

PEDAGOGY

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Changing the forms of career guidance work with the development of society and the university

Professional orientation of citizens is one of the forms of labor market regulation, it promotes the development of human resources, provides a link between professional education and the real need for qualified personnel. The agricultural sector of the economy in Tyumen region is developing dynamically and occupies a leading position in the country. The State Agrarian University of the Northern Trans-Urals is a branch university for the agro-industrial complex. It is no secret that the popularity of agricultural professions is extremely low among modern youth, which adds to the difficulties in recruiting applicants and in providing agricultural enterprises with qualified personnel. This circumstance has always justified the search for applicants in rural areas, their return to agricultural enterprises is more likely. The authors of the article show how the form of career guidance at the university changes with the development of society, education and the educational institution itself.

Key words: professional orientation, career guidance, personnel training, agro-industrial complex, rural youth, applicants.

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