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EFFECTIVE WAYS TO PREPARE FUTURE MANAGERS FOR ECONOMIC ACTIVITIES

Abstract: The article presents a model for the formation of the managerial culture of the future manager in the educational process of the university, which includes the implementation of sequentially structured blocks, the content of which clarifies the information image of the process being modeled.

Key words: manager, model, management, structure, process.

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ЭФФЕКТИВНЫЕ СПОСОБЫ ПОДГОТОВКИ БУДУЩИХ МЕНЕДЖЕРОВ К ХОЗЯЙСТВЕННОЙ ДЕЯТЕЛЬНОСТИ

Аннотация: В статье представлена модель формирования управленческой культуры будущего менеджера в образовательном процессе вуза, ключающая реализацию последовательно структурированных блоков, содержательное наполнение которых уточняет информационный образ моделируемого процесса.

Ключевые слова: менеджер, модель, управление, структура, процесс.

The definition of the concept of "managerial culture" in modern scientific research has not yet received an unambiguous interpretation. So, in the pedagogical literature, this phenomenon is considered in the aspect of transferring and creating values in the process of management, mastering management experience in various types of management activities, creative self-realization of the leader's personality.[1] At the socio-cultural level, managerial culture, which includes professional and general cultural knowledge and skills[2], is considered in the aspect of a person's readiness to solve any kind of managerial tasks.

An analysis of scientific literature shows that researchers single out in the structure of managerial culture "the ability to solve problems and tasks that arise in the management process; ability to navigate in situations requiring managerial influence; a body of knowledge that allows making appropriate decisions." [3]

Thus, the above definitions give grounds to single out several essential components of managerial culture: axiological (the presence of values), personal and creative (creative self-realization), constructive (analytical, organizational skills, the ability to organize control), competence (knowledge about the managerial aspects of professional activity, methods implementation of planning and management decisions).

Such a set allows us to present a managerial culture as a systemic education, including knowledge, skills and experience in various types of managerial activities, as well as a set of professionally significant personality traits that provide the possibility of their implementation in professional and managerial activities.

Under the managerial culture of the future manager, we understand the integrative quality of the student's personality, including the totality of managerial knowledge and skills, creative self-realization and transmission of management values that are actualized in management, co-management and self-government in future professional activities.

In order to effectively form the managerial culture of future managers in the educational space of the university, a model is proposed that consists of a number of

interrelated blocks and is based on the following methodological approaches: systemic, cultural, personal-activity.

Techniques and methods of forming the managerial culture of future managers should direct the activities of students not so much to mastering knowledge, but to solving professionally oriented situations, to developing the creative personality of a specialist. Subject-oriented tasks are a means of forming a body of knowledge necessary for the implementation of the manager's functions and management culture. In them, in the form of a cognitive problem, it is proposed to resolve the contradiction that arose in the production situation.

A systematic approach involves defining the goals and objectives of the process of forming the managerial culture of future managers in accordance with the demand of modern society; selection of content to achieve the goal; the choice of means in accordance with the goals and objectives, the level of competence of the teacher in the area under study[4]; the presence of the necessary conditions that ensure the effective functioning and development of the system for the formation of a managerial culture among future managers.

Consequently, when constructing and implementing a model for the formation of managerial culture, this approach focuses on the allocation in the pedagogical process of backbone connections and relationships, their integrity and stability.

The culturological approach involves the creation in the educational space of various environments that contribute to the cultural development of the individual, the acquisition of experience in cultural behavior, cultural self-identification and self-realization of creative abilities. In a holistic sense, such an environment is a "single cultural and educational space"[5], in which the process of forming the managerial culture of future managers is carried out.

The personal-activity approach means that "the psyche and consciousness of the individual, being formed in activity, manifest themselves in activity." Thus, activity and consciousness form an organic unity, while activity is regulated by consciousness, while consciousness can be known through activity, in the process of which the personality develops.[6]

The task of the personal-activity approach is to organize the activities of students based on the recognition of their active subjects of activity, the disclosure of potential, self-promotion of the individual in the process of mastering knowledge, skills and experience of managerial culture.

Thus, in the model of formation of the managerial culture of future managers, which is of a structural and functional nature, the following blocks are distinguished.

The target block of the model is focused on the acquisition by students in the learning process of high-quality knowledge that is necessary to solve managerial problems in the professional field of a manager. The goal-forming function of this block is revealed through the formation of managerial knowledge that determines the role of a manager in ensuring the sustainable development of society; formation of readiness for management activities, taking into account socio-professional factors; formation of responsibility for the consequences of decision-making in the field of professional interaction.

The content block of the model for the formation of the managerial culture of future managers carries the load of educational and methodological equipment and includes the development of the educational and methodological complex "Managerial Culture of a Manager", which reflects in a logical combination the methodological, professional, social and cultural and managerial aspects of the content of the education of future managers. The informative function of the content block orients the future manager on the scientific foundations and practical solutions to managerial problems, on the fundamental and applied achievements of science from the standpoint of the requirements for the manager's personality.

The content of this block of the model is logically combined with the procedural block and borderline includes: the formation of knowledge, management concepts, program projects; understanding of managerial relations; knowledge of the mechanisms of motivation for creative activity in the field of management; development and implementation of management technologies.[7]

The procedural block of the model of formation of the managerial culture of future managers in support of this process involves the implementation of the interaction "teacher - student".

Processuality is implemented through the stages of formation of managerial culture among future managers: the stage of motivation - the formation of students' awareness of the importance and value of forming a managerial culture as an integral quality of a professional personality; goal-setting stage - highlighting the main problems in the context of the manager's managerial culture and translating them into the goal of mastering the components of managerial culture (axiological, personal-creative, constructive, competence-based); technological stage - the teacher's determination of methods and techniques for the formation of managerial culture, the involvement of students in the development of projects and programs, the solution of situational and managerial problems.

So, the model of formation of the managerial culture of the future manager in the educational process of the university includes the implementation of sequentially structured blocks, the content of which clarifies the information image of the modeled process.

The model of formation of the managerial culture of the future manager described and implemented in the conditions of the university showed that it not only makes it possible to determine the requirements for future managers and predict the prospects for their future professional activity, but also functions as the main element of effective planning for the professional training of managers, the formation of components of managerial culture. This model has also become the methodological basis for planning educational, cognitive and research activities, the integrity of which is ensured by observing the principles of "cultivating a person of culture in culture".

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