

Threelinguism is appropriate to be considered using personality approach, in particular – genetic- psychological (S.D. Maksymenko). Personality is a complex and multilevel phenomenon. On the one hand – personality is a community of biological and psychogenic base units, on the other – a stable system of socially, ethnically significant features that characterize the individual as a member of a community. Interaction of all these elements forms a certain type of personality. Personality manifests and reveals its intrinsic properties primarily in the language. Because, being associated with thinking and psychology of man, his life and public consciousness, it reflects ethnic, social, psycholinguistic features of its carrier.

Educational space, according to many scientists has expressed personality dimension. It realizes in activity and communication relating to a personal educational environment of both-teaching and learning person (O.H.Kuzminska, M.M. Nazar).

Among disciplines of the first courses studying, which actually occurs under threelinguism condition, importance is given to medical microbiology, virology and immunology. Theoretical concepts, obtained in this course, are a basis for future clinical discipline – "infectious disease". Active use of science theoretical concepts for building practice as a doctor is not possible without a generalized ways of mastering scientific concepts that can be transferred to new content. Such a transfer is possible when generalization techniques have become for the student "instrument of his thinking" (S. Rubinstein), when students can independently acquire new knowledge. G.S. Kostyuk states that at the beginning in the learning process should be created conditions for generalizations, mastering generalized knowledge, abilities and skills that to be applied in the future to individual cases. However, unfortunately, there is lack of researches on summarize of processes of subjects interaction under threelinguism condition.

Promising concept of further researches is clarifying certain theses relating to both theoretical and applied aspects of the implementation of genetic-modeling techniques in object-practical situations of solution of specially gradated experimental and genetic problems by students. It is advisable to identify psychological and linguistic characteristics of microbiology conceptual apparatus appropriation by students. It is necessarily to develop basic forms of psychological and didactic means of formation of generalized methods of action in mastering the conceptual apparatus microbiology on base of clinically-oriented approach "microorganism-macroorganism", prove original model of generalized methods of action and guiding system.

Key words: *threelinguism, neuroticism, educational environment, medical students, microbiological concepts.*

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TECHNOLOGY OF THE DEVELOPMENT OF ENTREPRENEURIAL CAPACITY OF PERSONALITY

V. Lunov, O. Rygel. Technology of the development of entrepreneurial capacity of personality. *Presented in this article is the technology of the development of entrepreneurial capacity in a business incubator. The necessity of self-knowledge and the development of entrepreneurial capacity of students*

and would-be masters while studying at universities of management profile are also substantiated.

Key words: *entrepreneurial capacity, self-knowledge, personality, management system, technology.*

В.Е. Лунев, О.В. Ригель. Технология развития предпринимательского потенциала личности. В статье представлена технология развития предпринимательского потенциала личности в условиях бизнес-инкубатора. Актуализируется и обоснована необходимость самопознания и развития предпринимательского потенциала студентов и будущих магистров во время учебы в университетах управленческого профиля.

Ключевые слова: *предпринимательская потенциала, самопознание, личность, система управления, технологии.*

В.Є. Луньов, О.В. Ригель. Технологія розвитку підприємницького потенціалу особистості. У статті представлена технологія розвитку підприємницького потенціалу особистості в умовах бізнес-інкубатора. Актуалізується та об'рунтовано необхідність самопізнання і розвитку підприємницького потенціалу студентів і майбутніх магистрів під час навчання в університетах управлінського профілю.

Ключові слова: *підприємницький потенціал, самопізнання, особистість, система управління, технології.*

Formulation of the problem in general. In accordance with the current requirements of the post-industrial society training managers should provide a new strategy for the development of society aimed at introducing highly efficient technologies, promote the comprehensive formation of personalities of managers, develop their creative, managerial and entrepreneurial capacities. In Ukraine the system of training professional managers who would be able to work effectively in conditions of the market economy, is just being formed, therefore the study of the problem of formation of personal entrepreneurial capacities of students of managerial professions at universities is becoming more and more pressing.

Under the conditions of post-industrial progress of the developed countries of the world an innovative, entrepreneurial resource is becoming one of the main strategic resources. In order to facilitate the decisive impact of business on the social and economic development of the region it is necessary to provide changes in training of a new generation of professionals in management capable to effectively operate both in stable and non-standard and crisis economic conditions, become not only leaders, but also create small businesses, which is especially important for Ukraine. This involves increasing the role of universities of management profile in providing high-quality training of managerial personnel, each prepared individually to ensure an intensive development of small businesses according to the current needs and strategic plans of social and economic development of the region.

