

Section 4. Pedagogy

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ABOUT THE CONTENT OF PROFESSIONAL PREPARATION OF STUDENTS, FUTURE ECONOMISTS, TO ENTREPRENEURIAL ACTIVITY

Preparation of Ukraine for joining the European Community has put a problem of theory and methodology of professional education in a priority position throughout the whole educational system. Students, that obtain high qualifications, especially in the economic field of future activities, as indicated in the 2020 concept, must study throughout all their lives. The development of the economic system is impossible without a person, without his intellectual, needs, interconnections. Man is the main driving force of economy, its active builder, as well as consumer. An individual enters into economic relationship for consumption of life goods, as well as for participation in production. He needs knowledges. While studying for a lifetime, a person learns, first of all, basic knowledge of educational field. Therefore, it is so important to teach students exactly professional education in a banking institutions, that will receive an additional important resource for future work as an entrepreneur.

The modern Ukrainian state guarantees the right to work, but a more powerful guarantor is the high level of formed knowledge, skills and abilities. The European market is even more appreciative of initiative, competence, hard work of a specialist. When it comes to competitiveness of each specialist with higher education, then the person begins to appreciate everything acquired during training. Market demand starts from a highly qualified specialist, thus optimizing a positive attitude of a person to work, realization of its personal potential due to satisfaction with results of labor activity.

Any society requires specialists with excellent performance of their functional load, which is ensured by effective professional activities.

At the forefront today in development of world economy, hence European among them, is the change in ratio of goods and services. This is important

for future entrepreneurs, because they will have to deal with providing services in various areas. In system of rendering services, there are profound transformations that make the transformation in the sphere of public needs: annual renewal of “domestic” technologies, growth of educational level, which is the most resourceful in this century, expansion of range of entrepreneurship and entreprising. It is important for the future entrepreneur to study professional and educational system, which has developed a little in the field of entrepreneurship. It is this strategy that is conditioned by the social demands of European society. In our opinion, an economist and entrepreneur who has strategic goals for future development of society is already a successful and free individual. Let’s remind that according to the World Bank, the index of economic knowledge in the leading European countries is 8.21 (Great Britain, France, Germany, etc.), while in Ukraine it stopped at 5.55. This indicates, first of all, to a low interaction of education and science, the lack of innovations¹

The fulfillment of strategic tasks dictates success. To succeed in entrepreneurial activity it is necessary to have a high qualification (higher education) for the entrepreneur himself, his employees who embody ideas for development of the enterprise, diverse contacts, development concepts, creativity, organizational skills, hard work, etc.

It is new political and economic conditions that dictate needs for specialists of a new formation that would carry out entrepreneurial activities, having professional, educational and pedagogical knowledge, skills and abilities, and hence competences.

Organization of preparation of economists for business is a complex process. The content of training is filled with exact sciences and disciplines that are needed first of all. Therefore, economic competences are formed first of all. Students do not want to study humanities, especially psychological and pedagogical disciplines, subconsciously refer them to minor ones, believing that it is these knowledge they will not need in future work. This is the reason why economists are unprepared to take social action, to study for life, to gain authority through humanitarian means.

Current social conditions in Europe require search for a new mechanism for training of future economists and entrepreneurs that must be solved today. We are confident that this can be achieved under the following conditions:

1. Preparation for the future professional activity should be started from the first year, introducing into economic discipline a module with educational and pedagogical content. This should be the so-called social orientation.

¹ Kovchyna I.M. Actualization of the professional training of students of the specialty “International relations”. New Concept of Teaching in the Light of Innovative Achievements of European High School Didactics: Materials of the International Scientific and Methodological Conference 30–31. – October – 2017. / Uc. S.M. Ivanenko, O.V. Kholodenko, K.M. Pavitskaya, O.G. Smolnikova – K.: NP Drahomanov NPU, – 2017. – 515 p. – P. 33.

2. Through the introduction of a special course on professional education “Professional and Pedagogical Education of Entrepreneurs” as an important resource.

Our five-year teaching experience suggests that only thanks to introduction of a special course with educational and pedagogical content that has the advantages of preparing bachelors in the seventh-eighth semesters. Advantages are the following:

- Professional education as a science is updated very quickly, so the student receives updated content, getting acquainted with the latest achievements of leading humanitarian science;
- the special course is built on the integrative basis, which provides an opportunity to establish interpersonal relations and implement them during both classroom and non-classroom sessions;
- and the last – such specificity of preparation of economists and entrepreneurs encourages them to study throughout their life and provide an incentive for social orientation to a specialist as a person.

Almost students will be involved in such educational and pedagogical activities, which will gradually update their basic training – economic.

The process of creating resource of professional and educational entrepreneurship in economists of banking is ambiguous. When forming knowledge and skills in students, the same requirements are put in different ways. They depend on the individual qualities of the students, as well as a readiness to entrepreneurial activity. All components combine one element – enterprise, without which an existence of all other components is impossible. On the basis of this element, professional and educational information is provided and knowledge, skills and abilities are formed.

The definition of the essence of entrepreneurship and entreprising in professional education makes it possible to substantiate the content, general and specific features of content filling, relating to activity of entrepreneur with professional and educational knowledge, skills and abilities. That is, the peculiarities of this process correspond to laws of economic development of society and its social component, the norms on which entrepreneurship and entreprising are based.

The contentfulness of obtaining information and the formation of knowledge of future economists gives us reason to assert: the component system is the base in preparation for entrepreneurship. The content of the special course combines goals, objectives, content of training, activities of both student and teacher. The whole content of a program combines unity of criteria, expediency and optimality.

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2. Shostakovska N.M. Basis of professional competence of the future economy – the general competence. Access mode: URL: <http://elartu.tntu.edu.ua/bitstream/lib/21131/1/osnovaprofesiinokompetentnostimavbutno goekonomistan20zagalnonauvokompetentsiya>.