

**FEATURES OF ORGANIZATION OF BUSINESS ETIQUETTE
SKILLS AS THE BASIS OF FORMATION OF PROFESSIONAL
ETHICS OF THE MASTERS IN TECHNICAL SPECIALTIES**

The article presents the features of organization of business etiquette skills that are the foundation of formation of professional ethics of the Masters in engineering specialties. The components of business etiquette, which form the basis of a person's business behavior in the professional activities are highlighted. The disciplines aimed at formation of business etiquette skills of the Masters in engineering specialties are determined.

***Keywords:** etiquette, business etiquette, components of business etiquette, the Masters in engineering specialties.*

Introduction

The rapid development of education, science and technology in Ukraine pose the new requirements for the professional training and education of the future generation of specialists (the educated, skilled, aware in different areas of professional activity ones) in front of instructors of engineering universities. It is about the specialists who are able to be conversant both in manufacturing and in business situations related to professional activities. The modern system of education should be based on the formation of not only the specialists, who have the set of professional knowledge and skills, but also of the personalities with the high level of moral, ethical, business qualities and business etiquette skills.

Today the system of higher engineering education neglects the study of professional and business ethics. For example, only specialties 8.05020201 «Automated process control», 8.06010105 «Motorways and Airfields», 8.06010106 «Bridges and Vehicular Traffic Tunnels» provide the study of the subjects aimed at formation of fundamentals of ethics of the Masters.

Materials and methods

In view of the above, in the context of rising requirements for the professional training of the Masters in high technical school of Ukraine, there is an urgent need to optimize the learning process in general, and, particularly, to form the business etiquette skills of the Masters in

engineering specialities, as the basis of professional ethics. So, we consider the study of the disciplines of the psycho-pedagogical cycle, programs of which also provide the learning of the foundations of business ethics, by the Masters of engineering universities as an appropriate thing.

The goal of the research is the analysis of features of organization of the foundations of business etiquette and learning of the components of business etiquette in the process of training of the Masters in engineering specialities.

Results

The problem of organization of business etiquette skills as the basis of formation of professional ethics of the Masters in engineering specialities is investigated insufficiently today [2, p. 5].

We can note I. O. Ahalets, Ya. V. Strelchuk among national scientists, engaged in the research of the problems of organization of the foundations of business etiquette, and N. O. Lukianova among Russian scientists.

In addition, this problem has found its place in the researches linked to the formation of business communication skills, which are carried out by Ukrainian scientists – V. O. Mykhailiuk, O. L. Kaniuk, T. P. Rukas, V. I. Svystun, V. P. Sukachova, V. V. Yagupov, and by Russian scientists – V. O. Saveliev, V. I. Ivanova, O. A. Davydova, M. V. Dembrovska, O. V. Penkova, M. M. Kalashnikov.

In order to form the business etiquette, the essence of «business etiquette» concept should be correctly interpreted, that will optimize this process. *Business etiquette* represents the rules of rational behavior of partners in joint activity which ensure the respect for the human person and the observation of mutual moral, legal and ethical obligations [1, p. 101]. The research of «business etiquette» definition indicates its importance in the training of the Masters in engineering specialities. As far as the Masters in engineering specialities are the future professionals who combine both professional and personal qualities and skills, knowledge of the rules of business professional ethics, which play a crucial role for their prospective professional life.

The analysis of the components of business etiquette allows to interpret the essence of «business etiquette» concept correctly as much as possible in order to form the bases of business etiquette of the Masters in engineering specialities.

So, for example, Full Professor E. A. Utkin identifies the following key components of business etiquette:

- *handsome manners and ethics;*
- *tact and lightness;*
- *modesty;*

Psychological and pedagogical problems of modern specialist formation

- *punctuality and obligingness* [7, p. 59].

English researcher J. Yaher identifies six main components:

- *punctuality*;
- *confidentiality*;
- *courtesy, kindness and hospitality*;
- *attention to people around*;
- *appearance*;
- *competence* [8, p. 67].

The analysis of business etiquette components presented by scientists, indicates that they are not adequately reflect its essence, as they provide mostly the rules of human behavior in business, and to a lesser extent – his internal moral and business qualities. Basing on the already known definitions of the scientists, we consider it appropriate to define the components of business etiquette of the Masters in engineering specialities, taking into account the characteristics of their professional training, and presenting them as follows.

