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UDC 332.2; 378:37.013

THE IMPORTANCE OF DEVELOPMENT STUDENTS' SOFT SKILLS STUDYING FOR "GEODESY AND LAND MANAGEMENT" SPECIALTY

Introduction. The presented study analyzes the role of "soft skills" formation and development in studying and professional activities of real property development specialists. Performing professional functions, a specialist always realizes himself as a person, who reacting holistically to specific situations, interacting with other participants in professional activities, and forming a system of individual values. A person may face specific difficulties in everyday stressful situations during his professional activities. In particular, development activities are related to the organization of real property conversion processes, projects coordination with state authorities and local self-government bodies, as well as risk management. All these processes require specific professional and social skills from industry specialists. This study highlights the modern requirements of employers among specialists' social skills level in real property development.

Purpose. This study aims to determine the role of "soft skills" expansion in students' studying process and their future professional activity in real property development.

Methods. Towards the goal necessitated to use the following research methods: continuous sampling, comparative analysis, generalization; modern scientific literature systematization to analyze theoretical and scientific sources and substantiation of "soft skills" role in real property development specialists' professional activities.

Results. Real property development is a process limited by time, resources and scope. This complex multi-level system of legal relations, which has been operating in Ukraine for quite a long time, is within the framework of which proactive, coordinating and controlling activities of a particular subject of entrepreneurial activity - the developer as well as the professional activity of other specialized entities, which is aimed at the comprehensive implementation of projects for the creation or reconstruction of real estate objects to ensure the most significant possible increase in the value and cost of the specified real estate objects and to obtain profit. [1, p. 198].

Real property development plays a significant role and can directly affect the state's economy, spatial development of territories, and provision and functioning of the real estate market. Development activity is aimed at increasing the value of real estate, which directly affects the filling of local budgets.

The recent crisis phenomena in the real estate market and real estate development are associated with the negative consequences of the COVID-19 pandemic and the full-scale war on Ukraine territory. However, there are many vacancies for specialists in the field of real property development in the domestic labour market today.

A qualified developer must possess professional knowledge, abilities and skills - "hard skills": be able to monitor the land and real estate market, recognize promising opportunities for increasing the value of the real estate, attract investments, use the latest technologies during the creation of real estate objects, etc. Most specialists in the branch of development have a higher technical education. Possible

occupations and professional job titles according to the International Standard Classification of Occupations 2008 (ISCO-08): Research and development managers; Product development managers; Civil engineering project managers; Real Estate Agents and Property Managers. The main focus of the educational and professional training program for students of higher education majoring in Geodesy and land management under the Real property Development educational program is to form and develop relevant professional knowledge, abilities and skills of specialists in the walk of real property development [2].

Scientists Kozakov V.A., and Dzvinchuk D.I. among the requirements for a modern specialist, which must also meet the needs of today, the following are highlighted:

- willingness to provide conditions not only for one's creative potential but also, if necessary, for the potential of subordinates;
- the ability to understand other people, their aspirations, motives, interests, etc.;
- high spiritual and moral ideals and beliefs;
- high political, legal and economic culture;
- systemic thinking, which involves psychological readiness, ability and skills of a systematic approach to problem situations;
- willingness to take responsibility;
- communication, business acumen, and interpersonal and managerial skills [3, p. 140].

It should be noted that the skills listed above should be classified as "soft skills" - "soft" social skills and competencies, the presence of which employers are increasingly paying attention to in a future employee. Possessing "soft" competencies at the same level as professional knowledge, abilities and skills - "hard skills" - becomes one of the critical criteria for making a favourable decision when hiring.

As a result of the analysis of employers' offers on the domestic labour market, among the positions in the field of real property development, the most sought-after specialists are Shelter and Settlements Team Leader, civil engineering project manager and real estate agent/real estate manager. Having analyzed the requirements of employers [4] for the level of education, necessary skills and abilities of the specialists, the following list of "hard skills" can be identified:

- higher education;
- compulsory education in the branch of civil engineering or other relevant branch;
- full professional proficiency in the English language;
- excellent skills in working with MS Word, Excel and PowerPoint;
- GIS and AutoCAD software skills are a plus;
- ensuring effective planning and quality implementation of sector/support activities;
- control the timely performance of all fieldwork;
- selection of different local building materials/methods and determining the best ones to use;
- generating and initiation of new ideas for maximum assistance to beneficiaries;
- provision of technical support and information on all activities in the housing sector;
- development of project tools, plans and budgets for financing;
- project implementation, reporting and evaluation;
- support for monitoring financial obligations and expenses by budgets and providing timely feedback on budget implementation;
- ensuring the preparation of all documentation related to the provision of assistance following Ukrainian legislation;
- planning and proactive coordination of logistics and movement of personnel to and from various operational areas.;
- initiate purchases and ensure their fulfillment;

- be responsible for personnel management of employees, as a rule, who work in the same field of work;
- be responsible for the timely implementation of agreed work plans and tasks set by the next-level manager;
- hiring and firing employees, conducting performance evaluations (under the close supervision of the manager of the next level), etc.

Employers pay no less attention to the presence of "soft" social skills in job applicants. The most demanded "soft skills" required by employers in the field of real property development include:

- knowledge of the Ukrainian language at a professional level;
- the pursuit of excellence: focus on achieving results while ensuring efficient processes;
- cooperation: involvement of relevant parties and encouragement of feedback;
- initiative: take responsibility and initiative, striving for innovation;
- communication: listening and speaking effectively and honestly;
- demonstrating integrity: maintaining and promoting the highest standards of ethical and professional conduct, including protection from sexual exploitation, abuse and harassment.;
- develop and maintain good relations with persons in need, relevant stakeholders and other humanitarian organizations to support the proper implementation and coordination of sector activities, etc.

The participation of employers in the educational process is a mandatory requirement for the implementation of educational activities. For the formation and development of "soft" social skills, it is advisable to use active learning methods. Active learning methods are widely used in training students of higher education specialty of Geodesy and land management of the real property development educational program: participation in student olympiads, scientific and practical conferences, and master's practice [4].

Conclusions. In connection with the above, in modern specialty of Geodesy and Land management, the role of students' "soft skills" development considered as a necessary component of their studying process and future professional activity in real property development.

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