Bukal Imad, undergraduate
Supervisor **Krivoruchko N.I.,** Associate Professor, Ph.D. arch.
OM Beketov Kharkiv National University of Municipal Economy

ARCHITECTURAL DESIGN OF BUSINESS CENTERS: ACQUISITION OF PROFESSIONAL COMPETENCES

Topicality. At the present stage of the city's development, the dominant structural element is the so-called business centers. They are a developed city or local building in the form of several buildings (De Fans, Rockefeller Center, City Moscow, etc.), or separate office complexes. Such facilities allow to create conditions for the most complete and comprehensive satisfaction of the needs of the population and guests of the city. As foreign and domestic experience shows, the development of infrastructure, services, growing consumer needs, the development of labor markets of a large city is the most effective within business centers. Studying and mastering the methods of their formation and shaping, contributes to the acquisition of knowledge and competencies of integrated architectural design of business centers.

The purpose of scientific research is as follows: to identify at the scientific level which methods of architectural formation of business centers contribute to the acquisition of certain knowledge and competencies.

The main text. Modern business centers are characterized by architectural individuality, compactness, the presence of social services. They form a business zone of activity and representativeness of a city. The problem-interdisciplinary approach makes it possible to use both the method of system analysis and the historical method, and the methods of deduction and induction, and so on. They reveal the essence of business centers, as such, from the standpoint of philosophy, sociology, urban planning, engineering, etc., where, scientifically summarizing the main architectural and design features, planning and spatial characteristics, you can trace the morphology of project and predict its further planning and functional formation. The architect has the opportunity to identify general and specific patterns of its formation in the process of complex architectural design.

Mastering the methods of system analysis, and the method of modeling, and other general scientific methods in the process of complex architectural design, the following knowledge and competencies are acquired:

First, the object is considered from the standpoint of systematicity. This is extremely important for a field of functional objects, such as a business center. The method of analysis (dismemberment) of the system (business center) into components is mastered to understand their structure, the competence of the system-analytical view is formed: the object - as a system, the object - as part of the architectural environment, their connections and relationships.

Secondly, the formation of architectural composition in the process of modeling the spatial planning structure of the business center, the criterion of

which is the category of "integrity" through the perception of its consumer, forms the competence of integrity, on the one hand, and the competence of image-aesthetic perception of this object. The system of knowledge of the formation of the artistic image as a component of the formation of the architectural composition of the environment is mastered.

Third, the formation of a system of theoretical knowledge and practical skills in architectural and urban design, which is based on multifactor analysis to identify the main problems and methods of solving them with all factors influencing the formation of high quality urban environment, **forms the competence of multifactor analysis.** It is important to emphasize that scientific training in higher education is considered not as something specific, but as a work of thinking of the architect, necessary for a specialist of modern level.

Fourth, there is the acquisition of practical skills in organizing scientific activities, defining the methodology and techniques of scientific research in the field of master's work: its planning, implementation of research, preparation of working papers, preparation of scientific conclusions and other final documents, as well as familiarization with priority areas. research in the field of architecture and urban planning in Ukraine and in the world. This forms a **competence of general methodological nature** - universal human values, ethics, humanity, democracy, provides an opportunity to expand knowledge and erudition, without which it is impossible today for a professional architect.

Fifth, in methodological terms - urban planning, complex architectural design, organization and production technology, the theory of architectural composition, if carried out in the framework of scientific research, **forms methodological competencies** - the ability to design research results in the master's thesis. For the formation of competencies of scientific argumentation there is a reference to the history of philosophy, and methodology and methods of scientific work, and research methods in other sciences, etc. And the technical implementation of the conclusions of the GDR, which is implemented as a comprehensive architectural project theme, realizes the competence of the integrity of the educational process - awareness of the connection between learning science and industry.

Conclusion. Today in the culture of post-industrial, or information society, the main human activity is various intellectual activities, "intellectual production". For compliance of business centers with modern business conditions is the introduction of new approaches in new types of environmental formation, new forms of scientific and design work. Such innovations allow to combine and raise to a higher professional level the method of architectural design of business centers.