

ISSUES OF IMPROVEMENT OF PROFESSIONAL AND PERSONAL QUALITIES OF STUDENTS IN THE PROCESS OF ECONOMIC EDUCATION*Izatova N.N.**Asia international university, Bukhara*

Annotation: This article explores the issues related to the development of professional and personal qualities of students in the process of economic education. It examines the significance of integrating theoretical knowledge with practical skills, fostering critical thinking, and developing leadership capabilities. The paper highlights the importance of modern educational technologies, interactive teaching methods, and the role of professional ethics in shaping students' competencies. Furthermore, it discusses the impact of extracurricular activities and continuous learning on students' career readiness and adaptability in a competitive labor market.

Keywords: Economic education, professional development, personal qualities, interactive learning, critical thinking, leadership, career readiness, professional ethics, educational technologies.

The modern labor market requires specialists who are not only proficient in their field of study but also possess essential personal and professional qualities. Economic education plays a critical role in shaping students into competent professionals by equipping them with both theoretical knowledge and practical skills. The improvement of professional and personal qualities in students is a crucial aspect of higher education institutions' curriculum development.

Economic education provides students with analytical tools necessary for decision-making in business and finance. It emphasizes the development of critical thinking, problem-solving abilities, and adaptability to changing economic conditions. Moreover, professional ethics and responsibility are fundamental components that contribute to a student's growth as a future professional.

Apart from technical skills, economic education also fosters essential personal qualities such as leadership, teamwork, communication, and emotional intelligence. These qualities enhance students' ability to work efficiently in diverse environments and contribute positively to organizational success. Implementing interactive learning methods, case studies, business simulations, and role-playing activities can significantly enhance students' personal competencies.

Professional development refers to the continuous process of acquiring new skills, knowledge, and experiences that enhance an individual's ability to perform effectively in their career. It includes formal education, on-the-job training, certifications, networking, and skill improvement in areas such as leadership, communication, and problem-solving.

Personal development focuses on self-improvement, emotional intelligence, and character-building to enhance an individual's overall well-being and interpersonal effectiveness. It includes aspects such as time management, self-confidence, adaptability, and resilience, which contribute to both professional success and personal fulfillment.

Technological advancements have revolutionized economic education by providing innovative learning tools. Digital platforms, e-learning courses, and simulation software enable students to apply their knowledge in real-world scenarios. The integration of artificial

intelligence, big data analytics, and financial modeling software into the curriculum enhances their practical understanding and problem-solving capabilities.

Engagement in extracurricular activities such as student-led organizations, internships, and professional development programs further strengthens students' competencies. Participation in conferences, workshops, and competitions helps students expand their networks and gain real-world exposure. Encouraging lifelong learning through online courses, certifications, and self-development initiatives ensures that students remain competitive in the job market.

Improving professional and personal qualities in students during economic education is vital for their career success. A well-rounded education that integrates technical knowledge with essential soft skills prepares students to navigate the complexities of the modern workforce. Higher education institutions must continuously adapt their curricula, incorporate innovative teaching methodologies, and emphasize practical experience to produce competent and responsible professionals.

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