

УДК 378.147-057.212

THE PECULIARITIES OF DEVELOPING THE COMPONENTS OF PROFESSIONAL CULTURE OF FUTURE MANAGERS IN HIGHER EDUCATION

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This article is devoted to the theoretical analysis of the problem of formation the professional culture of future specialists of management. It is proved that an important part of professional culture is a technological component, which includes the elements needed in making the decisions. The essence and the component elements of personal professional culture of the future manager has been defined.

Keywords: professional culture, management functions, forms of the technological component of professional culture, personal component of professional culture, coping strategies.

Introduction. Scientific studies that deal to develop the main features of future managers are represented in two aspects that related and complement each other: 1) a personal development; 2) a professional development.

The professional development of specialists in management is a set of integrated mechanisms that regulate processes in solving professional tasks, such as: planning, organization, motivation and control.

Thus, in the context of forming a «self-image» of future manager in his professional development the following functions are used:

1) descriptive function, that provides an understanding of the components of professional culture of future manager;

2) explanatory function that helps to reveal the genesis and components of professional culture of future manager from the individual features to integrated components;

3) predicting function that involves the creating the self-image of the modern professional in the context of management during his study in the University through developing the professional performance of necessary functions.

In new philosophy of management the main priority makes to focus on the person's needs creating such conditions that provide for creating the collective and individual motivation in individual's development.

The modern scientific study in training the future professionals shows that there are some contradictions in the formation of professional culture of future managers, namely between the modern requirements of society to future professionals and their level of preparedness for professional activity; the individual and creative nature of administrative activity and mass-reproductive character in training the future professionals; the awareness of the importance in forming the professional culture and its insufficient level of development the future managers. On the one hand eliminating the contradictions needs the theoretical analysis of the components of professional culture of future managers and on the other hand, the introduction of personality oriented the technology to create the favorable conditions to form and develop his professional culture.

The problem of training the future professionals in higher education is always in attentive opinion of scientists and include such aspects as: the methodological foundations of modern philosophy of education (В.П. Андрущенко, В.Г. Кремень, І.А. Зязюн), problems of permanent education (С.У. Гончаренко, Н.Г. Ничкало), the professional training in high school (А.М. Алексюк, Н.С. Мойсеюк, О.Г. Романовський, Л.Л. ТОВАЖНЯНСЬКИЙ), development and implementation of modern pedagogical techniques in professional training (В.П. Беспалько, С.О. Сисоєва), training future professionals in the context of personality-oriented education (Г.О. Балл, В.В. Рибалка). Significant researches are also devoted to the problems of economic education and economic education of future professionals (І.Б. Іткін, В.А. Козаков, Н.А. Побірченко, І.Ф. Прокопенко). However, there are some contradictions in the components of professional culture of future specialists in management.

The aims. The purpose and objectives of the article lies in determining the nature of technological and individual components of professional culture of future specialists in management.

Statement of the problem in general aspect. The technological component of professional culture of future manager includes methods and techniques in managing of the organization. The technology of managing solution provides for solving the specific administrative tasks and management decisions. Addressing these challenges is based on manager's skills to fulfill four interrelated functions: planning, organization, motivation and control [4]. Let's give a description of these functions.

The function of planning means the decisions about main aims of organization and workers' activity to achieve necessary goals. Thus, the function of planning meets the following three issues:

1. Where are we now (to estimate the strengths and weaksides in organization's activity in areas such as finance, marketing, production, research and development, human resources)?

2. Where do we want to move (to estimate the opportunities and threats in the environment, such as competition, customers, laws, political factors, economic conditions, supply, social and cultural changes, main objectives and the way of their achieving)?

3. How are we going to do it (leaders' solution how to achieve the goals of organization)?

So planning is one of the way in which management provides a single point to effort all members of the organization in the way of achieving its overall objectives.

The function of organization means that the leader select people for a particular job, delegate a certain tasks to subordinate and decide how to use the resources of organization. The workers take a responsibility for the success execution of their duties.

