

## Abstracts of articles

### ECONOMY, THE ORGANIZATION, STATISTICS AND THE ECONOMIC ANALYSIS

BBK 67.4

#### SUMMARY ASSESSMENT OF SAMARA REGION SITUATION OF THE SOCIAL AND LABOR SPHERE

**Pyatova O. F.**, cand. of econ. sciences, associate prof. of the department «Statistics and economic analysis», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust-Kinelsky, Uchebnaya, 2 str.

E-mail: o.pyatova@yandex.ru

**Keywords:** demography, unemployment, poverty, nourishment, criminality.

The purpose of researches – is state diagnostics of the social and labor sphere. For achievement of this purpose official statistical data of Russtat and Samarastat, data of special sociological researches were used. Dynamics of indicators which are used for calculation of summary assessment coefficient of the social and labor sphere condition is studied. During research the level of average salary increases by 26.3%. This increase promotes the average per capita income by 23.5%. For the same period the size of living wage increases by 10.4%. In the region the share of the persons having the average income is reduced is lower than living level on 3.3 p.p. In the region the birth rate increases. In the city district the coefficient of birth rate increased by 0.8 thousand people for 1000 population, in rural areas it increased by 1.2 thousand people for 1000 population. The mortality rate remains stable throughout the period. Natural losses of the population which are partially compensated by migratory streams are observed. The share of expenses of the population for acquisition of food with 33.6 decreases to 32%. As for food allowance of urban population it is more, than at rural fruit and vegetables, milk and dairy products, fish and fish products. The country people use bread and bakery products, meat more. Both groups of the population abuse sugar and confectionery. Level of the general unemployment with 5.1 to 3.2% is reduced. The quantity of the registered crimes and mental pathologies is reduced by 100 thousand persons. The coefficient summary estimates of the social and labor sphere from 2011 for 2013 decreases that testifies to improvement of situation.

#### Bibliography

1. The income, expenses and consumption of farms in 2014 (following the results of selective inspection of farms budgets) [Electronic resource]. – URL: [http://www.gks.ru/bgd/regl/b14\\_102/Main.htm](http://www.gks.ru/bgd/regl/b14_102/Main.htm) (date accessed: 20.01.2015).
2. Russian Federation. Department of the Federal Service for the Oversight of Consumer Protection and Welfare for the Samara region. About condition of sanitary and epidemiologic wellbeing in the Samara region in 2013 : [state report]. – Samara, 2014. – 228 p.
3. Expenses of families for food in the countries of Europe [Electronic resource]. – URL: <http://www.riarating.ru/informatika> (date accessed: 25.01.2015).
4. Rating of Russian Federation regions by quality of life [Electronic resource]. – URL: <http://www.riarating.ru> (date accessed: 27.01.2015).
5. Rating of economic and social situation in territorial subjects of the Russian Federation. Results of 2013 years [Electronic resource]. – URL: [http://www.hse.ru/data/2014/05/30/1325351069/rating\\_regions\\_2014.pdf](http://www.hse.ru/data/2014/05/30/1325351069/rating_regions_2014.pdf) (date accessed: 27.01.2015).
6. Condition of the social and labor sphere of the village and offer for its regulation : annual report of monitoring results of 2013. – M. : FSBEI «Rosinformagrotekh», 2014. – Vol. 15. – 268 p.
7. Samara statistical year-book (2013) : stat. coll. – Samara : Samarastat, 2013. – 358 p.

BBK 65.9(2)27

UDK 360

#### MONITORING OF INSURANCE RISK IN THE AGRICULTURAL SECTOR

**Shumilina T. V.**, cand. of econ. sciences, assistant professor cand. of the department «Statistics and economic analysis», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust-Kinelsky, Uchebnaya, 2 str.

E-mail: [Tanyashum86@mail.ru](mailto:Tanyashum86@mail.ru)

**Keywords:** economy, risks, insurance, state, support.

The purpose of research – is risk reducing through the development of risks insurance system in the agricultural sector. The feature of agricultural production is its dependence from the influence of climatic conditions. Thus, according to the

calculations, the amount of crops loss, reducing crop yields and death of animals in the farms of the Samara region in 2012 amounted to 2.443.300.000. rub. Agricultural insurance in many countries is one of the means used by manufacturers as part of their comprehensive strategy management of agricultural risk. The main aim of risk insurance creating effective system for agricultural producers with state support is available for the provision of the vast majority of insurance products for comprehensive protection of the production of the main risks in the production of agricultural products. In 2003 it was created FSBI «Federal Agency for State Support of Insurance in the field of agricultural production», the purpose of which is to perform managerial and methodological features that ensure the development of agricultural production risk insurance with state support. Monitoring risk insurance of agricultural producers in the Russian Federation showed that for the period 2008-2013 the amount of subsidies increase, transfers from the federal budget to the budgets of the Russian Federation for compensation of costs for insurance contracts by 21.2%. In Samara region in 2013, the number of contracts compared to 2008 increased by 3.5 times. There has also been the increase in the amount of subsidies for reimbursement of expenses for payment of insurance premium to 4.18 million rubles in 2008 to 95.94 million in 2013. The developed system of risk insurance in a market economy is reliable way for financial compensation for losses of agricultural producers arising from the occurrence of adverse factors.

#### Bibliography

1. Arzyutova, R. N. State agricultural insurance as way to reduce the specific risks of agricultural production // Bulletin of the Altai State Agrarian University. – 2011. – №3 (77). – P. 110-114.
2. Baymisheva, T. A. The current state of agricultural insurance, implemented with state support / T. A. Baymisheva, I. N. Kurmaeva, R. Sh. Baymisheva // Economics of agricultural and processing enterprises. – 2014. – №9. – P. 31-33.
3. Mezhin, S. A. Improving the system of agricultural insurance in Russia [Electronic resource] / S. A. Mezhin, M. V. Mezhdina // Bulletin of the Altai State Agrarian University. – 2013. – №12 (110). – P. 121. – URL: <http://www.asau.ru/files/vestnik/2013/12/121-123.pdf> (date accessed: 19.12.2014).
4. The sown area, gross harvest, crop production in December 1, 2012 : catalog. – Samara, 2013. – Vol. 1. – 182 p.
5. Agriculture Samara region : stat. coll. – Samara, 2010. – 249 p.
6. Prices and tariffs [Electronic resource]. – URL: <http://samarastat.gks.ru/wps/wcm/connect/rosstats/samarastat/ru/statistics/prices/> (date accessed: 30.12.2014).
7. Agricultural Insurance in Latin America. – 2010, Dec. – Washington : The World Bank, 2010. – Report no. 61963-LAC. – 129 p.

