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Pedagogical Means of Formation of Self-Development Competency of Future Economists in the Process of Business English Studying

Raising of the problem. Requirements to increase the quality of preparation of future specialists, to take into account the variety of multicultural social environment, to educate intention for variation of their activity, enrichment of other people's inner world actualize the problem of forming of self-development competence of personality. Furthermore, activization of self-development processes of future economists is favourable for increasing of economic power of our country, for the growth of national wealth and its accelerated social-cultural growth. In this aspect it is important to underline that exactly the learning of foreign languages allows to increase the effectiveness of intercultural communication.

Analysis of scientific research. Analysis of scientific research [1-7] allows formulating the following personality self-development problem

areas in context of intercultural education space: methodology basis for humanization of professional training of students (B. Flint, A. Savchenko, E. Khakimov, A. Hutorskoy); theoretical basis for personal self-development (I. Bech, V. Davydov, N. Kichuk, M. Knyazyan, V. Slastenin, S. Rubinstein); methods of professional training of future economists (Gordienko, N. Koshelev, Popova)

Objective of article. As shown by the practice of training the economists, the issue of the formation of self-development competence requires a more in-depth study. In this context, the objective of this article is to reveal the methods of the formation of self-development competence of future bachelors in Economics, in course of teaching them a foreign language in the higher establishments.

Treatment of main material. Providing conditions for efficient professional formation of a personality, its self-esteem, self-fulfillment and self-development throughout life is the most important task in modern education. Continuous self-development, self-improvement plays an essential role in life of a modern person. Thanks to personal growth, a person feels the abundance of life, does his soul searching, understands his needs and desires. Without regular self-improvement and development of abilities and skills by a person, it is impossible to be competitive in contemporary labor market.

The self-development reflects ability of an individual to arrange changes in his inner world in compliance with requirements of intercultural communication in a multicultural society. We have identified the following self-development areas as personal, social, professional.

The personal self-development area of a future economist assumes that a person tries to examine himself, analyze his potential strength, formulate values and ideals he strives for. Social orientation reflects performance of an individual in the society. A future specialist seeks answers to the questions like: What my financial activities should be to meet the interests of different ethnic groups? Which interesting projects can I offer? What programs can I create in order to protect the economic interests of children, pensioners, disabled people, taking into account financial and economic activities of the country? Answers to these questions help in one's self-actualization work, reinforced self-education, active development of own creative potential, ability to generate innovation and economic ideas. Professional orientation reflects individual's desire in self-development in his field of economics, in compliance with the ideals which were formed in him when he was a

student. A future expert should identify the areas in which he can show himself as an intellectually developed and highly skilled person having moral and spiritual values. That involves mastering professional culture, ethics in personal relationships, conflict resolution techniques, standards of effective professional communication. A personality seeks for self-improvement in constantly updated professional environment, to keep his self-development rate, and despite some work setbacks to implement his aspirations into results.

Practical knowledge of nations' languages living in our country is one of the important components in modern training of future specialists for their work in a multinational world. In the period of globalization of international businesses, studying a foreign language plays a primary role in business and interpersonal communications. During study of a foreign language the students acquire conversational skills that give them an opportunity to read original literature in order to get relevant information in their specialty or participate in verbal communications. Learning foreign language is one of the available tools for personal growth and self-development helping to shape mental ability, analytical thinking, creativity and flexibility of mind. In the process of mastering a foreign language, the student inevitably draws parallels between the language he studies and his mother tongue makes mental associations and comparisons. That's why in addition to the stimulation of cognitive activities, learning of a foreign language contributes to a better understanding of one's native language and more appropriate and effective use of its resources. Besides, it increases creativity forcing the students to paraphrase, find synonyms and use the diversity of speech means.

With the purpose to actualize the formation of self-development competence in future economists we have offered pedagogical means that can be used in the process of teaching "Professional business English" for bachelors.

On the topic «Job-seeking» the following tasks were implemented in the process of studying:

1. Read the quotes, and tell if you agree or disagree. Explain your point of view: «Hard work never killed a man... the harder people work, the happier and healthier they will be»; «People who work sitting down get paid more than people who work standing up»; «The longer the title, the less important the job»; «Most workplaces have too many rules. Employees aren't children, and the office isn't a junior school»; «Most managers spend their time making it difficult for workers to work».

2. Write a CV applying for a finance manager position in any famous company in Ukraine. Think over about moral and professional qualities you need to possess to be a good specialist in economic sphere.

3. Imagine that you are applying for a commercial manager position in a big company and that you are having the interview. While preparing for the interview find out as much information about the company as possible, evaluate your moral and professional skills and knowledge (independence, decisiveness, reliability, mobility, flexibility, teamwork, readiness to learn, sociability, creativity) to be competitive for employment. Think over the questions you might be asked by the interviewers and prepare your replies. Role plays the interview with your classmates. The employer should give his own recommendation and remarks with reasons whether to employ or not the candidate, to find out dominant interviewee's motivation, which has defined his choice of profession in economics, his awareness in necessity of realization of individual talents in professional activity for the social life improvement.

