

## **Sociology of Professional Success.**

Modern Ukrainian society is in a permanent state of transformation, forming new models of behavior of social actors, setting new frameworks and vectors of their lives. Under such conditions, the perception of success in general and professional success in particular is constantly changing: there is a situation in which the available resources of social groups and communities do not meet socially recognized criteria for success, which determines the choice of strategies to achieve it.

The movement of university graduates to professional success is determined by the fact that in today's labor market, young professionals occupy an intermediate place between student and employee, absorbing a variety of norms, values and standards. These norms and values are often separate and devoid of uniform requirements, as the university and the employer see the labor market through the prism of their ideas, which greatly complicates the process of achieving professional success by young professionals.

The main tasks of studying the credit module " Sociology of Professional Success " are:

to form an idea of the conceptual sociological approaches that underlie the formation of strategies and tactics of professional success and professional career;

- to form an idea of historical transformations of the concept of "success", "professional success", knowledge of the main factors that contribute to professional success;

- to moderate group discussions on the factors of effective professional self-realization and professional success, key rules for building a successful personal brand;

- to analyze the system of social relations in society, on the basis of which a successful professional career of graduates of higher education institutions is built;

- to model algorithms of their behavior in order to achieve professional success;

- to implement modern strategies and tactics for building a successful professional career;

