

**DEVELOPING COMPETENT AND EDUCATED MANAGEMENT PERSONNEL
FOR THE BUSINESS SPHERE**

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Abstract: *The need for qualified management personnel in the business sector has intensified due to globalization, technological transformation, and market competitiveness. This article examines effective strategies for developing competent and well-educated managerial professionals through academic innovation, industry collaboration, and skills-based training. Quantitative data and visual analysis support the proposed frameworks for enhancing managerial capacity.*

Keywords: *management education, business personnel, competency development, higher education, leadership training*

INTRODUCTION

Modern business environments require managers who are not only theoretically proficient but also practically capable of navigating complex organizational challenges. As the business landscape becomes increasingly digitized and dynamic, the preparation of such professionals must go beyond traditional academic instruction. This article explores contemporary approaches to cultivating management personnel that meet the evolving demands of global business.

2. Literature Review Prior research underscores the importance of aligning educational programs with real-world business needs (Porter, 2008; Mintzberg, 2004). Competency-based education, experiential learning, and public-private partnerships are recognized as essential components of managerial development. However, many institutions still lag in integrating these into their curricula.

3. Methodology This study adopts a mixed-method approach, combining secondary data analysis from academic institutions and corporations with survey-based evaluations of program effectiveness. Two data sets are visualized: (1) perceived effectiveness of various education sources, and (2) importance of managerial skills in the current business context.

4. Findings and Analysis

4.1. Education Source Effectiveness The analysis reveals that mentorship and corporate training are perceived as more effective than traditional university programs.

Table 1. Effectiveness of Management Education Sources

Source	Effectiveness (%)
University Programs	70
Corporate Training	80
Online Courses	60
Internships	75
Mentorship	85

4.2. Managerial Skill Requirements Leadership and analytical thinking are deemed the most critical skills, followed closely by communication and tech proficiency.

Table 2. Importance of Key Managerial Skills

Skill	Importance (%)
Leadership	90
Analytical Thinking	85
Communication	80
Technology Proficiency	75
Strategic Planning	70

5. Discussion The results suggest that traditional educational structures need reform to incorporate mentorship, practical training, and industry-relevant content. Stronger collaboration between academia and the private sector can bridge existing competency gaps. Furthermore, developing soft skills and strategic thinking is as vital as technical knowledge.

6. Recommendations

- Redesign university curricula to include experiential components
- Promote internship and mentorship opportunities
- Integrate business simulations and leadership labs into academic programs
- Facilitate collaboration between universities and business enterprises

7. Conclusion To meet the challenges of modern business, it is essential to reform how management personnel are trained. Emphasizing competence, practical exposure, and continuous learning will ensure a workforce capable of driving innovation and sustainability.

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