4. Explain why you have chosen the specialization of economist. Will you offer your child to be an economist? Why? Explain you point of view.

5. Write an essay on the topic: «The prosperity of the profession of economist: how do I see it?» Make a list of ideas: how to become a successive professional?

6. Write a composition on the topic: "Economists in my family: who is the example for me?"

On the topic «Business trip» the following tasks were implemented in the process of studying:

1. One of the essential things in business is business trip. When travelling abroad you can face different cultural problems in etiquette, in behavior, in traditions, etc. Choose any foreign country, make a research and study the information about its traditions and habits. Then prepare a report using the most important facts. Make a presentation of your report.

2. Business trips are very important for the development of the company. Representatives of different companies travel to sign contracts, to discuss terms of delivery, payment or shipment, to have tests, to consult, to improve one's professional skills, to provide support. So only the best employees are usually chosen for such trips. Analyze the character of that business person who can be the representative of your company and carry on negotiations abroad. Pay special attention to his life goals and priorities and means of self-improvement.

On the topic «The economy of Great Britain» the following tasks can be used:

1. Choose one of four countries of the United Kingdom of Great Britain. Make a research and study the information about its traditions and habits. Then prepare a report using the most important and interesting facts about the cultural identity. Reveal the cultural potential of British people and explain how this potential influences the economic growth of the country. Make a presentation of your report.

2. Define the most powerful corporation of the United Kingdom of Great Britain, specify their structure. Reveal the reasons of successful activity of these enterprises.

3. Make a booklet that will present the economic power of any British city. Write an information guide about manufactures in this city, include photos. Give information to attract the visitors. Prepare the stories about the main historic periods of economic development in the city and its role in the development of the economic growth of the country.

4. Prepare the project on the topic: «The education system in the United Kingdom of Great Britain». Stress out the learner-centered approach in their education. How does it influence the process of formation of self-development, self-realization, self-esteem, self-actualization, self-education of future specialists in economic sphere? Pay special attention to the establishments of economic orientation.

5. What is the balance between the amount of the whole population and the amount of workers in agriculture sector in the United Kingdom of Great Britain? Carry out an analysis, formulate conclusions and recommendations.

On the topic «Information technologies» we offer such tasks:

1. Express your opinion concerning the development of modern information technologies, its advantages and disadvantages. How has the development of information technologies influenced the life of people during the last century? What do young people have today that their parents didn't have? How has it changed interests, behavior and culture of people?

2. As the result of development of modern information technologies, a lot of electronic educational programs have been created by scientists. Express your opinion if these programs can contribute to the students' self-development and in what way. Can these educational programs help, in psychological level, to develop students' attention, perception, intellectuality, memory, willpower, creativity, mobility, etc.? What do

you think about the main educational purpose of these programs?

3. Express your opinion how can the modern information technologies help future bachelors in economics in educational process? Do they help to carry out the scientific-research work in the studying of financial relations and to make the analysis of scientific information? Can students use computer equipment for collection and processing the new information that allows acquiring the results of modern innovative progress, to strengthen the formation of personality scientific world outlook, to interiorize and exteriorize the knowledge in order to develop the economic potential of Ukraine?

4. Prepare a project with a group on the topic: «The influence of modern technologies on the human being». Each student chooses the most outstanding invention, makes the research of it and presents the results to the group. After all the reports have been made, the students make the conclusion about advantages and disadvantages of the role of modern technology in the life of society nowadays.

On the topic «Business and the environment» the following tasks can be used at the lessons:

1. Write an essay on the topic: «Nature and economy: means of optimization of the resources usage». Think about your suggestions how to save the environment from human behaviour. Enlighten the influence of positive motivation of economists to protect the environment and take care about Ukrainian society and the whole civilization.

2. Enlighten the ethical side of relationship between people and nature in economic sphere taking into account the necessity of solving global ecological problems of humanity.

3. Estimate effectiveness of your own perspectives in analytical composition: «Me and civilization: what do I live for?». Comment on the following questions: If you fell asleep and woke up in 50 or 100 years, what the world would look like. What would be the positive influence from your today's actions on the life of future generations?

4. Write a composition on the topic «How to bring into balance the people necessity of saving our planet natural resources and personal desire of material richness?». What moral qualities and spiritual values (for example, honesty, justice, dignity) should the future economist possess not to be interested in personal richness, but to protect the economic potential of Ukraine and save our nature? What professional knowledge, skills and abilities should he have to estimate and predict the results of society's activity in implementation of means of environment

protection such as: rational usage of natural resources, ecological sources of energy, manufacturing of clearing facilities?