The components of business etiquette.

Cognitive – provides knowledge of the implementation details of the communication side of interaction; informative power and search of a way out of the situation that occurs [1, p. 37]. Knowledge of the cognitive component in business is necessary for easy entry of the Masters in engineering specialities into the business contact with partners, persuasion of their companions and ensuring of making correct decisions in business situations. We consider that it is composed of the following factors: *a) communicative; b) information-oriented.*

Epistemological. The subject of epistemology is the specificity of scientific knowledge and so on [3, p. 236]. An introduced component provides knowledge of the sphere of business activities and, namely, human activities, aimed at the fullest possible realization of itself as a business person. Therefore, they are constituted of the following factors: *a) awareness; b) self-knowledge and self-development.*

Emotional. Emotions are the subjective human responses to internal and external influences [6, p. 5]. A good mood and positive attitude to any business situation help the Master in engineering specialities to overcome all obstacles in business successfully, and, therefore, to succeed more quickly. So, the emotional component includes the following factors: *a) mood; b) attitude to the situation.*

Axiological – is based on the human values, the awareness of his role and destination, the ability to choose the ambitions and semantic attitudes for his actions and deeds [3, p. 3]. Business person should know which he wants to see himself – a successful, self-confident and more. The Master in engineering specialities should be motivated to achieve the effective results in business, and also he should visualize clearly the goals and priorities of

the business. An introduced component includes the following factors: a) *intellectual development*; b) *motivation*; c) *self-organization*.

Image-building – it is the idea that person creates for himself, an external reflection of his personality, business and purely human qualities. [4, p. 8]. The attitude of business partners to each other depends on the first impression that is formed within the first 15-20 seconds of their communication and concerning their appearance. The ability to cooperate with each other, mutual respect and success of further business relationships depend on the appropriate internal qualities of the Master in engineering specialities and his proper business behavior. This component includes the following factors: a) *first impression*; b) *appearance*; c) *breeding*; g) *partnership relations*; d) *business conduct*.

By breaking down the components of business etiquette like that, it is possible to see that an effective business behavior of the Master in engineering specialities is based on his respective competencies and abilities (axiological, epistemological and emotional) and business skills that future Master gets in the process of education (cognitive and image-building). The foregoing presented as a scheme (Figure 1).

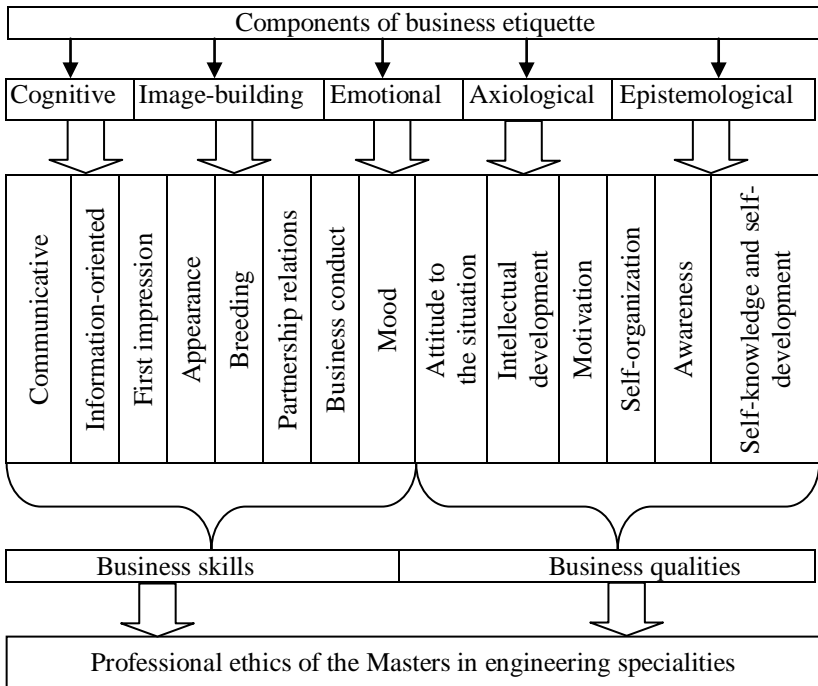


Figure 1. Components of business etiquette

Psychological and pedagogical problems of modern specialist formation

The suggested scheme allows to see visually that namely the presence of business skills and business qualities of the Master in engineering specialities is the basis for the formation of his professional ethics.