UDK 664.617

#### THE DEVELOPMENT OF INDUSTRIAL STRATEGY FOR THE BAKING ENTERPRISE WITH SADT-TEHNOLOGY

**Zavodchikov N. D.**, dr. of economics science, professor of the department «Economics Agribusiness and Foreign Economic Relations», FSBEI HVE Orenburg SAU.

460014, Orenburg, Chelyuskincev 18, str.

E-mail: [znd-nik@mail.ru](mailto:znd-nik@mail.ru)

**Zemlyankina A. S.**, postgraduate student of the department «Economics Agribusiness and Foreign Economic Relations», FSBEI HVE Orenburg SAU.

460014, Orenburg, Chelyuskincev 18, str.

E-mail: [znanie56@ya.ru](mailto:znanie56@ya.ru)

**Keywords:** enterprise, strategy, production, SADT-technology, profit.

The purpose of the study is to simulate the process of developing strategy for the production of bakery businesses. It is proposed to use functional-structural approach and one of its effective tools – standard IDEF0, implements the methodology of structural analysis and design (SADT-technology). Bakery company developed a conceptual model of A0 with the given parameters, representing the SADT-entry-level model. For the presented model defined limits: the general strategy that defines the basic direction of the company; production capacity; user requests to be met by quality, range, quantity of products; budget enterprises from the perspectives of development; target prices for raw materials and finished products; raw material suppliers and partners of the company. Next is the decomposition of the original function «Development of manufacturing strategy» with regard to these limitations. At the input provided by SADT-model parameter should «be free of manufacturing strategy», the output is finished production strategy of the enterprise. During the development of manufacturing strategy is supposed to implement blocks: A1 – organization development process manufacturing strategy; A2 – identifying areas of enterprise strategy; A3 – conducting SWOT-analysis of the enterprise; A4 – development of industrial strategy; A5 – the development of the implementation plan of the production strategy.

#### Bibliography

1. Borodin, A. I. Technologies of strategy development for production potential // Bulletin of the Samara state university. – 2012. – №7. – P. 20-25.
2. Zemlyankina, A. S. Features of economic development for baking branch of the Orenburg region / A. S. Zemlyankina, N. D. Zavodchikov // Proceedings of the Samara State Agricultural Academy. – 2013. – №2. – P. 13-16.
3. Kirilov, N. P. Definition of functional borders for of management conditions processes of technical systems with use of SADT methodology // Works SPIIRAN. – SPb. : Science, 2009. – Vol. 4. – P. 301-317.

4. Orlova, L. V. Development of production strategies and tactics automotive industry : author. dis. ... cand. econ. sciences : 08.00.05 / Orlova Larisa Viktorovna. – Saransk, 2011. – P. 19.
5. Okhtilev, M. Yu. Intellectual technologies of monitoring and management of difficult technical objects structural dynamics / M. Yu. Okhtilev, B. V. Sokolov, R. M. Yusupov. – M. : Science, 2006. – 410 p.
6. Tomova, A. B. Methodical bases of production strategy formation for the enterprise // Bulletin of the Saratov state social and economic university. – 2008. – №5 (24). – P. 65-68.
7. Chumak, L. F. Formation of production potential as strategy of enterprise development // Business Inform. – 2012. – №1. – P. 107.

BBK 65.32  
UDK 333 c

#### INDIRECT METHODS OF STATE POLICY REGULATION IN THE AGRO-INDUSTRIAL COMPLEX

**Pshikhachev Safarbi Mukhamedovich**, cand. of econ. science, associated prof., director, Economics Institute of the Kabardino-Balkarian State Agrarian University named after V. M. Kokov.

360030, Kabardino-Balkarian Republic, Russian Federation, Nalchik, Lenin Prospect, 1b.

E-mail: [safkbr@mail.ru](mailto:safkbr@mail.ru)

**Balashenko Vyacheslav Alexandrovich**, cand. of econ. science, doctorate candidate of the department «Economic theory and agricultural economics», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust-Kinelsky, Uchebnaya, 2 str.

E-mail: [balashenko@yandex.ru](mailto:balashenko@yandex.ru)

**Keywords:** Extension, agropolicy, agribill, cooperatives, payments.

The main aim of article and research could be methods of indirect development in the Agri-Industrial Complex with factor of sectorial sanctionities. Most of main aim that is regulated to all Governments is the optimization of production volume. All nationals would like to develop the expansion of complex agrarian policy through international trade. Russia is the fifth world importer of agricultural products after Europe Union, China, the USA and Japan with total import should be going 40.4 bln. dollars. The main aims of such policy will have to be the income stabilization for farmers and real growth of economy and good pricing for all counteragents of the market. The state agrarian policy is based on the internal and external standards including international. Domestic standards could be economic including a quality of physical and human capitals, role of state in the technology development and international exchange reserve, tax resource and social and politics. Specially for Russia is more actually it's being research of the US Extension development, investing and hector payments realizing which are indirect methods in the agriculture.

#### Bibliography

1. Agricultural statistics (1940-2014). – Washington : USDA, 2014. – 990 p.
2. Alston, J. M. Distribution of Research Gains in Multistage Production Systems: Comment / J. M. Alston, G. M. Scobie // American Journal of Agricultural Economics. – 2013. – Vol. 65. – P. 353-356.
3. Farm Bill 2014-2018. – Washington : USDA, 2014. – 7000 pp.
4. Porter, M. E. Competitive Advantage. The Free Press. – New York, 2013. – 553 p.
5. Rhodes, V. J. The Large Agricultural Cooperative as a Competitor // American Journal of Agricultural Economics. – 2012. – Vol. 65. – P. 1090-1095.
6. Nechaev, V. I. State regulation and support of the regional agricultural Economics / V. I. Nechaev, D. H. Hatuov, I. V. Voroshilov. – Krasnodar : Atri, 2010. – 160 p.
7. Mustard, A. Russian Agriculture: at the Crossroads or at the Barricades? // The American experience of development of the sphere of agribusiness and economic education : mat. conf. the American programme of exchange of faculty FEP compositions. – Washington, 2012. – P. 4-16.

BBK 65.32.3  
UDK 333S.7

#### IMPROVING OF SYSTEM EVALUATED INDICATORS OF HOUSEHOLDS ACTIVITIES

**Zhichkin K. A.**, cand. of econ. sciences, prof. of the department «Economic theory and economics of agriculture», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust-Kinelsky, Uchebnaya, 2 str.

