

Kanagatova A.M., Amangaliyeva G.B.

FORMATION OF MORAL VALUES OF FUTURE ECONOMISTS, MANAGERS AND ENTREPRENEURS

Канагатова А.М., Амангалиева Г.Б.

ФОРМИРОВАНИЕ НРАВСТВЕННОСТИ БУДУЩИХ ЭКОНОМИСТОВ, МЕНЕДЖЕРОВ, ПРЕДПРИНИМАТЕЛЕЙ

Ключевые слова: нравственность, нравственная позиция, студенты экономических вузов, ценности, культура общения.

It is now apparent, that one of the conditions of transition to a civilized market economy, the humanist essence of which is to move to the adequacy of costs and benefits, to the uncompromising struggle of real and ostensible values, the victory that meets the needs of people, is deemed to be a process of future economists, managers, entrepreneurs moral position formation. The authors of the article reveal one of the urgent problems of modern time, which shows that it is necessary to educate the best qualities of a man, just from the students' life. Modern society, students enter, has the features of transference: as radical reevaluation of values, unclear perspectives, expansion of catastrophic outlook, breach of succession between different generations, lack of clear "game rules", or socially approved individual vital strategies.

The authors define, that the society needs a new level, adequate to the modern conditions of economic and business education, which will serve the creation of economic thinking and social stability, morality and humanity, economic culture and initiative, practical skills in order to create own business, which means - art of life and work in the changing world. All these things are the compound parts of the social order of any society, directed to the modern higher education.

Key words: morality, moral position, students of business schools, values, culture of communication.

It is now apparent, that one of the conditions of transition to a civilized market economy, the humanist essence of which is to move to the adequacy of costs and benefits, to the uncompromising struggle of real and ostensible values, the victory that meets the needs of people, is deemed to be a process of future economists, managers, entrepreneurs moral position formation. The idea of students' moral position forming, especially in their preparation for entrepreneurship, activity in the fields of economics, management is not simply a reflection of trends in a society reoriented to adequate moral values, but also stimulates the search for the content and methods of developing such a position.

According to the ethics, the moral position of a man is identified (based on moral qualities) relation to different types of behavior in certain situations. It is not the behavior itself, but a general person's attitude towards the possible options of behavior - acceptance, approval of some of them, rejection, and censure of others. One of the goals of education for the moral position formation is to organize competently any activities of a student. Moral qualities are formed in activities and arising relationships can affect the change in the objectives and motives of activity, which in turn affects the assimilation of moral

norms and values. Human activity serves as a criterion of its moral development.

The development of moral consciousness of students goes through the perception and understanding of the content of the impacts that are received both from parents and teachers, as well as from mass media, through the processing of these effects in connection with an individual moral experience, his views and value orientations. Principal criterion in determining the content of the moral position formation of students at economical universities, business schools must become a socio-moral context of economic, and business activity, moreover, it should be modeled both an educational process, and a real within internship. One of the ways of resolving the contradictions of economic and business activities must be such an organization of the educational process, in which different types of scientific knowledge got by students becomes the basis for the expression of values relationships. Knowledge begins to enter into the content of value when the transition takes place from knowledge-information to the evaluative knowledge; furthermore, it is used in the cognitive and in the value-oriented, as well as in the transformative activities.

The criteria for the moral position of students are:

- cognitive (related to cognition), which reflects the all-round moral and political, scientific, cultural, aesthetic, ethical awareness of an individual. The indicators of this criterion are the ability to evaluate the facts and phenomena of social life; the ability and willingness to defend the ideological and moral views and beliefs in specific life situations;

- motivational-behavioral, which shows the nature of committed acts and communication of a person that expressed in relationships, respect for ethical norms and rules of the community. His indexes are: major objectives, intentions and motives for students actions; students' the behavior towards the acquired knowledge, socially constructed relationship to human values; demonstration of will, self-esteem, self-regulation, self-organizational behavior, resistance to negative influences of the environment; obligation, dictatorship of conscience in the deeds and actions; stability in conflict situations;

- evaluative-emotional (moral sense), which gives the opportunity to evaluate the relationship of an individual towards the human values. Its indexes are: stability of emotional distress; humanistic orientation identity of a person; effective critical attitude towards its own activity.

