

CURRENT DIRECTIONS OF IMPROVING THE QUALITY OF TRAINING OF LOGISTICS PROFESSIONALS

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This article discusses the importance of providing educational material to logistics professionals. Concepts such as distance education, its advantages and features are considered. Comments of the founders of the logistics company are included in the discussion. The necessity of business education in the field of logistics is investigated. Logistics is one of the most popular and promising professions in the modern labor market, according to many qualified economic and logistics professionals.

Nowadays, there is a very important task in our world - the training of highly qualified and competitive logistics professionals. One of the main goals is to provide workers with knowledge so that they can compete with domestic and foreign professionals, as well as be able to adapt to any market conditions. Of course, for the appropriate training of high-quality logisticians, it is necessary to use advanced training technologies and the latest innovative techniques. No less important is the modernization of the educational system in the universities.

One of such methods is distance learning. Distance learning allows you to implement interactive technologies of teaching material, obtain a full higher education or training and has advantages such as flexibility, relevance, convenience, modularity, cost-effectiveness, interactivity, no geographical boundaries for education. Distance learning has a number of features such as:

1) Continuity of learning. Training can be carried out simultaneously with professional activities. This is very important, because the profession of logistician is a constant solution to practical issues, and providing the opportunity to solve practical issues during training is an additional opportunity for distance learning.

2) The possibility of continuous improvement in computer skills. Today, solving practical logistics problems is almost always done with the help of computer technology.

3) Opportunity to involve in the learning process directly logistics companies that are interested in quality professionals. It is the business representatives who can assess the

knowledge and professional skills of students. As a result of such cooperation, students gain the most valuable practical experience, and employers evaluate their future employees and have the opportunity to invite them to work after training.

Business education in practice plays an important role for a future logistics professional. So in an interview with Vyacheslav Klimov and Vladimir Popereshnyuk, the founders of the large-scale Nova Poshta company, reported about how important and expensive in the literal sense of the word logistics education was for them.

Business education gives an understanding that all stages of formation someone who came to us for a long time, and then described his experience in detail. Therefore, you cannot invent bike, and just learn and apply this knowledge in practice.

It should also be noted that constant self-improvement in the field of their activity is no less important, so the founders of Nova Poshta are constantly learning and reading business literature, attend business tours to major international companies. They comment on this as follows:

- This allows us to see what our industry can look like successful developed format. This makes it easier to see how the latest technology works and visualize how you see it your business in perspective.

According to experts, a beginner in the field of logistics, you need communicate more with other successful entrepreneurs, learn more about cases implemented by colleagues. One of the key tasks of the figure is to build his personal knowledge system. We need to start with the foundation: classic works on marketing and management - it will help to diversify knowledge and increase horizons. As with any manager, economist or marketer, the negotiation process plays an important role in logistics. Volodymyr Popereshnyuk expresses his position on this type of activity as follows: - Much cannot be learned in theory. For example, negotiations. Therefore, it is worth going to negotiations even if you have a weak position. If you lose, however, it will be a useful experience for you. After all, any experience is based on defeats.

As previously mentioned, practice during training is important in any field, and because logistics occupies a large space in today's business environment, the importance of practical activities in this area increases several times. Business is a continuous series of problems that need to be solved, so, according to experts, junior workers should start their journey from the most problematic departments - "Violation of quality or service." That is, they begin to work with the problems that exist in the company to better understand how it works.

It should be added that to gain knowledge and skills in the field of logistics, you can study not only at university, but also consider options such as vocational education courses or specialized business schools. Business schools make up an intensive educational workshop that

helps entrepreneurs improve their business performance through practical offline training. During such business training, people can develop their business and even reorganize it in such areas as: business processes, human resources, online marketing, marketing, finance, pricing, sales, logistics operations and transformations, logistics without losses.

So, summing up, it is possible to draw a conclusion that currently the development of business education in the logistics environment is moving at an extraordinary pace, developing and improving. Undoubtedly, the importance of the process of providing knowledge to young professionals is fully appreciated in the market and there is an active involvement of all resources for objectively high-quality provision of titles for future logistics professionals.

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