E-mail: [zskirill@mail.ru](mailto:zskirill@mail.ru)

**Guseinov F. M.**, graduate student of the department «Economic theory and economics of agriculture», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust-Kinelsky, Uchebnaya, 2 str.

E-mail: [mail.farid@mail.ru](mailto:mail.farid@mail.ru)

**Keywords:** households, land use, livestock, taxation.

The aim of the study – is to improve the performance evaluation of households to allow comparison of the results. The primary task of each state is the problem of providing the population by own agricultural production. During the research we analyzed different aspects of private household activities in different contexts and historical periods. The most important periods for this economic sphere are the period from strict administrating in 30-50s to full freedom in 90s. We suppose to say that authors have proposed a classification with an idea of historical periods. There are six stages of releasing small holders: the period of occurrence (1935); the period of policy leasing (1967-1970); the period before the transformation (1980-1982); the period of adjustment (1986-1990); the period of formation marketing relationship (1997-2001); the modern period (2009-2013). The basic characteristics of period definitions is the degree of freedom for private household. All calculations are based on operations for one private farm or per person. The quantity of all farms that had been presented for analysis was almost the same even at different historical periods. But, we should notice that the population of farms was gradually declined: from 4.18 to 2.55. There was always a variety of average sizes of private farms. The main tendency of twenties is gradually increasing and than rapidly decreasing of the squares that private farm using. As well we suppose to add that the square meters of ground that is using for buildings is rapidly increasing. The same thing is happening with quantity of cattle's: steadily decreasing and than step by step increasing in a situation of changing economy of a country.

#### Bibliography

1. Zhichkin, K. A. Comparative characteristics of the population households different natural and economic zones of the Samara region / K. A. Zhichkin, A. A. Penkin // Economic problems of agro-industrial complex : coll. sci. trans. – Kinel : Samven, 2003. – P. 106-113.
2. Nosov, V. V. Organizational-economic mechanism of sustainable development of agricultural production (theory and practice) : monograph. – Saratov : Publ. Saratov University Press, 2005. – 236 pp.
3. Adukov, R. H. Fundamentals of livelihood strategies of the rural population / R. H. Adukov, A. N. Adukova // Subsistence of rural population: problems and solutions : coll. sci. trans. – Voronezh : Research Institute of Economics and Agribusiness Central Black Earth region of the Russian Federation of the RAAS, 2012. – P. 54-60.
4. Measures procurement of agricultural products in 1930-1931 : Resolution of the Central Executive Committee and SNK RSFSR : [of 20.07.1930 of №303/C] / Central State Archive of the Samara region. – F. 779. – Inv. 2. – №772. – L. 139.
5. Information for members of the Budget Commission of the CEC of the USSR / Central State Archive of the Samara region. – F. 779. – Inv. 2. – №772. – L. 75.
6. Model Rules of the Agricultural Artel [Electronic resource] : [approved by the Council of Commissars of the USSR and the Central Committee of the AUSB(b) 17 February 1935]. – URL: [http://www.libussr.ru/doc\\_ussr/ussr\\_4042.htm](http://www.libussr.ru/doc_ussr/ussr_4042.htm) (date accessed: 15.01.2015).
7. Ovchintseva, L. A. Economic importance and social role gardening associations // Regional economy: theory and practice. – 2012. – №3. – P. 50-55.
8. Zhichkin, K. A. State regulation of private farms (on materials of the Samara region) : monograph / K. A. Zhichkin, N. N. Lipatova. – Samara : Publ. house of the Samara State Agricultural Academy, 2008. – 195 p.
9. The household population ledger perform obligations to the state for Little-Ishutkinsk village council for 1934 / Central State Archive of the Samara region. – F. 3161. – Inv. 1. – №7.

UDK 631.15:636.4

#### THE STATE AND DEVELOPMENT PROSPECTS OF THE PIG INDUSTRY IN SAMARA REGION

**Kurmaeva I. S.**, cand. of econ. sciences, associate prof. of the department «Economic theory and economics agriculture», FSBEI HVE Samara SAA

446442, Samara region, settlement Ust-Kinelsky, Uchebnay, 2 str.

E-mail.: kurmaeva.85@mail.ru

**Baimisheva T. A.**, cand. of econ. sciences, associate prof. of the department «Economic theory and economics agriculture», FSBEI HVE Samara SAA

446442, Samara region, settlement Ust-Kinelsky, Uchebnay, 2 str.

E-mail.: [baimisheva@bk.ru](mailto:baimisheva@bk.ru)

**Keywords:** pig, normal, substitution, support, sanction

The purpose of researches – is the assessment of the pig industry status in the Samara region. Based on the above objectives, the task was to analyze the main trends in the development of the pig industry in the region. The analysis revealed that, despite the fact that there are over 200 meat-processing plants, there is an unrealized balance of pork in live weight 1415 tons. Dynamics of consumption of meat and meat products per capita in the Russian Federation and the Samara region shows a positive trend (an increase of 24 kg or by 32.4% and 16 kg or 26.6%). According to Western medical standards, this figure is expected to reach more than 80 kg per capita per year, in the Russian Federation and its value is 74 kg and in the Samara region 60 kg. Therefore, the main challenge facing the state is the provision to the population with its own production pork. Sanctions against Russian forces in the short term to ensure import substitution in the domestic market. For this purpose, according to departmental target program «Development of the pig industry in Samara region» producers by 2020 there will be government support in the \$ 636 billion rubles, of which about 250 billion rubles will be spent for livestock, including pig industry.

Funds from the regional budget will be distributed in the following areas: 1) support of livestock breeding (since 2012 the government provides the possibility of obtaining grants for the development of pork production in the region); 2) subsidies up to 30% of the acquisition costs livestock equipment for livestock farms; 3) subsidies the cost of equipment.