In the perception of a student the external effect acquires an individual meaning, and thus, forms a subjective attitude towards it. In this regard, motives of behavior, decision-making and moral choice of a student's own activity are formed. Moral education has the universal character, as the object of moral regulation is the area of relationships between ' an individual and society. For the implementation of any socially useful activity the subject must have a set of moral qualities. That is why, moral education in any higher educational establishment must be directed at first to the moral qualities formation, which is necessary for the implementation of any social activity.

The subject of discussion in recent years has become an issue of how to balance in the frame of education the process of professional ization and humanization in order to transfer knowledge in high school as not banal knowledge transference but a highly cultured process. Without qualified professional training no any specialist can be formed, and it is an undeniable component of any university activity. However, the profession makes sense only when it is detected for something more advanced and self-worth, namely, the personality of its owner. Formation of the integrated personality is possible only on the basis of the humanitarian component of the educational process, familiarizing the young man to the spiritual and cultural values of the civilized world.

Market-based socio-economic relations in the country have radically changed the nature of industrial relations, set new and higher requirements for the content of labor, nomenclature of specialties, qualifications, professional skills, knowledge, and skills of specialists. Deep and contradictory in many cases, but historically inevitable transformation of the economic environment management in Kazakhstan determined an active interest to the education in the culture of an entrepreneur, and a manager. In connection with this, today, not only special

In modern days, far from the social and economic stability situation, the important issues are: the skill of right communication; to find point of contact and to come to some agreements, which determine not only the process of adaptation, but also the processes of professional realization. The problem of cultural communication forming in its wide understanding is stipulated with the necessity of qualified advanced training of specialists, because the process of learning and use of panhuman, humanistic, ethical values and their direct realization in communication by students, define not only the persona! and moral development of a young man, but also the social, professional potentiality of a specialist. Culture of communication is the invariable attribute which usually accompanies educated and intelligent people for many centuries. Constructive communication, exchange of views is the necessity of a professional content. Thus, the role of communication is so important among the representatives of young generation who want to get higher education. Logical and conceptual model of students' cultural forming of communication at business schools provides the increased efficiency of this process and it includes the following components: purposive, substantive, procedural, controlling and diagnostic. Purposive component model is oriented on the achievement of

knowledge become an important resource, but common and management culture, high spirituality providing personal and professional development of a specialist. Many people reveal the transition to market relations as a triumph of pragmatism, which pushes moral standards and spiritual values to the distance shot. However, civil society is now trying to achieve the humanization of economic relations and their harmonization with the needs of social development. Today, Kazakhstan's economic higher educational establishments, business schools accept, as a priority in its strategic development, the formation of a new generation of economists, entrepreneurs, managers, who combine professionalism of businessman with the qualities of a developed person according to the requests of our modern time. Integration of the educational process and the process of students' audience access to culture, arts, world intellectual values, serve to the process of creation of a humane and highly civilized society, which is based on the phenomenon of human life.

It is quite logical and it is the fact that education is involved into the system of market relations. However, the increase of social tension, technological, economic and other disasters of recent decades - as a consequence of the social irresponsibility of powers, business and spiritual degradation of society, defines that education does not run its main goal - education and training, the formation of intellectual, moral and socially liable person. Without denying disadvantages or derogating advantages of market relations use in education, it is very important to organize the educational process so as not to lose its cultural value orientation in general, to liberate it from the simplistic interpretation as onerous exchange, purchase and sale. A professional employee, without civil position, ignoring any ethical norms is a "defect" in a wide understanding.

