and forms of organization of instruction that ensure the readiness of students to economically efficient entrepreneurial activity.

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