On the topic «Corporate Etiquette» such tasks were used:

1. Describe the ethical standards of economic activity of personality.
2. Express your point of view concerning such a problem: Does the entrepreneur aim for beauty in economic activity? What does this beauty lie in? Is this beauty necessary and why?
3. Explain the meanings of the concept «honour» as ethical principle of entrepreneurial activity.
4. Name the ethical standards of moral choice of the economist: what does he need to worry about in the first place?
5. How does the golden rule of ethical behavior «Do as you would be done by» work in financial sphere?

6. Reveal modern ethic problems of economist's life in practice. Show the variants of techniques of self-actualization in entrepreneurial activity.

On the topic «Company history» the following tasks are offered:

1. Make your own presentation of any company's history. Give the information about the date of its foundation, names of the founders, interesting and important dates in the development of the company. Study how the company has made its profit. Try to explain what marketing strategies have been used to promote the products or service. Study the present position of the company at the market. Prepare the presentation in class.

2. Study the life journey of leaders of the famous companies in Europe (Italy, Germany, Norway, Russia, France, and Sweden), the USA, Canada, Japan, and China. Compare what is in common in the strategies of self-development of these managers? What are the peculiarities of their moral and professional qualities? What is special in their creativity, self-actualization and self-realization as professionals?

On the topic «Finance» the following tasks can be used at foreign language lessons:

1. Make sure that you know what the following proverbs mean. Write a composition explaining the meaning of any of the proverbs, how you understand it: «Money begets money», «Money is a good servant, but a bad master», «Money has no smell», «A fool and his money are soon parted», «Time is money», «Head or tails».

2. Express your point of view according to the influence of money on the structure of your individual system of priorities? In what way would you like to develop yourself to reach more independence and prosperity?

3. Express your idea: «Why do the young people refuse so easily from self-development because of material rewards?». Think about the ontology of the given problem.

4. Write an essay and explain your point of view on the following problem: «Material reward and inner world of personality: confrontation and catastrophe of spirituality». Give the examples.

5. Express your point of view according to the idea that financial motivation is ethical. In what cases can it be so?

6. Make a discussion on the topic: «Ethics of money usage: what kills and develops the personality?».

7. Meetings with outstanding entrepreneurs help to understand their intellectual, creative and organizing abilities. Organize the interview with one of the outstanding economists in Ukraine. Find out what factors have influenced his self-development in economic-professional sphere. Define the role of his education and intelligence before the start of his career, the qualities that he has acquired in the family. Describe his priorities and main values in life. How has he reached this career level? Does he aim for self-development, self-realization and self-actualization? What are the main sources to reach it? Analyze the achievements of the interviewed personality. Draw out your personal plan of self-development.

One of the main factors for the formation of self-development competence in a multinational society is the factor, that people, who learn foreign languages understand the cultural ideas and concepts of other nations quicker. They adapt to the changes easier and stand the life problems better. People, who speak foreign languages better interact with representatives of other cultures thanks to the acquired social and communicative skills.

Conclusion. Thus, learning of a foreign language in the conditions of personal oriented approach is one of the most important conditions for the formation of the self-development competence of future economists. It helps to create for students satisfactory educational environment for their wishes and demands, it has high motivating aspect and allows future economists to use foreign language in their future professional activity.

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Abstracts

НАТАЛІЯ МУШИНСЬКА. Педагогічні засоби формування компетенції саморозвитку майбутніх економістів у процесі вивчення ділової англійської мови. У статті розкрито педагогічні засоби формування компетентності саморозвитку майбутніх бакалаврів економіки у процесі викладання іноземної мови. Ключові слова: компетентність саморозвитку, іноземна мова.

NATALIA MUSZYŃSKA. **Pedagogiczne środki kształtowania kompetencji samorozwoju przyszłych ekonomistów w procesie nauczania biznesowego języka angielskiego.** *W artykule przedstawiono środki pedagogiczne stosowane w procesie kształtowania kompetencji samorozwoju przyszłych licencjatów ekonomii w trakcie nauczania języka obcego.*

Słowa kluczowe: kompetencja, samorozwój, język obcy.

НАТАЛИЯ МУШИНСКАЯ. **Педагогические средства формирования компетенции саморазвития будущих экономистов в процессе изучения делового английского языка.** *В статье раскрываются педагогические средства формирования компетентности саморазвития будущих бакалавров экономики в процессе преподавания иностранного языка.*

Ключевые слова: компетентность саморазвития, иностранный язык.

NATALIA MUSHINSKAYA. **Pedagogical means of formation of self-development competency of future economists in the process of business english studying.** *The given article examines the pedagogical means of formation of self-development competency of future bachelors of economics in the process of studying of foreign language.*

Key words: self-development competency, foreign language.