students' readiness for positive communication on the basis of culture communication forming. Purposive component includes a set of tasks which means that students will make an entire perception of traditional and modern cultural forms of communication; they will form the moral basis of behavior and communication; aesthetic sense in the field of behavior. and communication. Substantial component includes the necessary knowledge; moreover, it gives the keynote on realization for the planned experiment purpose. Substantial component combines the principles, functions' and content. Formation of culture of communication of students at business schools is based on the systematic principles, succession and activity. The functions of a culture of communication are the regulation of behavior and communication in various areas, socialization and adaptation. The content reflects the structure of pre-designed cognitive activities. Formation of a culture of communication takes place as a sequential development of levels: moral control (is regulated by the demands of a society) and ethic control (is regulated by the internal self-control of a man) and consciously creative control (the basics of moral values, providing an unconscious self-control). As the appearance of the internal control is preceded by certain stages in the

formation of the basic culture of the person, subdivision on levels is a progressive process.

All this confirms that education is the multifaceted, multivariable, always emotionally colored (and, therefore, connected with the moral and intellectual nature of a man) process. In essence, education is a meeting of cultures: culture of a student, including his life experience, culture of a teacher, including his professional experience, and culture which "has become", i.e. fixed in the standard of professional education. The pedagogical process is the primary mean with the help of which the value, samples of culture, meanings, i.e. all that the bearer of which is the teacher, can be opened and demonstrated for students.

The strategy of teacher's activity at economic universities, business - schools will be effective when the subject of analysis for students will be social and moral situation of economics, business activity, relationships between stakeholders, and contradictions found by students .will be meaningfully based on ethical principles.

Development of moral motivation of students should be in the process of talks and discussions on ethics of manager, economist, businessman, within business games (game-learning, game training, game- study), in the process of implementing individual and group assignments both in the learning process, and in the period of internship, in the process of removing the problematic situation, activity based on the learning process forming of moral relations.

Higher School differs from the market with the fact that the condition for the transfer of knowledge and also the result of such transfer is the development of personality. Exchange of goods in the market does not bring the personal development. Education is not a service, but a complex, ' cultural process. Competitiveness in the labor market today is defined not only with professional, but also mora! and ethical qualities of applicants. Along with the competencies, it is necessary to "multifaceted" development of moral and ethical qualities of a future specialist. Purposive setting of an educational process is to make every future economist, manager to be the subject of humanity, the embodiment of the moral ideal. The given purposive setting is stipulated by the huge responsibility based on the profession. In the conditions, when positive and moral demonstration of personality has lost its former attractiveness and value in the society, future professionals must not have just only

moral features, but have high ethic features as well. Furthermore, to stay in any circumstances adhering to principles, responsible for the results of work, words, and actions is and under the force of Personality with a sufficiently high degree of moral positions formation.

The moral position of a student is taken place in the student's positive attitude towards the universal and national values, the intolerance attitude according to the negative influences of the environment, self-regulation and self-organizing behavior, the ability to protect own views and beliefs, be liable to themselves and to the team.

Educating of moral position of economic university students is a purposeful process of formation of the unity of moral consciousness and behavior, moral requirements, ideological and moral convictions, moral feelings corresponding to moral ideal. The core of moral position education is an interiorization which means the transference of the moral demands of society, moral principles into the internal convictions of each student, which can serve as a true compass in his daily life and activities. Today, there is an opinion that studentship is rather closed, homogenous, socially marginalized group excluded from the processes of social reproduction of public life, gradually giving way to recognition for the students to have full, independent functioning life as well as to develop as an independent entity and full social life subject. The question of moral value, education of moral position - is the question on the very values, which a person oriented on, the issue of his inner freedom, ability to make moral choices, and to make decisions with knowledge of the case. Huge role in a formation of a student, who has a moral position, belongs to the intelligentsia in the face of professors and academic staff of higher educational establishments, also formation is based on the humanization of the educational and pedagogical process, which can satisfy the organization of the entire life of higher educational establishments. Today the society is in a dire need of intelligent, high moral persons, with the moral value position.

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Рецензент: д.и.н., профессор Жармакеев С.Н.