resists their absence and threatens them with expulsion from the university. According to a survey students have to independently receive skills that are needed for a job, because universities offer outdated approaches. Books or electronic syllabus can be read at home, and in classes students should be engaged in interactive forms of training to elaborate practical and theoretical skills [2].

Another important problem is old training programs with the approach as 15-20 years ago, in spite of the fact that more than one generation of computers has been refreshed and the phones react to commands with the help of built-in artificial intelligence [3].

Therefore developed modern education in Belarus IT sphere will be able to get not only the money but also to keep young talented people in the country and to reduce an outflow of personnel abroad.

Education is the largest business. According to UK Universities foreign students coming to study in the UK bring the country income of more than 25 billion pounds and provide a significant increase in employment in the country's economy [4]. Today training of students is the best investment in the future of business and the country as a whole.

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AUGMENTED AND VIRTUAL REALITIES IN BUSINESS

The rapid expansion of technology is opening new opportunities for business. One of the key trends is reality technologies development.

First of all, it is important to differentiate between augmented and virtual reality.

Virtual reality or VR is an artificial digital environment that completely replaces the real world. Imagine opening your eyes and seeing a computer-generated world all around you; you can move in this environment and even interact with it. That is what virtual reality is like.

Augmented reality or AR is the overlay of digital content on the real-world environment. In other words, it brings virtual elements into the real world. Imagine you want to buy a piece of furniture – a sofa, for example. Augmented reality technology can help you check how different sofas will look in your room and pick the one that fits best. That is how IKEA Place application works.

AR is the most accessible reality technology, as people can use their smartphones to run AR applications. These applications use a phone camera to capture the real world; virtual objects are then overlaid and users can see them on their smartphone screen. Pokemon Go is an excellent example of augmented reality. Smartphone users travel to real life locations and catch Pokemon on their device with an augmented version of a real life map. Pokemon Go had more first week downloads from the Apple App Store than any other application in history. However, AR has a lot more to offer.

There are new opportunities for a vast amount of markets and spheres: education, marketing, banking, and even manufacturing. AR applications discover the new experience both for offline and online shopping. Virtual fitting rooms can help users choose the right size and decrease purchases returns. AR is particularly useful for tourism and navigation. Mobile applications can show routes and directions to desirable destinations, translate the signs on the street, give information about sightseeing. Many businesses use AR to attract people to their stores. Yelp, for example, has an option that shows you the nearest cafes and restaurants.

When it comes to VR, special headsets are used which are quite expensive. There are two main types of VR headsets: PC-connected headsets and standalone headsets.

VR is really important for business. Interview processes, trainings or meetings can be made easier by bringing all the remote staff together in a virtual meeting room. One day geographical locations will not be relevant when applying for a job. VR technology can be successfully used in the travel industry by giving the ability to consumers to experience rooms and locations before booking. The realistic elements of VR allow designers and engineers to examine how a car, for instance, would look and function without having to build multiple models. Major brands such as Ford, Volvo and Hyundai are using VR not only for the building process, but also in sales. Entire vehicle lines are available to customers who can do everything from trying out different features to test driving. [1]

The world is changing fast. Until a few years ago, the possibility of watching a 3D movie amazed us. Now we are able to completely immerse ourselves in a computer-generated world.

Facebook chief executive officer Mark Zuckerberg believes VR will become the next major computing platform – we will not go to our desktops or mobile devices, we will step inside our virtual or augmented environment. [2]

Time will tell. However, there are much more chances to surprise customers and create a necessary buzz today because you can give something your competitors do not have yet.

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CRYPTOCURRENCY AS AN ECONOMIC PHENOMENON AND ITS SPREAD IN BELARUS

All the gold mined on our planet throughout the history doesn't exceed the size of a cube with a 20.5 meters' edge? According to various experts' estimates, now we have from 155 thousand to 2.5 million tons of gold, but Thompson Reuters GFMS, that notifies investors about the world's gold reserves, is in solidarity with Warren Buffett, who modeled the "golden cube". The United States is the undisputed leader in terms of the amount of gold available. With a large margin America is followed by Italy and France. "Gold fever" is a phenomenon characteristic of the mid-19th and early 20th centuries (at that time its peak occurred). The first miners worked already in 1690 in Brazil, and there are no the last yet.

But the biggest part (more than a half) of digital gold is in China, because there they have the lowest tariffs for electricity.

Newspapers and Internet resources hit of headlines about new, digital gold. It all started with the fact that a man named Satoshi Nakamoto founded the world's first cryptocurrency. Perhaps Satoshi Nakamoto is a pseudonym belonging to a group of people. The photo shows the possible "parents" of a bitcoin. Despite the fact that the secret user called himself a Japanese, some sources are almost unanimous in the opinion that this is an Australian named Craig Rice. It is known that the creator of bitcoin retired from business in 2011 and connection with him is lost. Just as a cent is a part of a dollar, Satoshi is a part of a bitcoin. One bitcoin is equal to 100 million Satoshi, although the developers themselves called them cents.