

CAREER ORIENTATION AS A TOOL TO ENHANCE AREAS OF PROFESSIONAL DEVELOPMENT OF YOUNG PEOPLE

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Abstract. The article considers the problem of formation of the sphere of professional development of students. According to the authors, the need for a comprehensive approach to career orientation, the main feature of which is to work with the life goals of young people. Career orientation should be aimed not only at professional development, but also on personal, social and economic formation of the future specialist. Development of career orientation tools for youth trainees will allow expanding possibilities of professional diagnostics, to give an assessment to variability of goals achievement, to help with planning of professional development taking into account external and internal socio-economic factors. Relevance of the chosen subject is confirmed by empirical research of students' vital and career prospects carried out by authors of the article. System approach including methods of modeling and forecasting, psychological methods, methods of the economic analysis, in particular, SWOT analysis, the content analysis are widely used in the research. Authors present recommendations on usage of career orientation tools in the course of professional education.

Keywords: career orientation; professional development; vocational guidance; vital aims; professional diagnostics

JEL codes: A130; I290

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