Analysis of recent research and publications. Establishment of unresolved issues. J. Dolan and E. Leeds define entrepreneurship as the ability to create situations that make it possible to develop creativity at the maximum extent, facilitate the display of creative potential [10, p. 167]. Proceeding from that, an entrepreneur is regarded the creator of professional organizations, new professional and working positions and jobs, a social innovator who exerts a powerful influence not only on the economic sphere but also on the whole public life.

Entrepreneurship has a lot to do with creativity, which is understood as the ability to integrate separate elements of knowledge in completely new combinations. Identification of those among would-be managers who have entrepreneurial capacities, who are prone to innovation and innovative solutions, would facilitate the development of entrepreneurial capacity as early as during their training at university. It has been found in recent research that senior managers of corporations prefer not to risk it, and therefore focus on short-term projects which bring stable incomes [3, p. 64-65].

M. Woodcock and J. Francis, in their analysis of barriers that restrict personality growth of managers through the development of their abilities, established seven constraints which hinder their creativity: laziness, habits, excessive tension, weakened sense of purpose, shortcomings of material and spiritual capacities (skills, knowledge, habits), excessive severity [1, p. 56-57].

Success in business activity, manifestation of the entrepreneurial capacity depend on a number of factors: (1) on the necessary knowledge obtained, and understanding of the forms and principles of entrepreneurship; (2) on the knowledge of economics, finance, management, law and other social and economic disciplines which help enterprising individuals establish, organize and carry out economic activities, and (3) on the knowledge of psychology that enables to achieve in-depth understanding of the nature of economic processes, the ways the "human factor" may have influence on the economy. The essence of entrepreneurship is more vividly revealed through its basic functions: innovation (creativity), resource, organizational and incentive (motivational). Success in business activity also depends on personal entrepreneurial capacity, which is understood as a set of personal psychological characteristics that ensure successful entrepreneurship. It mainly contains universal psychological characteristics: intellectual, communicative, volitional, and some business competencies, which may have impact on the results of business activity as a whole or on any of its components [7, p. 312]. The above-mentioned qualities of a successful entrepreneur imply the following: commitment, independence, self-confidence, propensity to take risks, observation, initiative, tenacity, persistence etc. According to the study of 1997 based on the results of the factor analysis the leading factor of business

activity of entrepreneurs had been established. It is characterized by the following key indicators: assessment of the level of their competitiveness (0.7), reliability of most partners (0.6), changes in the standard of living of the family in the past year (0.6), evaluation of the achievements of their business activities (0.6), attitude to competition (0.5), expected changes in the standard of living of the family (0.5), attitude to risks (0.5) and the assessment of their own capabilities in enhancing the success of their businesses (0.5) [6, s.551].

Today, there is no profession termed "entrepreneur" in any country in the world, although entrepreneurship as an activity does exist. Moreover, many countries conduct a special public policy that encourages entrepreneurship and creates favorable conditions for its development. These conditions are regarded as one of the components of the structure of entrepreneurial activity.

Unresolved aspects of the problem of the development of small business in Ukraine are determination and creation of the necessary conditions for the manifestation of entrepreneurial capacities by students while studying at universities.

The objective of this study is to develop the technology of controlling the components of entrepreneurial capacities of students of management profile during their professional training.

The main material. Substantiation of the results obtained. In order to create a new generation of managers able to work effectively under conditions of market economy, leadership qualities, business, communicative and organizational competences are required. And this implies fundamental changes in professional training of managers and creating an appropriate environment at universities of management so as to reveal and develop their entrepreneurial capacities. The most sensitive period for the formation of entrepreneurial capacities is the students' age. The students specializing in management acquire the necessary knowledge, abilities and skills to be able to perform professional management activities. Their educational capacity, as well as their social and professional experience, is to become the necessary prerequisite for understanding their personal capabilities in developing their own entrepreneurial capacities.

