

- The main difference is that with the help of training instruction technologies, students learn the prepared content, and through projective tasks, they learn to creatively form the content of learning and absorb the knowledge.

Currently, traditional programs are overloaded with learning information, which directly leads to a marked gap between theory and practice, since in this situation there can be no question of the formation of the skill of application. Project training at the same time is more productive, as in the process of carrying out a curriculum knowledge is acquired by students in the process of using information in solving practical problems. The search for the solution of practical problems activates the necessity of obtaining knowledge, cognitive activity.

Thus, the content of the project activity of students is complicated as previous, more simple project assignments. Projecting helps students to realize the role of knowledge in life and learning – knowledge stop to be the goal and become a means of actual education.

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### **GAINS FROM MULTINATIONAL COMPETITION**

*The deep transformation of economic relations stipulates the reframe and analysis of substance of economic categories “competition” and “competitiveness” under the modern conditions of farming. The different approaches up to the essence of the categories “competition” and “competitiveness” and their role under the market conditions of farm are analyzed. The influence of competition and competitiveness on the activity of farming entities is studied.*

**Key words:** *competition, competitiveness, market economy, interindustry competition; perfect competition, business-plan, strategic planning, state regulation.*

*Глибока трансформація економічних відносин, що відбуваються в Україні на тлі ринкових умов обумовлює необхідність осмислення і дослідження сутності економічних категорій "конкуренція" та "конкурентоспроможність" відповідно до сучасних умов господарювання. Проаналізовано різні підходи щодо визначення сутності категорій "конкуренції", "конкурентоспроможності" їх роль за ринкових умов господарювання. Досліджено вплив конкуренції та конкурентоздатності на діяльність суб'єктів господарювання.*

**Ключові слова:** *конкуренція, конкурентоздатність, ринкова економіка, міжгалузєва конкуренція, досконала конкуренція, бізнес - план, стратегічне планування, державне регулювання.*

In modern economic science, there is interest in the study of the essence of competition as one of the most important components of the mechanism of functioning of the market economy. Competition contributes to the better use of the potential of society, rationalization of the behavior of business entities, is a key element of the system of market relations. Dynamically developing, the theory of market competition has wide practical application. In this regard, the study of competition is one of the most important components of market research, which forms the basis for the development of strategies and tactics of market activity.

The purpose of the research is the scientific substantiation and specification of theoretical provisions on the essence of economic categories "competition" and "competitiveness" and their impact on the activities of business entities.

Studying the economic category of "competition" in modern economic conditions, some researchers pay attention to the functions of competition. In this regard, the results of the study V. D. Bazilevich highlighted the following functions of competition, determining its role in the economy:

- adjustment - in order to win, the entrepreneur must produce the product that the consumer prefers;
- motivation-an entrepreneur who offers the best quality products or produces it at a lower cost, receives a reward in the form of profit;
- distribution-competition allows income to be distributed among enterprises and households according to their effective contribution;
- control - competition restricts and controls the economic power of each of the company [1, p. 209].

If we examine the competition at each stage of the production cycle, especially in the agricultural sector, it should be noted that at the first stage there is the acquisition of material values, works and services, which will be further advanced into production. At this stage, each business entity seeks to acquire these values at the most favorable prices. Further there is a process of their storage until advance payment in production. The acquisition of material assets in amounts exceeding regulatory requirements can lead to their deterioration, not intended use. That is, at the first stage there is a competition for more profitable acquisition of material values for their subsequent advance in production. The second stage of the cycle - production Competition takes place in the connection of labor with the means and objects of production. More advanced production technologies make it possible to produce products at a lower cost, which in the future will enable such products to compete in the markets. At the third stage of production finished products are sold to the final consumer. Hence, marketing policy, advertising, packaging and the like is crucial in the fact that such products will be sold with greater benefit to the business entity, that is, complete the cycle stage and the revenue will be received by the seller. This gives grounds to assert that business entities have the ability to influence the conditions of production at each stage of the production process.

Of course, competitiveness combines a range of performance indicators of the business entity against the background of the introduction of advanced technologies, innovative projects that contribute to the production of more competitive products. In addition, such components that contribute to improving the competitiveness of the enterprise is the price, tax, credit policy, the state of state regulation of certain segments of the economy and the like. Given these components of competitiveness are suitable research A. Marenich and I. Astakhov, who argue that "competitiveness – is a comprehensive description of the activities of enterprises, which is based on the analysis

of various aspects of production and economic activity (production capacity, human resources, availability of materials, financial performance, etc.) and allows you to determine the "strengths" of enterprises in competition, to find ways to achieve advantages over competitors " [2, p. 23].

#### **Summary.**

Based on our research on the essence of the category of "competition", it should be characterized as a complex socio-economic process, on the one hand, on the other it is a process of meeting the growing needs of society and individuals at a higher technical, technological, environmental and economic levels is a struggle for the survival and preservation of its market segment. The theoretical justification of the category "competitiveness" should be interpreted as the ability to dynamically influence the business entity on the market in order to preserve its segment, protect the accumulated and develop potential sustainable competitive advantages in key areas of business on the basis of better than competitors use of existing and the formation of new types and combinations of resources using advanced technologies aimed at the production of products with innovative consumer value.

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### **ВПЛИВ СТИЛЮ ПЕДАГОГІЧНОГО СПІЛКУВАННЯ ВИКЛАДАЧА НА ЕФЕКТИВНІСТЬ НАВЧАЛЬНОЇ ДІЯЛЬНОСТІ СТУДЕНТІВ**

*The article is about different pedagogical styles of fellowship in educational process at university. It is about how the pedagogical style of a teacher can influence students and their development.*

**Key words:** *pedagogical communication styles, university, students*

*Стаття присвячена різним педагогічним стилям спілкування у навчальному процесі в університеті. Мова йде про те, як педагогічний стиль викладача може впливати на студентів та їх розвиток.*

**Ключові слова:** *педагогічні стилі спілкування, університет, студенти*

**Педагогічне спілкування** – є способом реалізації змісту, методів і прийомів педагогічних впливів, спрямованих на формування особистості студента. Воно є одним із найголовніших аспектів професіоналізму і педагогічної майстерності викладача.

Педагогічне спілкування викладача зі студентами має такі **цілі**:

- 1) *інформаційна* – взаємообмін навчальною і науковою інформацією;
- 2) *ціннісно-орієнтаційна* – передача суспільно-значущих і професійно-важливих норм і цінностей;
- 3) *спонукальна* – підтримка студента, мотивація його діяльності;