

V. Reznichenko

student,

I. Savenkov

student,

Y. Teslenko

student,

Supervisor: *PhD (Pedagogical Sciences), Associate Professor, R. Kubanov,
Separate structural subdivision "Institute of Innovative Education of Kyiv
National University of Construction and Architecture", Kyiv, Ukraine*

COMPONENTS OF CULTURE OF PROFESSIONAL ACTIVITY OF MANAGERS OF CONSTRUCTION ORGANIZATIONS

Construction production in modern conditions is recognized as promising, profitable and profitable in terms of production and use of high quality building materials, the introduction of advanced and high-performance construction technologies and research, the availability of qualified and competent construction personnel. The success of professional activity is determined both by the external conditions in which it takes place and by subjective factors, in particular the development of the culture of professional activity.

The purpose of the study is to highlight the essential characteristics of the culture of professional activity of managers of construction companies.

In modern scientific sources, the manager is characterized as a person who has special training and manages the organization, department or area of activity (personnel, finance, material or information resources, innovation in today's market), has relevant professional knowledge, skills and abilities in the relevant institution of higher education, able to organize specific activities of subordinates and competently perform their management functions [1-2].

Professional culture is a product of the activities of people employed in a particular field of activity. It includes a set of knowledge, skills and abilities that should be possessed and guided in their activities by every member of society, regardless of their professional affiliation. It is a set of basic professional knowledge, skills and abilities, readiness to build and solve innovative problems, practical experience, nonlinear thinking, as well as sustainable ownership of information technology. The term "professional culture" emphasizes that culture is considered as a specific quality of the specialist and reveals the subject content of culture, which is determined by the specifics of the profession, professional activity and professional community [2, p. 61]. Thus, the professional culture of the manager should be considered as a high level of professionalism, as a way of creative self-

realization in professional activities, as a process of development, transfer of professional values, formation of personal meanings.

The components of the culture of professional activity of future managers are: personal (value attitude of the individual to the chosen profession, the presence of universal values and values of professional self-realization, willingness to identify personal initiative and further professional growth, moral qualities of personality, evaluation of own professional and cultural activities qualities, cultural values and norms); cognitive (mastering thorough general cultural and specific professional knowledge, technology of their use in professional activities, knowledge of moral and ethical behavior, ethics of business communication, knowledge of methods of introspection and adequate self-esteem, methods and techniques of self-development and self-education); activity (ability to practically use the acquired theoretical knowledge, observance of moral and ethical norms in society and professional activity, self-analysis of own professional activity and development of professional culture, finding ways to self-improvement and realization of needs of self-actualization in profession). It is important that the personal component of the culture of professional activity of future managers plays a key role, because the basic principles of the organization set a certain direction for the functioning of the subject, as well as determine its norms and values [1, p. 11].

Thus, the content of the culture of professional culture of managers of construction companies is a dynamic structural and level education, which reflects the unity of personal, cognitive and activity components. Significant features of the professional culture of the future manager in the field of construction should be considered: a creative approach to solving practical problems and problematic situations and willingness to interact with the other party to focus on common goals, information culture of entrepreneurship and broad erudition on modernization modern management decisions on the way to international integration in the context of universal values and cultural traditions.

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