According to the experts, the state policy in the field of training the managerial personnel is to be transferred to the micro level. This will make it possible to relieve the financial burden on the state budget on the part of the educational institutions that provide educational programs for training managerial personnel, to bring the content of the curricula closer to the needs of the market economy, more actively raise funds of the citizens, organizations and businesses that are interested in highly-qualified managerial personnel. The educational activity of the university which is engaged in training of managerial personnel should be based on the innovative model of entrepreneurial behavior, which is aimed at the development of their own creativity and innovation initiatives of employees [2].

We believe that the solution to the problem of training highly-qualified professionals for business is possible within such innovative educational structures as business incubators at universities. On December 16, 2008, with the assistance of the Regional Fund for Entrepreneurship Support, the first in the region "Donetsk municipal business incubator" was founded as a public organization at Donetsk State University of Management. It developed the concept, which is based on the assumption that their graduates, who specialize in management, should employ themselves, having created their own businesses. This concept is realized within the educational program "Management". To enhance the effectiveness of this concept it is necessary to elaborate a special technology of the development of entrepreneurial capacity of students of management profile. The solution to this problem at the level of a university of management profile required conducting theoretical and experimental research aimed at solving the following tasks:

- comparative theoretical and empirical analysis of the components of managerial and entrepreneurial capacities to detect both the presence of common components of those capacities, as well as specific features of their development, which will become personal resource basis of the efficiency of forming entrepreneurial capacities of students and would-be masters;

- monitoring in order to determine the percentage of university would-be masters in management, who are psychologically prepared for entrepreneurship;

- providing differentiation of students specializing in management into groups proceeding from the degree of development of the groups of qualities which require further development to succeed in business;

- elaboration of the technology of controlling the process of training would-be managers as social innovators at the institutional level (state university of management – municipal business-incubator).

According to the theoretical analysis of the problem domestic researchers believe that the components of managerial capacity include a certain level of motivation, intelligence, creativity, availability of communicative and organizational skills, assertiveness, and internality. They presume that the factors that limit the managerial capacity include the inability to govern themselves, vagueness of personal values, lack of creative approach to solving management problems, inability to influence people, inability or unwillingness to assist employees in their personal development. In addition, discussed in a number of papers are such components of management capacity as leadership, life experience, education and professional competence etc [9].

It has been found that entrepreneurial capacity is understood as a set of psychological characteristics that lead to success in business. The structural components of entrepreneurial capacity include professional orientation,

intellectual qualities (non-verbal and verbal), emotional and volitional qualities (psycho-emotional tone and volitional persistence); communicative qualities (sociability, organizational and leadership potential, flexibility), competencies (independence and enterprise), internality. The competences determined as those of an entrepreneur are as follows: independence, entrepreneurship as an innovation capacity, entrepreneurship as practical implementation [5]. The degree of their development serve as indicators of the development of the above-mentioned components.

The main characteristics of an entrepreneur's intelligence include wealth of vocabulary, ability to identify similarities and establish logical connections between different types of verbal information, ability to combine knowledge from different areas, flexibility and speed of switching over in verbal thinking, the ability to find the most accurate solution, as well as quick wits, rate and the performance of mathematical (financial and economic) analysis. Sociability as a communicative quality of an entrepreneur includes the ability to quickly initiate contact (with any partner in a broad social range) and to maintain it at the appropriate level, depending on the goal, psychological readiness to cooperate with the environment, taking into account social values and traditions, collectivism; the best representation of the natural and emotional component in communication ("charm"), hospitality and friendliness, durability under high neuro-emotional stress associated with communication in an unfavorable social environment, lack of expressed egocentrism or hostility.

Organizational and leadership capacity of an entrepreneur is a set of personal characteristics and qualities: confidence, dominance, desire and ability to lead a team to meet the challenges facing it, organize joint activities; readiness to accept personal responsibility for the results of the group work; the desire to gain credibility and secure the status growth. Flexibility as a communicative quality of an entrepreneur involves diplomacy in establishing contacts, politeness, knowledge and proper application of communicative and social standards; the ability to understand people and foresee the development of relations with them, the ability to predict and avoid conflicts, lack of aggressiveness, focus on cooperation and search for a compromise when there is conflict of interests. Independence as a business quality of an entrepreneur involves the desire and ability to work offline, focus on one's own vision, absence of suggestibility, independence in forming one's own opinion, making decisions and determining strategies, as well as life or professional concepts.