#### Bibliography

1. Baimisheva, T. A. Market, problems and prospects / T. A. Baimisheva, R. Sh. Baimisheva // Science agriculture : coll. sci. trans. – Samara, 2014. – P. 369-373.
2. Development of the pig industry in Russia in 2009-2012, and for the period up to 2020 [Electronic resource] : departmental target program. – URL: <http://kormvet.ru> (date of access: 10.01.2015).
3. Charles, N. A. Factors lower prices for pork and falling profitability in pig production // Economic development of Russia. – 2013. – №8. – P. 5-9.
4. The Ministry of agriculture and food of the Samara region [Electronic resource]. – URL: <http://info-ecology.EN> (date of access: 10.01.2015).
5. Okruzhnov, A. The effect of rouble // Agro-inform. – 2014. – №9 (191). – P. 17-22.
6. The condition of livestock in the agricultural enterprises of the Samara region in 2009-2013 : stat. coll. – Samara, 2013. – P. 20-25.
7. The consumption of meat and meat products per capita [Electronic resource]. – URL: <http://refru.EN> (date of access: 10.01.2015).
8. The consumer market of the Samara region [Electronic resource]. – URL: <http://meatinfo.ru> (date of access: 10.01.2015).

UDK 330.15

#### **PUBLIC-PRIVATE PARTNERSHIP: THE WAY OF INTERACTION OF BUSINESS AND THE STATE FOR THE SOLUTION OF SOCIAL-AND-ECOLOGICAL PROBLEMS**

**Saldaeva M. N.**, assisant of the department «National and world economy», FSBEI HVE Samara STU.  
443100, Russia, Samara, Molodogvardeyskaya, 204 str.  
E-mail: [marinasaldaeva@mail.ru](mailto:marinasaldaeva@mail.ru)

**Keywords:** partnership, social, responsibility, business, ecology.

The purpose of researches – is to prove need and possibility of public-private partnership instruments use in Russia for the solution of social-and-ecological problems. In Russia the intense social-and-ecological situation as result of considerable anthropogenous loading and the collected ecological damage with low ecological investment activity and almost ecological responsibility of business absent was created. These factors have synergetic character, mutually strengthening each other and aggravating a situation in general that results in need at the highest level to speak about importance of integration of ecological component into business production economic activity. The Russian President in 2012 approved the «Bases of State Policy in the field of Ecological Development of the Russian Federation for the Period to 2030» program where application of public-private partnership at public financing (joint financing) of actions for improvement of ecologically unsuccessful territories, eliminations of the ecological damage connected with last economic and other activity admits to one of market mechanisms of the solution of environmental problems. This time in Russia in various spheres is affected by 595 projects of public-private partnership. In the field of ecology projects it isn't enough, but it is already realized in the following spheres: recycling, systems of water supply, station of preparation of drinking water, treatment facilities. For the solution of pollution problems the reservoirs and elimination of the ecological damage which is saved up in this sphere 42 projects of public-private partnership (PPP) in branch orientation are realized by housing and communal services. Water supply and water disposal with the volume of investment was 183 billion rubles. The most part of investments were public funds. In the sphere of recycling the significant amount of the PPP projects with total amount of investment to 18,8 billion rubles is realized and planned: construction of waste recycling plants and complexes, solid waste landfills, creation of processing and utilization (burial) systems of solid waste (SW), construction of hi-tech waste processing complex, construction of ecological science and technology parks on processing of SW.

#### Bibliography

1. Gerasimchuk, I. V. Government support for upstream oil and gas in Russia. Study world wildlife Fund (WWF) and the Global subsidies initiative International Institute for sustainable development (IISD). – M. : Geneva : WWF and IISD, 2012. – 106 p.
2. Litovchenko, S. E. Business risks in public-private partnership : national report. – M. : Russian managers Association, 2007. – 116 p.
3. Mochalnikov, V. Public-private partnership. Local experience, global trends, the vector of development : monograph. – M. : Economy, 2012. – 351 p.
4. Matyagina, A. M. Environmentally responsible business : monograph / A. M. Matyagina, E. V. Smirnova. – M. : Avia Business Group, 2009. – 192 p.
5. Public-private partnership in the conditions of innovative development of economy : monograph / ed. A. G. Zeldner, I. I. Smotritskaya. – M. : Institute of Economics of RAS, 2012. – P. 212.

6. Alpatov, A. Public-private partnership: mechanisms of realization / A. A. Alpatov, R. M. Djaparidze, A. V. Pushkin. – M. : Alpina Publisher, 2010. – 200 p.
7. Pure profit for Russia: benefits of responsible Finance : report of the Programme for the sustainable trade and investment WWF / ed. I. Gerasimchuk, K. Ilumjinova, A. Shorn. – M. ; Frankfurt-on-Main ; Johannesburg : WWF, 2010. – 131 p.
8. Gassiy, V. V. Partnership of government and business in the field of environmental management for sustainable regional development // People. Society. Management. – 2011. – №1. – P. 26-31.
9. Kosyakova, I. V. Methodological foundations of the economic mechanism formation for environmental safety of industrial enterprises the production activity : author. dis. ... cand. econ. sciences : 08.00.05 / Kosyakova Inessa Vyacheslavovna. – Samara, 2007. – 40 p.
10. Federal State Statistics Service [Electronic resource]. – URL: <http://www.gks.ru/> (date of access: 25.12.2014).
11. Infrastructure and public-private partnership in Russia [Electronic resource] : federal portal. – URL: <http://www.pppi.ru/> (date of access: 20.12.2014).

UDK 631.15:636.4

## THE CONDITION OF THE PIG INDUSTRY IN THE RUSSIAN FEDERATION

**Kurmaeva I. S.**, cand. of econ. sciences, associate prof. of the department «Economic theory and economics agriculture», FSBEI HVE Samara SAA

446442, Samara region, settlement Ust-Kinelsky, Uchebnay, 2 str.

E-mail: kurmaeva.85@mail.ru

**Zhichkin K. A.**, cand. of econ. sciences, prof. of the department «Economic theory and economics of agriculture», FSBEI HVE Samara SAA

446442, Samara region, settlement Ust-Kinelsky, Uchebnay, 2 str.

E-mail: zskirill@mail.ru

**Baimisheva T.A.**, cand. of econ. sciences, associate prof. of the department «Economic theory and economics agriculture», FSBEI HVE Samara SAA

446442, Samara region, settlement Ust-Kinelsky, Uchebnay, 2 str.

E-mail: [baimisheva@bk.ru](mailto:baimisheva@bk.ru)

**Keywords:** pig, sanctions, import, export, support.

The purpose of the study – is the assessment of the pig industry status in the Russian Federation. The analysis revealed that pork production in agricultural enterprises of the Russian Federation in recent years has increased in 2013 compared to 2012, 24.7%, compared to 2011 – 41.5%. Out-of-quota pork imports in 2013 amounted to 166.1 thousand tons, which is 43.8% less than in 2012. A positive trend was due to increase in state support allocated to pork producers. Regarding imports, here in 2012, there is the reverse situation. There is a reduction in the volume of import pork, due to the restrictions imposed by the Rusagrinadzor for pork imports, both from private farms and from countries whose product does not meet the veterinary-sanitary norms and requirements of the Russian Federation. The reduction was concerned States, where the situation is unfavorable epizootic situation of quarantine diseases of pigs. At the end of August 2013 was ban for the import of pork and alive pigs for slaughter from Belarus in connection with outbreaks of African swine fever. For the successful development of the pig industry in the Russian Federation it is necessary to solve the problems faced by domestic producers of pork: the absence of markets, the second problem is reduced to inter-sector conflict between processors and producers of pork due to the different interests.

