

DIGITAL INNOVATIVE TECHNOLOGIES IN EDUCATIONAL BUSINESS**Umurzakova Kommuna Khursanovna**

Teacher of "Department of Education" of Kokand University

umurzakovakommunahon@gmail.com

Annotation: All over the world, all industries are evolving and new industries are emerging. Like all industries, the economy is being digitized. This article gives you a brief overview on economics in education! There is information that the education is person-centered.

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It is recognized by many scientists and experts that the modern education system does not meet all the most serious requirements of our time. One of the main ways to radically change this situation is to widely introduce into the education system the latest software and hardware of modern technological development. One such tool is the open distance learning system on digital platforms (**MOOC** - massive open online courses - mass open online education systems), which allows people to receive a full education without being separated from production and other daily activities. A few years ago, in the fall of 2012, two Stanford University professors, Sebastian Trun and Peter Norvig, offered to listen to lectures on artificial intelligence for everyone on the Internet. These reports included all the necessary materials, tests and final exams. Classes were organized online only. While the speakers had planned for a maximum of 2-3 thousand students to attend these classes, at the beginning of the semester it was enrolled by 160,000 people from 200 countries around the world. It is important to note that such distance education systems are becoming increasingly complex and of increasing quality.

Every day, more and more experienced teachers and professors record their lectures on YouTube and iTunes for others to use. Some of them, such as Michael Sendel, a Harvard professor of political philosophy, have become one of the most popular figures on the Internet because of his over-popularization of a course on spirituality called "Justice". Each year, philanthropists and venture capitalists invest tens of millions of dollars in new efforts to gather the best knowledge from around the world and put it online for all to use. Their joint efforts have resulted in people around the world receiving modern and quality education. According to Professors Sebastian Trun and Peter Norvig, by 2050, there will be only ten major modern universities left in the world, with millions of students enrolled at the same time. Naturally, such a business will be beneficial for everyone involved and will play an important role in training for the digital economy. Examples of the thousands of education systems that are currently operating in real life include:

Khan Academy –Founded in 2008 by financial analyst Salman Khan, it is a unique repository in the digital world of a variety of assignments and videos in math, physics, biology, astronomy and other natural sciences. The materials of this academy are of various complexity and are mainly intended for high school students. Therefore, its materials are used on a regular basis in dozens of educational institutions in the United States. Khan Academy is a system that allows teachers to radically change the learning process, meaning that students listen to lectures online at home and do their homework with the help of a teacher when they come to class. At any time,

the teacher can check what materials the student has mastered or which materials are difficult for him / her to master. The academy is currently funded by the Bill & Melinda Gates Foundation and Google. You can learn more about this academy at www.khanacademy.org. Examples of materials developed by the academy for schools include the following educational video materials:

- *KIPP School Oakland Pilot Video*
- *Summit School Pilot Video*
- *Marlborough School Pilot Video*
- *Oakland Unity Pilot Video*

Khan Academy –resources can be viewed and familiarized with at the following Internet addresses:

- YouTube: www.youtube.com/khanacademy
- Twitter: <http://twitter.com/#!/khanacademy>
- Facebook: www.facebook.com/khanacademy
- Google Plus: <https://plus.google.com/109050230672993035916/about>
- Translations: www.youtube.com/khanacademylanguages
- Talks and interviews (videos)
- Speaker requests

2U or 2Tor — is a commercial company founded in 2008 by modern education critic and renowned entrepreneur John Katzman. The company works with leading American universities to create full-fledged online courses for several years. The company produces interactive applications, applications for tablets and smartphones, online lectures and functional devices that allow students and professors to communicate. To develop the platform for each course, 2U (or 2Tor) is spending around \$ 10 million allocated by various venture funds. About \$ 100 million was spent on the initial phase of the project alone. The other four key areas of educational technology listed in the title of this section are described below as far as possible.

Person-centered education

The modern educational process seeks to be universalized using digital technologies, modeling people in education as closely as possible to each other (i.e., requiring compatibility). Modern schools and universities imagine their students in the form of classic “black boxes,” giving them all the same information and expecting a response from them, regardless of the individual characteristics of the learners. This approach is perceived by many as an anachronism of the industrial age, which should be abandoned. Some suggest solving this problem by involving more teachers in the learning process. Because it pays special attention to each student, it is possible to optimize the learning process, taking into account their needs and abilities. But because it is a very expensive activity, many pedagogical experts say that the involvement of modern computer software and capabilities in the educational process can lead to good results. If this path is followed, in the future, computers will be able to create individual curricula for each student according to their intellectual, emotional and knowledge level, using appropriate software and hardware. An example is Knewton, a commercial education system founded in 2008. **Knewton**

allows online course creators to analyze a student's mastery of a specific subject using methods developed by the company. Based on this information, **Knewton** will create a unique program for each student. With the help of special programs, **Knewton** can determine what are the gaps and shallow areas of a student's knowledge, what kind of study materials he or she is good at (text, audio or video), and what topic he or she is most comfortable with. The fact that Pearson, one of the world's largest publishers of textbooks, is using Knewton to create online math courses also shows that he is on the right track. The aim of the publishing house is to create and sell interactive e-learning manuals that can be reorganized according to the student's achievements while reading the manual. Knewton has hired Peter Till and Reed to continue and expand their business. It has received nearly \$ 50 million in investments from venture investors like Hoffman.

Teaching through computer games

Suppose a student comes home and opens his smartphone, opens the Foursquare game on it, and starts playing on it. After a while, he will achieve some results and get the appropriate points and medals. Curious about this, he continues his game again and notice: at this time he will have the opportunity to acquire the knowledge imparted through the games. That is, he will be able to learn with interest, while playing. The process of using similar game mechanics even in non-game situations is called gamification, and the term has been used in many business communities around the world for several years.

To sum up, the application of digital economies in education is effective in all respects. The main task for scientists is to link the economy with education, the introduction of new technologies and innovative projects.

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