The function of motivation means that the leader of organization create internal desire for activity. The function of control means that the organization actually achieves its goals. There are three aspects of control in management. First is a standard-setting as an exact objectives to be achieved in the certain period of time. It is based on plans of organization. The second aspect is a measure that was actually achieved over a certain period in the comparison with the expected results. If the both aspects are correctly executed, then the organization's leaders not only know about the problem, but also knows the source of it. This knowledge is necessary for the successful implementation of the third aspect, namely - the stage, which made action (if necessary) to correct serious deviations from the original plan. One of the possible action is to review purposes, in order to make them more realistic and consistent with the situation.

Thus, the described functions of management - planning, organization, motivation and control - have two common characteristics: 1) they all need a decision, they might have all the necessary communicative activity of managers; 2) the exchange of information to make a decision clear to other members. Therefore, the technological component of the management culture, in our view, include components of making management decision. The technology of accepting the decision involves a sequence of

administrative operations and procedures to be taken to solve the problem. It covers a diagnosis of problems, identifying likely solutions, evaluating options and choosing the method that would be the most enable for organization to solve the problem. The decision-making methods is a combination of mental and practical operations used for awareness, goal setting, gathering the necessary information, developing solutions, choosing the optimal solution and its implementation by organization [2, p. 56].

After all, the technology of accepting right decision means a selection by managers in combinations of potential actions the alternative possibility that, in fact, is the content of the leader of organization and is a technological component of his professional culture. Besides the technology of accepting a decision takes into account the psychological features of administrative situation in organization.

The plan of accepting the decision includes the following components [8, p. 11-14]: 1) to identify and analyze problems; 2) to formulate of objectives and determine the factors, mechanisms, laws, resources, affect of the situation; 3) to identify alternatives in generating a possible solution. The main technologies in generating alternatives are: an individual creativity methods (the method of analogies, idealization, inversion); a collective search methods («brain storm», «ideas conference», «a collective writing-pad.» etc.); 4) a preliminary choosing the better alternative; 5) studing and evaluating the alternatives; 6) an experimental verification of alternatives; 7) choosing the best solution.

Based on several studies [1] we anticipate two forms of technological component of the professional culture: static and dynamic. Static form shows an existing experience and manager's professional knowledge, his skills in system of thinking and analysis. That makes use of persons' cognitive and procedural elements. A cognitive-procedural element forms a technological component of the professional culture and considered a combination of psychological, pedagogical and management knowledge and skills, the quality of which is necessary for successful professional and management activities and acceptance the administrative decisions.

Management decision is an act of creative and often is non-formalized, it involves the understanding and estimating the situation. The dynamic form of technological component of professional culture is manifested as the ability of manager to respond to the changes in the economic environment, the willingness to take risks, to improve himself that is correspond to a higher (constructive, creative) level of professional culture. Owing to the dynamic form in management the conditions for person's develope and his

culture are established and, in fact, its culture, because it is the human's capacity to create the ability to overcome «the psychological inertia» to go «an unusual» way, that is, the tendency to form a certain degree of risk. The manifestation of both static and dynamic forms and their dialectical interaction occurs not only in the course of the professional activity of future managers but in his decision-making and business communication. After all, the success in making better management decisions leads on combination of static and dynamic forms of the technological component of manager's professional culture.

Thus, the technological component of professional culture should be considered as an integrated personality formation that ensures the acceptance of effective management decisions. Actually the dynamic as characteristic of technological component of professional culture requires new developments in pedagogy, psychology, teaching and management.

The formation of technological component of professional culture provides the successful management and involves mastering the complex of skills. It is because the abilities are «knowledges in action» [5].

Based on researches of V. Maslov [3] who analyzes the ability of the head of the organization we identified besides planning, organization, motivation and control the following manager's skills: the diagnostic and prognostic (projective); the organizational-regulatory; the control and corrective.

Let's consider the components of the personal component of professional culture of future managers.

In the context of the interaction manager in business space (partners, subordinates etc.) the structure of personal component includes the following components of professional culture:

1) the motivational-organizational component that include the readiness to organize the activities (for example, to motivate colleagues and satisfaction from the process of labor's result).