### Bibliography

1. Komlatsky, G. V. Industrialization and intensification of the pig industry in the South of Russia : abstract of dissertation ... dr. of agricultural sciences : 06.02.10 / Komlatsky Grigory Vasilevich. – Cherkessk, 2014. – P. 46.
2. Kupryaeva, M. N. Management strategy regional agribusiness / M. N. Kupryaeva, N. R. Rudenko, A. N. Russkov // Proceedings of Samara state agricultural Academy. – 2010. – №2. – P. 73-76.
3. Medvedev, D. C. Development of domestic livestock should provide food independence of Russia // Economics of agriculture of Russia. – 2008. – №2. – P. 11-15.
4. Melikova, J. N. Improving reproductive function of sows: monograph / J. N. Melikova, N. A. Pisarenko, V. S. Skripkin. – Stavropol : AGRUS, 2011. – P. 104.
5. Popova, N. The meat market in Russia: analysis of import supply // Meat technology. – 2014. – №10. – P. 7-10.
6. The production of pork in the Russian Federation [Electronic resource]. – URL: <http://garant.ru> (date of access: 10.01.2015).
7. Development of the pig industry in Russia in 2009-2012, and for the period up to 2020 [Electronic resource] : departmental target program.– URL: <http://docs.cntd.ru/document/462701002> (date of access: 10.01.2015).

# MANAGEMENT AND MARKETING, ACCOUNTING AND FINANCE, THE ECONOMIC THEORY

BBK 65.9 (2) 32-54

## MAIN APPROACHES TO DETERMINATION OF LAND PLOT COST

**Galenko N. N.**, cand. of econ. sciences, associate prof. of the department « Management and marketing», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust'-Kinelsky, Uchebnay, 2 str.

E-mail: Galenko.NN@yandex.ru

**Volkonskaya A. G.**, cand. of econ. sciences, associate prof., head of the department «Management and marketing», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust'-Kinelsky, Uchebnay, 2 str.

E-mail: angen2007@yandex.ru

**Shustova N. S.**, senior teacher of the department «Management and marketing», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust'-Kinelsky, Uchebnay, 2 str.

E-mail: ShustovaNS@yandex.ru

**Keywords:** assessment, land, quality, appraisal, soil, fertility.

The purpose of research is to generalize theoretical bases of arable lands economic assessment in Russia. We should notice that the economic assessment of lands serves as an indispensable condition of many administrative task solutions. For example, one of difficult questions of farm management is the objective assessment of agricultural enterprises activity, identification of real reserves of production. It is possible to make it only in case when results analysis of economic assessment of the lands are used in wide application. The state is interested in scientific justification of the taken-away areas sizes, in rational use and establishment of the correct amount of monetary compensation to the farms which «lost» lands. Within separate economy, the economic assessment of the lands is necessary at intrareconomic planning, at placement of cultures and branches in economy, at justification of land rent size, during the developing and application of incentive measures of work. At different stages of agriculture development it was offered to use different techniques of economic assessment of the land in practice. Even within one period, but in various regions of the country approaches to determination of the land plots cost weren't identical. In this regard, the problem of objectivity in measurement of the concrete land plots cost on the basis of modern scientific and technical achievements, for example in the field of an assessment of quality of the soil is actual.

### Bibliography

1. Grechikhin, V. N. Land shares and matters of law for ownership of land in Russia//Land management the inventory and monitoring. – 2014. – №3. – P. 64-68.
2. Kalinin, N. I. Land shares slow down development of agro-industrial complex//Land management the inventory and monitoring. – 2014. – №5. – P. 54-64.
3. Kovynev, L. B. Efficiency of use of land resources of the region / L. B. Kovynev, R. V. Soloshenko, A. A. Golovin // Scientific almanac of the Central Chernozem region. – 2011. – №1. – P. 93-98
4. Nagaev, R. T. Earth Assessment / R. T. Nagaev, L. M. Rabinovich, V. G. Timiryasov. – Kazan : Taglimat, 2010. – 133 p.
5. Sokolova, A. A. Concept and content of appropriate use of lands of agricultural purpose // Land management inventory and monitoring. – 2014. – №3. – P. 64-69.
6. Methods of an assessment of the land plots [Electronic resource]. – URL: market-pages .ru>ocenkanedvij/24.html (date accessed: 14.01.2015).
7. Hall, P. Urban and Regional Planning. – London, 2011. – P. 1-217.

BBK 65.32:42.34

## IMPROVING OF REGIONAL VEGETABLE SUBCOMPLEX

**Sotnikova I. N.**, cand. of econ. sciences, associate prof. of the department « Management and marketing», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust'-Kinelsky, Uchebnay, 2 str.

E-mail: irromad@yandex.ru

**Kupryaeva M. N.**, cand. of econ. sciences, associate prof. of the department « Management and marketing», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust'-Kinelsky, Uchebnay, 2 str.

E-mail: mary-casual@rambler.ru

**Keywords:** subcomplex, integration, production, vegetables.

The purpose of research is development of vegetable subcomplex on the base for integrating nets through closed circle using production, processing and market channel of vegetables distribution. In the modern situation internal supplying of local products

for Russian consumers have been strategic movement of economy and food security of state. Especially important meaning in the decision of this issue should be solved through vegetable production and supplying as social importance and strategic product. At Russian situation it would be critic meaning is the disbalance for relations between all participant vegetable markets. The main task should be developed the subcomplex as union creation integrated forming and structure through cooperation production, processing and distribution vegetables. We are sure that product goods lines could be the mean of realizing the issue of construction of effective function subcomplex of Agro-Industrial Complex. The product goods lines can be solve the task of providing and getting effective and synergy effects. The economic relations in such lines would be better than disintegrated development and to be oriented of final results. In general, we discuss that is created social holding companies and themselves improvement at unprofitable product good lines and development through economic mechanism of economic holding companies at the profitable product good lines in the vegetables production. All realizing supplying from authors would be become for development closed integrated structures of vegetables production.

