THINKING IN BUSINESS PROCESS MANAGEMENT IS A FEATURE OF DESIGN.

Makhmudov Mukhtorjon Abdumalik o'g'li

Namangan Engineering Construction Institute

Republic of Uzbekistan, Namanagan city, 12 Islam Karimov street

Annotation: ***In this article, Thinking Design is a user-oriented product, service. Stages of Thinking Design, Empathy as the center of a human-centered design process. Here are some suggestions on how to look or get an appointment for business ideas.***

Keywords: ***real reality, virtual environment, informatization, digital economy.***

One of the basic principles of design thinking is empathy, that is, the ability to look at the world through the eyes of other people, to feel their needs, to understand their desires and responsibilities. From a methodological point of view, design-thinking approaches to solving problems in conditions of uncertainty are carried out by heuristic methods. The tasks are not creative, they are urgent. Students attend a design-thinking course until they graduate.

Another aspect is the modeling of products, processes and services. Traditionally, the company uses a focus group to determine the attitude of consumers to its products. However, the creation of a model will test the designed product with the help of the consumer, and then, based on the information obtained, will immediately make changes to it.

Developing a design concept for corporations is also one of the most important tasks. The workshop will focus on creating styles of furniture, interiors and accessories. As the current market demands a lot of innovations and changes, there is a need to use computer technology. Therefore, students immediately begin to master specialized programs and strive to become qualified professionals.

Students should have practical design skills and experience. This means that teachers will focus on design, not only drawing, but also drilling, lathes, gas welding equipment, and computer control. In addition, a certain amount of space is created for them to freely experiment and experiment. Their focus is on manufacturing and creating new products.

In Germany, a full semester is often devoted to the professional training of designers, and students are sent to enterprises and firms to gain experience. As a result, such bachelors will be in high demand in the labor market.

The task, purpose, essence, theory and methods of professional training of designers are based on the Bauhaus pedagogical system. These include, first of all, working with and studying various materials in the production of industrial products, the use of new technologies, active creativity in the educational process, the search for new design solutions, the creation of shapes based on the function of things.

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The types of skills that are in high demand in today's economy

Cognitive	*Social and behavioral*	*Technician*
Literacy and math skills, as well as advanced cognitive skills (eg logical and creative thinking)	Socio-emotional skills and personal qualities	Manual skills Knowledge of methods, ability to work with materials, mechanisms and tools
Problem solving skills, knowledge needed to solve a problem	Willingness to gain new experience, honesty, extraversion, tactical stability	Technical skills acquired during post-secondary vocational training or study, or in the course of employment
Verbal literacy, computational ability, problem solving, memory and thinking speed	Self-regulation, willingness to compromise, mindfulness, decision-making and interpersonal skills	Skills required to work in a particular profession (eg engineer, economist or IT specialist)

Source: Digital Dividends. Review of the report on world development. 2016. World Bank, 2016. 33 pages.

Good communication skills are necessary to ensure continuous work and collaboration in such interdisciplinary communities. The development of business and networks based on convergent technologies will also likely require scientific-scale services and skills, including legal services, marketing and strategic management consulting on intellectual property and other issues. It is shown that the training of convergent technology skills and interdisciplinary skills, in particular, biotechnology, information and communication technologies, nanotechnology and cognitive science. when it comes to principles, it is impossible to bypass such aspects as its conformity to the principle of social responsibility as the possession of universal deep knowledge. The philosophical meaning of this concept is to predict systemic changes in the environment and the consequences of the development of digital technologies. Without claiming completeness, we list the risks associated with the development of digital technology:

risks of data collection and storage without which an informed economy would not exist (with the ability to create huge data sets about citizens and the actions they take, with the ability to create ratings of their needs; control over not only the population but also states opportunities; risks associated with leakage of information and negative consequences of loss of digital sovereignty of the country);

the risks associated with the inability to predict the development of technical progress, which may turn out to be broader and more rapid than previous changes (competition between technology and education; each adapting labor skills to enable a person to acquire the necessary skills and not fall into the traps of the labor market; risks such as digital interruption and prevention of marginalization);

topical issues of security, including cybersecurity (prevention of economic fraud using modern information technologies), as well as the regulation of e-commerce, Internet use, bioengineering technologies, artificial intelligence, cryptocurrencies, drones;

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the risks of non-compliance or non-compliance with consumer protection and competition laws in the digital economy.

It is clear that each level of education forms these universal competencies at its own level. In terms of compliance with the principle of social responsibility, training is primarily related to the development of the digital economy, as well as the development of social responsibility skills in addressing environmental and environmental security challenges in the context of development of data storage methods and cyber protection tools.

In the process of transition to the digital economy, we have not yet developed quality teaching mechanisms to turn knowledge into innovation, use it effectively and be successful. It should be noted that, first, for the development of Uzbekistan in an innovative direction, investment in the social sphere (human capital development) should be higher than in the real sector, that is, new thinking, new thinking and new it is necessary to introduce new terms to shape the lifestyle, namely: smart family, smart neighborhood, smart medicine, smart education, smart religion, smart student, smart entrepreneur ... All this is to improve intelligence, ability and effective use it is necessary to develop their own road maps.

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