Entrepreneurship as an innovation capacity includes the ability to generate or select new ideas, approaches and projects; the ability to determine the promising areas of investment; a critical attitude to the out-of-date cliches and stereotypes, a conceptual approach and striving for maximum awareness in one's business;

initiative, a tendency to experimentation, tolerance to uncertainty. Entrepreneurship as a practical implementation includes energy, commitment, activity; the ability to implement ideas and projects; realism and practicality in setting goals and defining the means for their achievement; pragmatic orientation of initiatives, which is to be taken into account when solving the current and future economic problems; tolerance for opposition, competitiveness. Internality is understood as willingness to actively and creatively manage one's life and destiny, take personal responsibility for one's own actions and decisions, properly analyze one's mistakes and failures, and make necessary conclusions so as to prevent them.

Psycho-emotional tone implies emotional stability and overall balance; self-confidence and positive self-esteem; optimism, absence of fear of the possibility of failure, stress-resistance in difficult situations, the ability to withstand significant neuropsychiatric loads; the ability to make responsible decisions when there is lack of time and information, or when they are associated with risk. Volitional persistence is revealed in purposefulness, in the ability to smooth implementation of planned strategies despite any difficulties and obstacles, in volition makings, resistance to external influences.

A comparative analysis of managerial and entrepreneurial capacities revealed the following:

- managerial and entrepreneurial capacities are integral personal formations;
- managerial and entrepreneurial capacities have common components that are important for the formation of innovation managerial and entrepreneurial personnel;
- personal components that are necessary and common for the performance of managerial and entrepreneurial activities include: intellectual abilities; communicative qualities; creativity (for the managerial capacity) and innovative entrepreneurship (for the entrepreneurial capacity); leadership and organizational capacity; internality.

In our study the following distinctive personal qualities of entrepreneurial and managerial capacities have been established:

- formation of managerial capacity requires professional motivational focus on management activities, creativity and assertiveness;
- availability of entrepreneurial capacity requires manifestation of professional motivational orientation on business activity, formation of volitional and business qualities of an entrepreneur.

Thus, we can conclude that managerial and entrepreneurial capacities include some common components. Similarity of personal components of the two capacities shows the possibility of a more efficient training of students of managerial specializations for entrepreneurial activity at universities of management profile.

Monitoring of the entrepreneurial capacity of would-be masters of management intended for determining the percentage of those psychologically prepared for doing business right after graduating from the university, without having introduced special educational innovation in their training, revealed the following:

- 80% of graduates of master degree programs of the university of management have acquired high or sufficient level of professional commitment to start their own business;

- irregularity in the development of the components of entrepreneurial capacity accounts for the fact that only 30% of graduates of master degree programs may be recommended entrepreneurial activity;

- the pressing need to introduce educational innovations in professional training for 51% of those who have taken up a master degree program in order to develop personal components of entrepreneurial capacity.

The comparative analysis of the components of the entrepreneurial and managerial capacities showed that in training entrepreneurs special attention should be paid to business and emotional-volitional qualities of an entrepreneur. According to the results of our research, 65% of would-be masters have an average and low level of psycho-emotional tone, which in their behavior is evident in their imbalance, emotional instability, inability to withstand significant neuro-psychological stresses in non-standard, stressful situations.

Monitoring of the entrepreneurial capacity and the data obtained allowed to single out three groups of would-be masters which is based on the degree of development of the qualities required for success in entrepreneurial activity:

- group 1 is represented by those who are "psychologically prepared for entrepreneurship", and are characterized by significant degree of professional orientation to entrepreneurship and by highly developed personal components of entrepreneurial capacity;

- group 2 is represented by those who are "potentially prepared to start their own business", and are characterized by significant degree of professional focus on business, but, however, reveal low or average level of communicative and business components of entrepreneurial capacity;

- group 3 is represented by those who are "not interested", and who are characterized by motivational professional focus on performance, as well as by low degree of formation of personal components of entrepreneurial capacity, including intellectual abilities.

It has been determined that the efficiency of the process of formation of a student-manager as a social innovator in the period of his/her professional training is affected by the following conditions and factors: mastery of knowledge about current requirements imposed on personality and business activity of a successful entrepreneur; knowledge of one's own indicators of the entrepreneurial capacity and the opportunities for their development; creating

conditions for the development of professional focus on entrepreneurship, business and communicative skills; creating innovative scientific and educational space (organizing and participating in scientific conferences, seminars and roundtables at which the problems of training the students to start their own business are discussed etc.); providing additional education (trainings, workshops, business training in the areas of small business, essential for the region), consulting on the problems of starting their own business, preparing business plans, development and self-development of personality qualities of an entrepreneur etc.