#### Bibliography

1. Agirbov, Yu. I. Forming and Development of Russian vegetable market / Yu. I. Agirbov, R. R. Mukhametzyanov // *Economy of agricultural and processing interposes*. – 2012. – №9. – P. 69-73.
2. Russian Federation. The government. State program of agriculture development and regulation in markets of agricultural products, raw materials and food for 2013-2020 [Electronic resource] : regulation of the Government of the Russian Federation [adopted 14.07.2012, №717]. – URL: <http://www.rg.ru/2012/08/07/selo-site-dok.html> (date accessed: 4.02.2015).
3. Minakov, I. A. Development of vegetable production in the Russian Federation: status and prospects : scientific publication / I. A. Minakov [et al.]. – M. : FSBEI «Russian research Institute of information and techno-economic research for engineering and technical support of agricultural complex», 2010. – 224 p.
4. Federal state statistics service [Electronic resource]. – URL: <http://www.gks.ru> (date accessed: 4.02.2015).
5. Litvinov, S. Modern technology in horticulture / S. S. Litvinov, I. I. Jirkov // *Collection of scientific papers on vegetable growing and melon growing (to the 80th anniversary since the founding of the GNU all-Russian scientific research Institute of vegetable crops RAAS)* / under ed. S. S. Litvinov. – M. : Russian Academy Of Agricultural Sciences, 2011. – 611 p.
6. Toropilova, E. N. Increasing the economic efficiency of greenhouse vegetable production based on the use of modern resource-efficient technologies (on the example of the Saratov area) : abstract. dis. ... candidate. econ. sciences : 08.00.05 / Toropilova Elena Nikolaevna. – M., 2013. – 17 p.
7. Cherevko, A. V. Raw Material base development for vegetable vertically integrated cooperatives in Krasnodar oblast // *Economy of agricultural and processing interposes*. – 2014. – №8. – P. 34-39.

UDK 657 (07)

#### IMPROVEMENT OF ACCOUNTING AND CONTROL OF THE CONTRACTUAL RELATIONSHIP AS A BASIS OF THE ECONOMIC ENTITY SUCCESSFUL FUNCTIONING

**Lazareva T. G.**, cand. of econ. sciences, associate prof. of the department «Accounting and Finance», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust-Kinelsky, Uchebnay, 2 str.

E-mail: [kdatgf@rambler.ru](mailto:kdatgf@rambler.ru)

**Keywords:** contract, reporting, calculations, control, accounting.

The purpose of research is development of recommendations to improve the accounting and control of the contractual relationship in order to maintain the competitiveness of economic actors and maximize profits. The study had been resolved following tasks: studied system of contractual relations of different organizational enterprises and legal forms and forms of ownership; a systematic shortcomings in the organization of accounting and analytical support of contractual relations, on the basis of which practical recommendations for their elimination. Examine the practical experience of accounting and analytical support contractual relations enterprises in various industries, it was concluded that in their structure the largest share in the calculations with buyers and customers. This kind of relationship are built on the basis of signed contracts for sale and delivery. In the accounting departments of the research information objects in settlements with buyers and customers organize and processed using the program 1C: Enterprise. We have concluded that satisfactory condition and compliance with regulations of this calculation. As a result of analytical procedures identified a number of irregularities in the accounts receivable to eliminate them were asked to develop a user registers, the credit rating of the debtors, the systematic formation of accounting reconciliations, as well as the control scheme based on the tests, plan and program of internal control. The proposed activities contribute to the rational implementation of accounting and control work, strengthening work on the «bottleneck» that in general a positive impact on the financial results of economic entities.

#### Bibliography

1. Aristarkhova, M. K. Receivables Management Industrial / M. K. Aristarkhova, S. N. Valiev // *Ufa State Aviation Technical University*. – Ufa : USATU, 2009. – 96 p.
2. Valiev, S. N. Features of the ranking of receivables / M. K. Aristarkhova, S. N. Valiev // *Questions of Economic Sciences*. – M., 2010. – №3. – P. 16-20.
3. Veshneva, G. A. Receivables and payables. Features of accounting // *Directory economist*. – 2009. – №4. – P. 54-59.



4. Endovitsky, D. A. Analysis of the sensitivity of the organization to the risk of non-production / E. A. Endovitsky, K. A. Poddubnyi // The economic analysis: theory and practice. – 2009. – №19. – P. 2-8.
5. Ivashkevich, V. B. Recording and analysis of receivables and payables / V. B. Ivashkevich, I. M. Semenov. – M. : Accounting, 2011. – 180 p.
6. Mamin, V. G. The nuances of working with accounts receivable // Accounting. – 2011. – №8. – P. 31-47.
7. Takmakova, Yu. Change in accounting for exchange rate differences in 2015 // Accounting news. – 2014. – №12. – P. 34-38.
8. Hromov, M. Yu. Receivables. Return management, factoring. – Stb. : St. Petersburg, 2013. – 205 p.

UDK 333C: 631.3

#### **SUBSYSTEM OF THE TECHNICAL AND ECONOMIC EFFICIENCY ASSESSMENT OF FARM TECHNOLOGIES AND MACHINES**

**Mashkov S. V.**, cand. of econ. sciences, associate prof. of the department « Management and marketing», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust'-Kinel'sky, Uchebnay, 2 str.

E-mail: mash\_ser@mail.ru

**Prokopenko V.A.**, cand. techn. sciences, the deputy director on FSBI «Volga region machine and test station».

446442, Samara region, settlement Ust'-Kinel'sky, Shosseynaya, 97 str.

E-mail: prokopenko1944@mail.ru

**Keywords:** machines, technique, park, equipment, efficiency.

The purpose of researches is assessment of the practical importance and park calculation method at a complete of park set for the enterprise modern equipment and its subsequent operation by method of combine harvesters park optimum structure calculation and to results an assessment of their economic efficiency indicators for modern combines, it is visible that the hour operational expenses (HOE) includes modern achievements of the domestic and foreign economic theory and practice. The system of HOE works with MySQL database calculated on use over 30 thousand records. The relational MySQL database is one of the fastest inquiries for performance and processing records. The algorithms of calculations used in it are harmonized with world-wide recognized ASAE standard. Important point of realization by regional agrarian automated control system is that databases for cars and technologies not only accumulate factual data for these objects, but also scientific knowledge of their practical use. Thus data which are stored in the central and local databases, don't contain in the basis of information of advertizing character. In essence, questions of technical providing and production management of agricultural production the system HOE has to become for the enterprises the same software product what in accounting the system 1C is for today. Real ways of practical introduction of system of HOE to the sphere of agro-industrial complex are that.