The ensuring of the Masters in engineering specialities with the skills of business etiquette based on business skills and competencies is possible due to the use of complex psychological and pedagogical impact in the educational process. It would simultaneously help to identify the existing competencies, improve the internal competencies and master the necessary business skills rapidly. The study of the disciplines of psychological and pedagogical cycle by the Masters in engineering specialities should be focused on the formation of business etiquette.

After analyzing the existing programs of the disciplines of psychological and pedagogical cycle in Kharkiv National Automobile and Highway University we concluded that too little of study time is given for the formation of business skills of the Masters in engineering specialities. Thus, the cycle of psychological and pedagogical training of the Masters in engineering specialities includes only such disciplines as «Pedagogy of Higher School», «Psychology of Higher School» and «Psychology of Management».

Within this framework, we consider it appropriate to increase the number of the academic subjects and time spent on the formation of business etiquette of the Masters in engineering specialities through the complement of training programs of psychological and pedagogical cycle and optimization of the content of such disciplines as «Pedagogy of Higher School» and «Psychology of Higher School». The drill of business etiquette skills is the most appropriate exercise during the pedagogical traineeship.

The study of the components of business etiquette in the course of the basics of psychology and pedagogy of higher school by the students will allow the Masters in engineering specialities to know and understand the basis for building the effective business relationships. And this, first of all, depends on the study of the necessary components of business skills and the elements of proper business behavior of business person by the students. The Masters in engineering specialities, basing on the acquired knowledge of business etiquette, can deeply know themselves as a business person, and, having considered their level of managing the professional qualities, they can form the lacking necessary business skills for them. The main task of the pedagogical traineeship will be in formation the students' practical skills in professional business communication and also in the methodology of teaching in the higher school for the further use in the professional activities at the chosen field of science and technology.

Discussion and conclusions

The basis of professional ethics of the Masters in engineering specialities is their abilities of business etiquette. The carried out research of the components of business etiquette leads to the conclusion that the professional ethics of the Master in engineering specialities is formed on the basis of business qualities of an individual (axiological, epistemological and emotional) and business skills that future Masters gets in the process of education (cognitive and image-building). The formation of the necessary skills of business etiquette of the Masters in engineering specialities is possible by studying the disciplines of psychological and pedagogical cycle.

Prospects for the further research are in a deeper study of the nature of the professional ethics of the Masters in engineering specialities, and in the identification of its basic components in order to form the professional ethics of the Masters in engineering specialities.

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Psychological and pedagogical problems of modern specialist formation

Володимир Бондаренко, Марія Гуліна. Особливості формування умінь з ділового етикету як основи формування професійної етики магістрів технічних спеціальностей.

У статті представлено особливості формування умінь з ділового етикету, що є підґрунтям формування професійної етики в магістрів технічних спеціальностей. Виділено компоненти ділового етикету, що становлять основу ділової поведінки особистості у професійній діяльності. Визначено дисципліни, спрямовані на формування умінь ділового етикету в магістрів технічних спеціальностей.

Ключові слова: етикет, діловий етикет, компоненти ділового етикету, магістри технічних спеціальностей.

Vladimir Bondarenko, Mariya Gulina. Funkcje tworzenia zdolności etykiety biznesowej jako podstawy kształtowania etyki zawodowej ekspertów o specjalnościach technicznych.

W artykule przedstawiono możliwości kształtowania umiejętności z zakresu etykiety biznesowej, która jest podstawą etyki zawodowej ekspertów o specjalnościach technicznych. Wybór elementu etykiety biznesowej stanowi podstawę biznesowych zachowań danej osoby w działalności zawodowej. Zdefiniowana dyscyplina ma na celu kształtowanie umiejętności etykiety biznesowej ekspertów o specjalnościach technicznych.

Słowa kluczowe: etykieta, etykieta biznesowa, elementy etykiety biznesowej, ekspert specjalności technicznych.

Received 17.05.2017

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