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CREATING AN INFORMATION-BUSINESS EXPERT SYSTEM FOR THOSE WHO WANT TO START ENTREPRENEURIAL ACTIVITY

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Abstract: The article discusses the practical significance of distance learning and broader access to information for online and independent researchers working in their fields, as well as the results obtained. The paper scientifically substantiates the practical importance of improving students' knowledge in various subjects and implementing MOOCs that meet modern educational requirements through online learning. The advantages and disadvantages of online courses and platforms are also discussed.
Keywords: MOOC, online course, mass education, content, Internet, artificial intelligence, efficiency, distance learning.

Introduction.

Today, the process of introducing digital technologies into all sectors of the economy, particularly entrepreneurship, is developing rapidly. In the context of the digital economy, it is crucial to support the process of decision-making in the formation and implementation of new business ideas through reliable and scientifically grounded information systems. For those who are just starting entrepreneurial activities, conducting market analysis, financial planning, understanding legal requirements, and developing marketing strategies require significant experience and expertise. Therefore, developing an information-business expert system is of great practical importance, as it analyzes business directions based on user-provided data, gives recommendations, and generates alternative solutions. Such systems integrate technologies of artificial intelligence (AI), expert systems, data analysis, and user interfaces.Global Trends. The digitalization of the global economy has created new opportunities in the field of entrepreneurship. Today, developing technologies that enable analysis, management, and monitoring of business processes in a digital environment is considered one of the most advanced scientific and practical directions. For beginners in entrepreneurship, using IT-based expert systems in decision-making is a critical factor in improving efficiency. That's why for in it from materials in the USA dozens training in institutions permanent basically Khan Academy is used digitally . education system to teachers education process fundamentally to change opportunity gives , that is , students 193 at home via the internet lectures hearing they will get and to class when they arrive teacher using house tasks they do . Teacher and desired at the time student how materials mastered or which materials mastery to him/her difficulty giving birth check takes . The current at the time this to the academy Bill & Melinda Gates Foundation and GoogleCompanies financial help are showing . This academy with more complete regularly www.khanacademy.org through getting to know your exit possible .Therefore, developing an information-business expert system — a digital platform that identifies business directions according to the user's goals and conditions, and provides economic, financial, and marketing recommendations — has become a pressing need. National Context.In Uzbekistan, consistent reforms are being implemented to modernize the economy, industry, and service sectors based on digital technologies. According to the Decree of the President of the Republic of Uzbekistan No. PF–60 (January 28, 2022) “On the Development Strategy of New Uzbekistan for 2022–2026,” priority is given to the digitalization and automation of all sectors of the economy and the introduction of smart management systems. The strategy emphasizes the creation of innovative products and intellectual information systems based on the principles of the digital economy, as well as the formation of a modern digital infrastructure to promote entrepreneurship. The fact

that the modern education system cannot meet all the serious requirements of the present era is recognized by many scientists and experts. One of the main ways to radically change this situation is to widely involve the latest software and hardware tools of modern technological development in the education system. One of such tools is the open distance learning system on digital platforms (MOOC – massive open online courses – massive open online education systems), which allows people to receive full-fledged education without being separated from production and other daily tasks. Let's you with remote in education usable open to teach platforms some of them seeing We will go out . From now on one how many years before , that is , in 2012 in the autumn Stanford university two professor Sebastian Trun and Peter Norvig on the internet all aspirants for artificial intellect according to lectures to listen offer These lectures own to the composition all necessary materials , tests and final exams cover received was . Exercises and only online organization done was . Speakers the most many with 2-3 thousand student this to training to participate planned at the beginning of the semester, though to him/her 160 thousand from 200 countries of the world person written was was . Similar to this remote education systems increasingly 192 complicated and quality exceed going without emphasis possible No. Day gradually further more experienced teachers and professors own lectures others easily use to YouTube and iTunes systems for writing They are putting . Their some , for example , political philosophy according to Harvard professor Michael Sandel his/her own spirituality called "Justice" about chair too much outside becoming popular gone because of on the internet the most famous from individuals one become left . Every year world on a scale the most good knowledge collect and them via the internet all use for to the network placement according to brand new affairs philanthropists and venture entrepreneurs this for tens of millions of dollars in funds They are separating .

Technological and Functional Aspects

By introducing digital management systems into entrepreneurship and economics, it becomes possible to analyze business processes in real-time, identify problematic situations early, and optimize the decision-making process. These systems, based on IoT (Internet of Things), AI, and data analytics, can generate accurate recommendations depending on the user’s input. Moreover, information-business expert systems serve not only individual entrepreneurs but also consulting centers, investment organizations, and state support services.

Main Objectives.

Justification of the Need for an Information-Business Expert System: To analyze existing information resources for new entrepreneurs, identify gaps, and develop stages for creating expert systems based on international and local experience.

Development of Functional and Technological Models: To design data models describing entrepreneurial activities (business plan, market analysis, legal framework, etc.) and create a web-based or mobile expert platform.

Testing the Efficiency of the Created System: To evaluate the performance of the developed information-business expert system through pilot testing and assess its practical usefulness for entrepreneurs.

Research Methods. The study used analysis of scientific literature on entrepreneurship, business planning, artificial intelligence (expert systems), information technologies, and digital platforms. Methods of system analysis, modeling, mathematical-statistical analysis, and empirical observation and surveys were applied to evaluate the practical effectiveness of the developed system.

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