

making through strong interaction and fast data sharing. The innovative indicators have a profound impact on the London economy.

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Karyna Horkun

Vasyl' Stus Donetsk National University

Vinnytsia

Research Supervisor: N. Yu. Ishchuk, PhD in Pedagogy, Assoc.Prof.

Language Advisor: N. Yu. Ishchuk, PhD in Pedagogy, Assoc.Prof.

SOFT SKILLS DEVELOPMENT AS THE NUMBER ONE PRIORITY FOR THE 21st CENTURY

Introduction. In the 21st century, it is not sufficient to have an honors bachelor's or master's degree to find an interesting and well-paid job for students. Today every graduate should have soft skills, not only professional specialization. It is vitally important to learn such forms of skills at student's time, because it is the beginning of the most active period of personality development.

Review of recent publications. The issues of soft skills values have been covered in publications of such scientists as B. Palmar [2], K. Koval, K. Johnson [3], R. Villasenor [4] and others and in the report of World Economic Forum analysts [1].

Objective of the paper is to study the importance of soft skills development in modern world finding ways of its development among Ukrainian students.

Results of research. In 2016, in Davos the World Economic Forum was held. This meeting brought together about 2,500 senior business executives, international politics leaders, intellectuals and journalists to discuss the most actual words topics. Analysts of Forum present own research of top-10 keys skills in 2015 and 2020 (table 1).

Table 1

Top-10 skills in 2015 and 2020

Source: [3]

2015	2020
1. Complex problem solving	1. Complex problem solving
2. Coordinating with others	2. Critical thinking
3. People management	3. Creativity
4. Critical thinking	4. People management
5. Negotiation	5. Coordinating with others
6. Quality control	6. Emotional intelligence
7. Service orientation	7. Judgment and decision-making
8. Judgment and decision-making	8. Service orientation
9. Active listening	9. Negotiation
10. Creativity	10. Cognitive flexibility

So, anyone striving for competitive edge among peers needs to acquire some of the skills from the second column in Table 1.

Soft Skills are the number one priority for learning and development, because they provide the foundation for hard skills to reach their full potential. However, soft skills are also things that can not be replaced by automation. In the face of fast and furious change, soft skills help professionals work smarter [2].

Firstly, universities should update their curricula. Soft skills lessons are to be incorporated in the educational process. Davenport University, a private nonprofit university in Michigan, has been teaching and measuring soft skills for the past five years in their general education curriculum and offers students certifications for certain soft skills. The eight learning competencies are:

- Global and Intercultural Competence,
- Civic and Social Responsibility,
- Ethical Reasoning and Action,
- Critical and Creative Thinking,
- Analysis and Problem Solving,
- Leadership and Teamwork,
- Information and Technology Proficiency,
- Written and Professional Communication.

Ukraine should follow the example of foreign educational implementations [4].

Secondly, we need to update classes through non-formal learning. Non-formal learning can empower youngsters in important conceptions, as social inclusion, anti-discrimination and active citizenship, as well as contributing to their personal growth. Instead of regular lectures and writing abstracts, subjects can be submitted through discussions, games, cases, interactive reality, essays, debates, etc. This will diversify the learning process and students will be more likely to attend pairs [5].

Third, participation in student activities and self-government. Each student self-government participant has his or her share of work in a sector that gives rise to responsibility. Self-government is a demo version of work in which everyone can work in a new team, learn responsibility, try «adult life» and possibly find their vocation.

Table 2 shows the software skills that students can acquire provided these techniques are implemented.

Table 2

The potential results of the proposed techniques of developing soft skills among students

Source: created by the author based on [2]

Updated Curricula	Updated Classes	Participation in Students Activities
Negotiation	Cognitive flexibility	Complex problem solving
Critical thinking	Critical thinking	Critical thinking
Coordinating with others	Creativity	Coordinating with others
People management	People management	People management
Cognitive flexibility	Cognitive flexibility	Cognitive flexibility
Creativity	Coordinating with others	Creativity
Emotional intelligence	Judgment and decision-making	Emotional intelligence
Judgment and decision-making	Emotional intelligence	Judgment and decision-making

The implementation of any of the following techniques, when properly submitted, can have positive results in skills development.

Conclusion. Thus, it should be noted that to increase student`s employability, it is important to pay attention to software skills. These are crucial in students` self-development making them competitive among peers. This requires the introduction of new subjects, changing teaching methods and encouraging student participation in student self-government bodies. By implementing these methods, Ukrainian universities will graduate flexible and strong personalities able to compete in the dynamic and demanding job market.

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Mykola Hruts

Vasyl' Stus Donetsk National University

Vinnytsia

Research Supervisor: N. Yu. Ishchuk, PhD in Pedagogy, Assoc.Prof.

Language Advisor: N. Yu. Ishchuk, PhD in Pedagogy, Assoc.Prof.

ANALYSIS OF THE DYNAMICS OF FOREIGN TRADE IN SERVICES OF UKRAINE AT THE PRESENT STAGE

Introduction. The global practices of advanced economies have shown the positive effects of post industrialism on the level of economic growth of a country. The proactive international trade in services is one of a crucial part of post industrialism. Therefore, at present, the analysis, forecasting changes, finding problems and developing tools to influence the development of international trade in services are important issues for Ukraine.

Review of recent publications. The problem of analysing and stimulating the development of foreign trade in services has been addressed by such scholars as T.L. Krasnoded [2], L.M. Alaverdian [3], O.V. Romanenko, R.V. Mikhel, T.O. Tohtamysh, O.A. Yaholnytsky, M.A. Ovchynnikov and others. Considering that the trends in Ukraine's export of services have changed three times over the last decade, such volatility requires a research and clarification of the reasons of these changes, as well as seeking of the means to increase the volume of international trade in services.

Objectives of the paper. The purpose of the paper is to analyse the dynamics of international trade in services of Ukraine over the last decade, identify the causes that had an impact on it and forecast the prospective inclination of the trend in the future.