It has been found out that the development of state higher schools of management as a component of the innovative educational infrastructure in the region would be adequate to the requirements of the strategic socio-economic development of the regions of Ukraine. Business incubator as a non-governmental organization at the university of management is a structure which combines theoretical and practical innovative training, renders assistance not only to the graduates of management profile in their employment, but also gives the opportunity to radically restructure the technology of training of students for business, bring them closer to the real conditions of existence in times of economic crisis. An increase in the number of business incubators will make it possible to solve the strategic objective, i.e. improve the quality of training of innovative personnel for the development of small and medium-sized businesses in the region. The development of small business in Ukraine requires the introduction of certain principles, such as the principle of flexible response to the problems in education on the basis of purposeful, organizing and regulating interaction of state and non-governmental structures; the principle of dialogue; the principle of completeness of the nomenclature of managerial actions; the principle of openness to the influences of the environment [8].

We believe that the basic functions of the algorithm of state and public control of training the students specializing in management who are trained for entrepreneurial activity at the university should include: an organizing function, which is to be realized at the organizing stage; informative function to be realized at the informative and adaptive stages; diagnostic-predictive function, which is to involve the implementation of diagnostic and prognostic stages; the coordination function, the realization of which takes place at the stage of coordinating goals and actions; the scientific-educational function which is to be realized at the practical stage; the expert function which manifests itself at the analytical stage and the stage of adjustment.

Proceeding from the above-mentioned functions the technology of development of entrepreneurial capacity has been elaborated, which includes the algorithm of state and public control of training of students specializing in management as social innovators at the institutional level, the ways of increasing

the number of enrolled students, would-be managers, and the system of psychological support to solve this problem.

Organization of professional training of students for starting their own business requires different ways of psychological support of the educational process intended for increasing the number of students of management profile, personally prepared for entrepreneurial activity: elaboration of psycho-diagnostic tools for conducting psychological monitoring of students readiness to entrepreneurial activity; identification of those who are prepared to start their own business and providing them with the necessary information, education, marketing and other forms of assistance; conducting behavioral trainings, trainings on creative and innovative thinking to enhance personal preparedness for entrepreneurial activity; introduction of trainings on collaboration in business teams in conditions of the innovative educational infrastructure.

Thus, in current conditions of the development of the market economy, the success of entrepreneurial activity depends on quite a number of factors, including personal.

The research that has been carried out shows that the degree of development of entrepreneurial capacity may be different, which, in its turn, may prevent the achievement of success in business. Therefore, the issues of identification of those among the students specializing in management and economics, who are potentially prepared to carry out entrepreneurial activities, as well as providing them with the support of the business incubator in creating their own small business, are pressing and well grounded [4].

The system of psychological support in solving this problem should include:

- psychological diagnostics of the degree of students' readiness to start their own business;

- introduction of innovative forms of training in the educational process and additional education, including behavioral trainings, which include "School of leadership", trainings on the development of creative and innovative thinking, trainings on the psychological foundations of the ability to learn throughout one's life for the development of prompt consideration, intellectual lab?lity, contextual reflection; trainings "Congruential communication of an entrepreneur", "Prevention and overcoming of communicative barriers in conversation", "Mental health – adequate communication – success", providing of special psychological training on recruitment for the team according to the principle of complementarity of business qualities required for successful business.

Business communication needs highly developed psychological culture of communication, as well as constant study and consideration of the emotional component of business relations. For the students with a low degree of development of communicative skills it is recommended to master the following five techniques in the location of interlocutors: "own name" technique; "the

mirror of relations" technique; "a patient listener" technique; "personal life" technique; "compliment" technique. It is recommended to learn how to make use of these techniques in everyday life so as to be prepared for using them in professional communication. In order to be successful in business communication it is necessary to know the most typical psychological errors of communication most often made by one's business partners, as well as the possibilities to correct them according to the developments of humanistic (American) psychology. In addition to the psychological mechanisms of avoiding psychological errors in personal and business communication it is necessary to be able to use three techniques of congruent communication: "You – a message" technique; "I – a statement" technique; "Resolving of conflicts" technique.