#### Bibliography

1. Cost and performance data for power generation technologies : coast report prepared for the national renewable energy laboratory. – 2012, Febr. – 105 p.
2. Gazizyanova, Yu. Yu. Conceptual bases of financial statements according to IFRS // Modern economy: problems, solutions, prospects : coll. sci. trans. – Kinel, 2014. – P. 234-237.
3. GOST P 53056-2008. Agricultural machinery. Methods of an economic assessment. – M. : Standartinform, 2008. – P. 23.
4. Mashkov, S. V. Depreciation of agricultural machinery in the conditions of inflation / S. V. Mashkov, M. N. Kupryaeva // Agrarian and industrial complex – economy, management. – 2007. – №4. – P. 63-66.
5. Nosov, V. V. Participation of the U.S. Government in programs of agricultural insurance and the help to farmers at spontaneous disasters / V. V. Nosov, O. K. Kotar // Siberian financial school. – 2013. – №1. – P. 50-54.
6. Siptits, S. O. Design of effective state regulators of the markets of food production / S. O. Siptits, I. A. Romanenko, N. E. Evdokimova // Works VIAP. – M. : Encyclopedia of the Russian villages, 2005. – Vol. 15. – 455 p.
7. STO AIST 8.1-2006. Combine harvesters. Test methods. – M., 2013. – P. 19.

UDK 657.3

#### **IMPROVEMENT OF REGISTRATION AND DOCUMENTARY BASE FOR INFORMATION ABOUT INTANGIBLE ASSETS IN ACCOUNTING REPORTS**

**Chernova Y. V.**, cand. of econ. sciences, associate prof. of the department «Accounting and Finance», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust'-Kinel'sky, Uchebnay, 2 str.

E-mail: [Yola.uvc@mail.ru](mailto:Yola.uvc@mail.ru).

**Key words:** account, intangible, assets, accounting, reporting.

The purpose of research – is improvement of registration and documentary base for information about intangible assets in accounting reports. The indicators opening information about intangible assets in annual accounting (financial) reports of

producers are investigated. Requirements to the organization of intangible assets accounting for obtaining most developed information of indicators all circle are defined. The system of sub-accounts to accounts 04 (04-1 «Objects of intellectual property», 04-2 «Know-how», 04-3 «Business reputation», 04-4 «Trademarks, brands», 04-5 «Research, developmental and technological works», 04-6 «Other», 04-7 «Leaving of intangible assets») and 05 (05-1 «Depreciation of objects of intellectual property», 05-2 «Depreciation of objects of know-how», 05-3 «Depreciation of business reputation», 05-4 «Depreciation of trademarks, brands», 05-5 «The cost of research, developmental and technological works which is written off for expenses», 05-6 «Depreciation of other objects»), and also the accounts of the second order to account 04 (the assets acquired about the party is developed received as contribution to the authorized (depository) capital or it is gratuitous; the assets created by the organization; the assets with completely settled cost which aren't written off from accounting and used for receiving an economic benefit). Accounting registers for formation of data file about the intangible assets which are subject to reflection in accounting reports are offered. Recommendations about the organization of the analytical accounting of intangible assets are made. The offered registration and information system will allow to reflect correctly data for existence and the movement of intangible assets in accounting reports and will provide possibility of quality improvement for the investment and administrative decisions made on its basis.

#### Bibliography

1. Belozerova, T. G. Development of intangible assets accounting technique : abstract of diss. ... cand. of econ. sciences : 08.00.12 / Belozerova Tatyana Gennadyevna. – Krasnodar, 2010. – 26 p.
2. Rejli, R. Assessment of intangible assets / R. Rejli, R. Shvajs ; the translation from English ; under ed. V. M. Rutgayzer. – M. : Kvinto-Koonsalting, 2005. – 760 p.
3. Rzhantsyna, V. S. Accounting of intangible assets : abstract of diss. ... cand. of econ. sciences : 08.00.12 / Rzhantsyna Victoria Stanislavovna. – SPb., 2006. – 22 p.
4. Russian Federation. Provisions. Accounting of intangible assets : accounting regulation : [it is approved as the order of the Russian Federation Finance Ministry of December 27, 2007 №153n ; in ed. of the order of the Russian Federation Finance Ministry of December 24, 2010 №186n].
5. Seliverstova, E. S. Accounting and assessment of intangible assets at adoption of investment decisions : abstract of diss. ... cand. of econ. sciences : 08.00.12 / Seliverstova Ekaterina Sergeevna. – M., 2009. – 23 p.
6. Fadeeva, A. A. Formation of registration and analytical information for intangible assets of the organization : abstract of diss. ... cand. of econ. sciences : 08.00.12 / Fadeeva Anna Anatolyevna. – Irkutsk, 2010. – 20 p.
7. Shcherbakova, O. A. Development of accounting of intangible assets in the commercial organizations: questions of the theory and practice : abstract of diss. ... cand. of econ. sciences : 08.00.12 / Shcherbakova Oksana Aleksandrovna. – Michurinsk-naukograd, 2009. – 23 p.

UDK 657.07

BBK 65.052

#### **PROBLEMS OF DOCUMENTARY REGISTRATION FOR OPERATIONS WITH ANIMALS FATTENING AND MANAGEMENT AND ITS CULTIVATION IN FARMS**

**Gazizyanova U. U.**, cand. of econ. sciences, associate prof. of the department «Accounting and Finance», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust-Kinelsky, Sportivnaya, 12 str.

E-mail: econom-sgsha@mail.ru

**Keywords:** Financial, accounting, animals, farm, activities, reserves.

The purpose of researches is to improve accounting methodology of animals breeding and fattening in agricultural organizations. In the article assessment of accounting current state and documenting transactions with animals in breeding and fattening in number of Samara region farms is given. More attention was paid to the organization of primary operations accounting with animals in breeding and fattening. As a result, it was found that in the studied farms when creating documents and the designing of regulatory and administrative documentation, regulatory accounting, is allowed the same type of error. To improve documentation to record the movement of animals in breeding and fattening were proposed modified forms of primary documents for registration of economic life facts. The study found that in the majority of farm enterprises of the region the production cost of the animals in breeding and fattening, at which they are recorded in the accounting records and financial statements, exceeds the cost of implementation. This fact leads to the necessity of creation and accounting of provision for decline in the value of wealth. Therefore, in order to improve the quality of financial information, which is reflected in the financial statements recommended the creation of reserve to reduce the cost of animals in breeding and fattening. The author has developed the method of forming the provision for impairment of animals in breeding and fattening and form of accounting document.