2) the procedural activeness component. It means the psychosocial competence of specialist, which includes the willingness to engage with partners, subordinates and other professionals. Actually, the procedural element in structure of personal component of professional culture of future manager is mastering the coping strategies. Currently the psychology and management actively studied human behavior in difficult and conflict situations, so-called «coping.» Coping is continuously includes cognitive and behavioral efforts to deal with specific external and / or internal demands that could be estimate as those which exceed the human's resources. Over

time, the concept «coping» has been understood not only as a reaction to excessive or exceeding requirements of human resources, but also to mark daily stress. Coping combines a cognitive, an emotional and a behavioral strategies used to cope with the demands of everyday life. Thoughts, feelings and actions that create coping strategies help to cope in the relationship «man-environment» [7, p. 3].

In foreign and Ukrainian psychology there are three approaches to the problem of overcome. The first approach considers overcome in terms of the dynamics of Ego - as a way of psychological protection that reduces mental stress. The second approach examines overcome in terms of the characteristics of the individual - as a constant tendency to respond to stressful events in a certain way. In the third - the most common approach an overcome understood as a dynamic process, the specificity of that is determined not only by situation, but by the degree of individual's activity who aimed to solve problem in stressful event. The individual reactions to a stressful situation could be both arbitrary and involuntary. Involuntary reactions are based on individual differences in temperament and formed after numerous repetition of situations and does not require conscious control [7].

Coping strategies are successfully implement with the following conditions:

- full awareness of encountered difficulties;
- knowledge the ways of effective solution of situations;
- the ability to apply them in practice [6].

There is no universally accepted classification of types of overcoming. However, most of them based on two strategies of psychological overcome offered by R. Lazarus and V. Folkman: 1) the problem-focused coping when efforts aimed to solve the problem (11 coping actions); 2) the emotional-oriented coping by changing your own views on situation (62 coping actions). By R. Lazarus in coping process the problem-focused and emotional well-focused aspects are presented [9].

Other classifications of coping strategies are arose to classification of R. Lazarus and V. Folkman based on the same principle and offers the coping strategies into those that «solve the problem» and «deals with the attitude to the problem».

3) The communicative component associated with establishing a constructive dialogue that helps to organize the productive solution of business problems in an atmosphere of psychological support. Communication skills in management are defined as those that ensure the

effectiveness of communication activities; the ability to communicate with people; a combination of individual psychological personality traits, among which the most important is the reflexive: a sense of empathy the psychology of subordinate.

4) The reflective-evaluative component includes the self-regulation of professional activities, awareness their strengths and weaknesses as a specialist; readiness for self-development and personal growth. The elements of the component is also means to develop the desire and ability to support the most positive emotional tone, remain calm in stressful situations to create and maintain positive personal relations, to keep common sense and wisdom in conflicts with people, remain flexible thinking in solving complex of problems, maintain harmonious, diverse and adaptively required, lifestyles etc. The regular self-made, self-analysis of manager and his behavior helps in putting life purposes, set goals.

Conclusions. The professional culture that might be a personal characteristic of future managers is formed during their education in high school. The develop of professional culture helps to solve the specific problems, involve the realization of individual and collective capabilities, create the technology of management activities. Thus, the important components of managers' professional culture are, in fact, a technological and a personal.

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ОСОБЛИВОСТІ РОЗВИТКУ КОМПОНЕНТІВ ПРОФЕСІЙНОЇ КУЛЬТУРИ МАЙБУТНІХ МЕНЕДЖЕРІВ У ВИЩОМУ НАВЧАЛЬНОМУ ЗАКЛАДІ

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Стаття присвячена теоретичному аналізу проблеми формування професійної культури майбутніх спеціалістів сфери управління. Доведено, що важливою складовою професійної культури є технологічний компонент, що включає елементи, необхідні у процесі прийняття управлінських рішень. Розглянуто сутність та складові особистісного компоненту професійної культури майбутнього менеджера.

Ключові слова: професійна культура, функції управління, форми технологічного компонента професійної культури, особистісний компонент професійної культури, копінг-стратегії.