In order to achieve effectiveness in business communication it is recommended to use twelve ways of persuasion which will allow you to make interlocutors share your point of view:

- avoidance of disputes;
- expression of respect for the opinions of others;
- recognition of one's own wrongness;
- expression of one's friendly attitude at the beginning of communication;
- application of techniques that will make the interlocutor say "Yes" from the very beginning;
- giving the interlocutor an opportunity to speak out;
- creating the situation in which an interlocutor will become confident that the idea belongs to him/her;
- trying to see the situation through the eyes of the other person;
- expression of compassion to the thoughts and desires of other people;
- providing "visibility" to one's ideas;
- promoting nobility, noble motives;
- creating the situation of competition to disclose the abilities of other people.

For business communication in unfavorable, strenuous circumstances it is recommended to apply nine rules which will allow you to influence people, without causing them to feel resentment or contempt:

- recognition of dignity of your interlocutor;
- pointing out the errors indirectly rather than directly;
- first recognition of one's own mistakes, and only then the criticism of the others;
- giving the others an opportunity to save their dignity;
- expression of sincere endorsement, even about small success;
- use of incentives;
- asking one's interlocutor questions instead of giving orders;
- creating situations in which one's subordinates are happy to do what the head has suggested them.

Conclusions. Improvement of the technology of training would-be managers must take into account the modern methodology of resource approach, which implies the notions of "creative abilities", "competence", "professionalism", and requires the advanced approach to training managers, creation of conditions for the creative development of personality, securing the formation of the following features and advantages that will allow them to make a successful management career or become a social innovator in business.

Analysis of the results of the studies shows that the innovative approaches, required for training of innovative managerial staff should include restructuring of the educational and professional space of an institution of higher education into the component of the innovative and educational infrastructure in the region. This becomes possible thanks to the creation and functioning of innovative and educational infrastructure in the region -a non-governmental organization, i.e. a municipal business incubator at a higher educational institution. Its state and public administration facilitates the innovative educational function, i.e. training students specializing in management as social innovators for the economy of the region.

The role of higher education in training a new generation of professionals for the region involves the creation of a system of educational institutions which would provide education (retraining) for adults according to the needs of individuals and the labour market, as well as integration of education, science and production, and priority of training of specialists for the sphere of high technologies, economy of services. Innovative development of economy in the region is impossible without highly educated personnel able to generate innovative ideas and practically implement them. Identification, development and promoting the entrepreneurial capacity of students specializing in management during their professional training at the university of management is an innovative approach in solving the problem of formation of innovative personnel for the economy of the region.

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V. Lunov, O. Rygel. Technology of the development of entrepreneurial capacity of personality. In accordance with the current requirements of the post-industrial society training managers should provide a new strategy for the development of society aimed at introducing highly efficient technologies, promote the comprehensive formation of personalities of managers, develop their creative, managerial and entrepreneurial capacities.

The objective of this study is to develop the technology of controlling the components of entrepreneurial capacities of students of management profile during their professional training.

In order to achieve effectiveness in business communication it is recommended to use twelve ways of persuasion which will allow you to make interlocutors share your point of view:

- avoidance of disputes;

- expression of respect for the opinions of others;
- recognition of one's own wrongness;
- expression of one's friendly attitude at the beginning of communication;
- application of techniques that will make the interlocutor say "Yes" from the very beginning;
- giving the interlocutor an opportunity to speak out;
- creating the situation in which an interlocutor will become confident that the idea belongs to him/her;
- trying to see the situation through the eyes of the other person;
- expression of compassion to the thoughts and desires of other people;
- providing "visibility" to one's ideas;
- promoting nobility, noble motives;
- creating the situation of competition to disclose the abilities of other people.

The role of higher education in training a new generation of professionals for the region involves the creation of a system of educational institutions which would provide education (retraining) for adults according to the needs of individuals and the labour market, as well as integration of education, science and production, and priority of training of specialists for the sphere of high technologies, economy of services. Innovative development of economy in the region is impossible without highly educated personnel able to generate innovative ideas and practically implement them. Identification, development and promoting the entrepreneurial capacity of students specializing in management during their professional training at the university of management is an innovative approach in solving the problem of formation of innovative personnel for the economy of the region.

Key words: *entrepreneurial capacity, self-knowledge, personality, management system, technology.*

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