



Communicative Competence Of The Bachelor Of Economic Direction Regulator Of Professional Competence

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ABSTRACT

This article provides information on the communicative competence of students of economics, its content, the role of professional competence as a regulator in students.

KEYWORDS

Young specialist, economist, bachelor, communicative competence, aspect, regulator, professional competence.

INTRODUCTION

Modern social and economic transformations of our society are associated with the formation of new market relations, which require young specialists who are fluent in their professional activities, capable of effective work at the level of world standards, competent and mobile.

Therefore, at this stage, the main strategy of the country's educational policy is to train such specialists.

The characteristics of a young specialist listed above determine, in aggregate, his professional competence, which reveals one of

the highest components of the personality's essence.

THE MAIN RESULTS AND FINDINGS

But we would like to pay special attention to the professional competence of future economists, since they will determine the development of our country in the future.

The professional competence of a bachelor of economics is considered by us as a joint system of complementary structures that will ensure the high-quality performance of professional activities.

One of the constituent elements included in the structured system of professional competence of an academic bachelor of economics is, in our opinion, communicative competence.

The communicative competence of a future economist is a complex integrative personality trait that synthesizes knowledge of cultural norms of communication, the ability to quickly adapt in new business and interpersonal circles of communication, to adequately respond to social structures focused on national traditions, and etiquette in the field of communication with business partners.

The communicative competence of future economists consists of the following aspects:

- Forecasting a communicative situation of communication and designing one's own behavior inherent in this situation;
- Diplomatic management of the communication process and smoothing out acute situations;

- Implementation of a timely reasoned policy in communication to achieve the set goal;
- Possession of both oral and epistolary forms of communication in different languages for the effective solution of interpersonal and intercultural problems of interaction.

Communicative competence is subject to a certain condition, which is based on the fulfillment of certain rules and requirements in communication. Let's consider them.

One of these rules is not to start discussing an issue that you yourself have not fully understood.

The next rule is to be "always ready to understand." Unfortunately, there are many semantic and subjective barriers that prevent full understanding of the negotiating partners.

Another of the important rules that must be observed during business communication is to avoid vague, ambiguous and incorrect expressions and, if possible, use only specific information and operate with professional terminology known in the business circles of economists.

Everyone knows that each individual has both verbal and non-verbal communication, so communication competence is subject to the next rule of "external accompaniment of the conversation."

During interpersonal communication, it is not enough to control one's own speech and its content; it is also necessary to control external attributes: facial expressions, posture, gestures and intonation.

The rule of "rethinking" is the ability to revise your own point of view and not consider it the only correct one. This usually avoids serious communication conflicts.

The effectiveness of any negotiation usually depends on a good choice of place and time, therefore the following rule can be described as the "rule of a favorable atmosphere".

Also, in our opinion, in any negotiations there should be a rule of "openness" in communication. Business partners are provided with mutual information to the maximum, which creates a favorable and trusting environment for cooperation.

The rule of energetic and constructive listening is the basis of effective communication, since the ability to distinguish the main thing from what has been said makes it much easier in making consensus decisions.

And, of course, what kind of communication is carried out without feedback. It is this rule that realizes the achievement of the main goal of communication - this is mutual understanding.

So, in the professional activity of a future economist, based on the listed rules, communication competence should perform the following functions:

- A communicative function providing information exchange;
- Dialogue function - organizing the interaction of interlocutors;
- Perceptual function, which reflects the process of perception of the opponent and establishes interpersonal contact.

Considering the concept of "communicative competence" of an academic bachelor's

degree in economics, one should pay attention to the component composition of this concept.

The communicative competence of the future economist is revealed through his skills, which are implemented through components that influence the results of his professional communication.

Therefore, the following components of communicative competence should be distinguished: cognitive, functional, self-reflective and value.

The cognitive component includes mastery of fundamental communicative competencies and their constant improvement.

The functional component is manifested in the knowledge of the ways of using communicative competencies to solve professional problems, as well as in the methods of design and forecasting for certain forms of communication.

The self-reflective component is the ability to independently control the results of business communication, give them an adequate assessment and self-analyze the level of their professional development and personal achievements.

The value component is the perception of communicative competence as the main value of the professional culture of an economist, awareness of the potential of communication as a means of solving professional problems.

CONCLUSION

Thus, considering the communicative competence of a "bachelor" in economic

direction, we can conclude how important it is for future economists to master the tools of verbal and non-verbal communication, which allows us to solve global professional economic problems, and, therefore, let us summarize that communication competence is a regulator of the professional competence of a future economist .

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