ОСОБЕННОСТИ РАЗВИТИЯ КОМПОНЕНТОВ ПРОФЕССИОНАЛЬНОЙ КУЛЬТУРЫ БУДУЩИХ МЕНЕДЖЕРОВ В ВЫСШЕМ УЧЕБНОМ ЗАВЕДЕНИИ

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Статья посвящена теоретическому анализу проблемы формирования профессиональной культуры будущих специалистов сферы управления. Доказано, что важной составляющей профессиональной культуры является технологический компонент, включающий элементы, необходимые в процессе принятия управленческих решений. Рассмотрены сущность и составляющие личностного компонента профессиональной культуры будущего менеджера.

Ключевые слова: профессиональная культура, функции управления, формы технологического компонента профессиональной культуры, личностный компонент профессиональной культуры, копинг-стратегии.

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УДК 37:179.6

МОРАЛЬНО-ЕСТЕТИЧНА ОЦІНКА ГЕРОЇЧНОГО ВЧИНКУ

А. Кушнір

У статті проаналізовано сутність та структура героїчного вчинку. Охарактеризовано його елементи з морально-естетичної точки зору та визначено основні положення героїчного.

Ключові слова: героїзм, герой, героїчний ідеал, подвиг, героїчний вчинок.

Постановка проблеми у загальному вигляді. Нинішня ситуація в нашій країні не задовольняє більшість українців, які прагнуть до її розквіту та надіються на краще майбутнє. Наш український народ із давніх часів і по сьогодні має свої приклади високоморального служіння обов'язку, прояву людськими силами, розуму, що перевищують звичайні людські.

Кожне суспільство прагне і потребує гармонії та розвитку, в основі яких закладені морально-етичні цінності. На нашу думку, носіями таких норм, що визначають високоморальну поведінку є герої. Головною особливістю героїв є їх здатність до виконання героїчних

вчинків, які визначають їх досконалість як в духовному, так і в фізичному сенсі. Героїчні вчинки – приклад добра, відваги, сміливості.

Аналіз останніх досліджень. Проблему героїчного вчинку розглядали у своїх працях Платон, Августин Блаженний, Дж. Бруно, Дж. Віко, Н. Макіавеллі, Гегель, Ф. Ніцше. Найбільш відомі українські дослідники героїзму – Т. Шевченко, І. Франко, Л. Українка, В. Липинський, Д. Донцов, О. Кульчицький, О. Сухомлинський, В. Мономах.

Мета статті – уточнення на основі аналізу психолого-педагогічної літератури сутності та структури «героїчного вчинку» як одного з основних прикладів для виховання та самовиховання молоді.

Виклад основного матеріалу. Визначаючи поняття «героїчного вчинку» вважаємо за необхідне розглянути поняття «героїзму» та «героя». У розвитку філософської думки визначення героїзму посідає важливе місце через необхідність осмислення його феномену та соціального сенсу. Більшість дослідників визначають, що сутність його впливає на свідомість і поведінку суспільства, зазнаючи змін протягом тисячоліть «...героїзм – явище історичне, де кожному століттю відповідає свій тип героїзму і героїв» [8, с. 36].

Відповідно до визначення Д. Кемпбела, герой – людина, що пробивається крізь особисті й місцеві історичні обмеження до первинних джерел людського життя та, помираючи як сучасна, народжується знов як вічна, довершена і універсальна, надаючи нам свій урок оновленого життя [3, с. 22].

Серед перших в історії спроб дати визначення поняттям «герой» та «героїзм» належить Платону. Він визначав героїв не лише посередниками між світом богів та людей, але й як мудреців, інтелектуалів, софістів. Важливим є те, що філософ пов'язував героїзм не лише з божественною волею, але й з соціальним статусом.

Однією із спроб обґрунтування витоків героїчного вчинку належить Дж. Бруно. В його праці «Про героїчний ентузіазм» герой, героїзм та героїчний вчинок розглядаються у естетичному сенсі та зростають від платонівського ентузіазму до активного героїчного відчуття життя. Розглядаючи героїчний ідеал, філософ виступає проти християнського розуміння богонатхненності героя. Героїчний ентузіазм має природній світлий та яскравий дух, керується прагненням до істини та справедливості, запалює світло розуму і йде далі звичайних людей.

Розглядаючи українську філософську думку щодо розуміння та тлумачення понять «герой», «героїчний вчинок» можна визначити, що розвивається вона в контексті європейської, переймаючи її досвід. Але