#### Bibliography

1. Mashcov, S. V. Farm Production Efficiency and its Improvement Factors // Bulletin Samara State Agricultural Academy. – 2010. – Vol. 2. – P. 17-23.
2. Methodical recommendations for Accounting of animals in breeding and fattening in farms [Electronic resource] : [approved by order of the Ministry of Agriculture of the Russian Federation of 02.02.2004 №73]. – URL: <http://www.1gl.ru/#/document/99/902254364/ZA00M3M2M3/?step=3> (address date: 6.02.2015).

3. Methodical recommendations for accounting of expenses and income in dairy and beef cattle [Electronic resource]. – URL: [http://www.consultant.ru/document/cons\\_doc\\_LAW\\_93052](http://www.consultant.ru/document/cons_doc_LAW_93052) (address date: 6.02.2015)
4. The regional target program for the development of agriculture and regulation of markets for agricultural products, raw materials and food in Samara Region for 2013-2020 [Electronic resource]. – URL: <http://docs.cntd.ru/document/464000472> (address date: 2.02.2015).
5. Russian Federation. Ministry of Finance. Accounting policy [Electronic resource] : position in accounting (PBU 1/2008) : [approved by the Ministry of Finance of the Russian Federation № 106n from 06.10.2008]. – URL: <http://www.1gl.ru/#/document/99/902126008/ZAP27263H9/?of=copy-f5d664e40a> (address date: 4.02.2015).
6. Russian Federation. Ministry of Finance. Regulations on accounting and financial reporting in the Russian Federation [Electronic resource] : [approved by the Ministry of Finance of the Russian Federation № 34n of 29.07.1998]. – URL: <http://www.1gl.ru/#/document/99/902254364/ZA00M3M2M3/?step=3> (address date: 4.02.2015).
7. Russian Federation. Ministry of Finance. Changes in estimates [Electronic resource] : position in accounting (PBU 21/2008) [approved by Decree of the Ministry of Finance of Russia № 106n of 06.10.2008]. – URL: <http://www.1gl.ru/#/document/99/902126008/ZA00M3M2M3/?step=4> (address date: 4.02.2015).
8. Guide to Taxes [Electronic resource]. – URL: <http://base.consultant.ru/cons/cgi/online.cgi?req=doc;base=PPN;n=45> (address date: 6.02.2015).

BBK 65.052.253.2

UDK 338

#### CLASSIFICATION OF TRANSACTION COSTS FOR BUSINESS PROCESSES WITHIN AGRICULTURAL HOLDINGS

**Makushina T. N.**, cand. of econ. sciences, associate prof. of the department «Accounting and Finance», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust-Kinelsky, Uchebnay, 2 str.

E-mai:l [Tatiana-mak@mail.ru](mailto:Tatiana-mak@mail.ru)

**Keywords:** transaction, costs, business processes, management, accounting.

The purpose of researches is improving the classification of transaction costs for management accounting within the agricultural holdings. The paper proposes the improved classification in transaction costs in the system of management accounting, with the release of the main and auxiliary business processes in order to agricultural holdings effectively manage. Some of the most advanced methods of constructing effective management systems include the so-called process approach to management with the release of the business processes by which it is understood steady, purposeful-governance set of interrelated activities (sequence of operations), pre-forming at certain technology inputs (resources) into outputs (products and services), representation, those reflected value to buyers (customers). In industrial enterprises of the holding, business process each step transaction costs are divided into external, internal and lost profits. In the business process transaction costs should be classified by the costs of information retrieval; costs of negotiation; transport costs and the costs of maintenance and operation of facilities, transport; costs of measurement; costs of specification and protection of property rights; other transaction costs. In the future, using the proposed classification it is possible to organize managerial accounting for each enterprise and agricultural holdings in the whole entire holding, thereby forming more accurate accounting information for the transaction costs of business processes in all agroholding.

#### Bibliography

1. Dvornikov, A. Process approach to management of the organization [Electronic resource]. – URL: <http://www.betec.ru/index.php?id=6&sid=71> (date of access: 21.12.2014).
2. Igonina, T. V. Management consulting / T. V. Igonina, L. M. Prohorova // Accounting, analysis, audit and taxation: problems and prospects : coll. of art. II All-Russian sci.-pract. conf. – Penza, 2014. – P. 76-79.
3. The International Financial Reporting Standard (IFRS) 10 «The consolidated financial statements» [Electronic resource]. – URL: <http://base.consultant.ru/cons/cgi/online.cgi?req=doc;base=LAW;n=148052> (date of access: 18.11.2014).
4. Panzhenskaya, I. G. Methods of the accounting for transactional expenses [Electronic resource]. – URL: <http://cyberleninka.ru/article/n/metodika-ucheta-transaktsionnyh-izderzhhek> (date of access: 12.01.2015).
5. Plotnikov, V. S. Financial and management accounting in holdings / V. S. Plotnikov, V. V. Shestakova under the ed. V. I. Barilenko. – M. : ID FBK-press, 2004. – 336 p.
6. Hohlova, N. V. Management reporting in system of reporting information for the enterprise activity / N. V. Hohlova, L. M. Prohorova // Accounting, the analysis, audit and the taxation: problems and prospects : coll. of art. II All-Russian sci.-pract. conf. – Penza, 2014. – P. 161-164.
7. Shumakova, O. V. Regulation of transactional expenses in the agrifood market of the region [Electronic resource]. – URL: <http://www.creativeconomy.ru/articles/11334/> (date of access: 25.12.2014).

# PEDAGOGICS

UDK 378.14

## PECULIARITIES OF AGRO-INDUSTRIAL COMPLEX FUTURE LEADERS TRAINING IN THE CONDITIONS OF INNOVATIVE ACTIVITY

**Kirova Ju. Z.**, cand. of ped. sciences, associate professor of the department «Mechanics and Engineering Graphics», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust'-Kinelsky, Uchebnaya, 2 str.

E-mail: [kirovauz@mail.ru](mailto:kirovauz@mail.ru)

**Kirov V. A.**, cand. of techn. sciences, associate professor of the department «Mechanics and Engineering Graphics», FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust'-Kinelsky, Uchebnaya, 2 str.

E-mail: [kirovv@mail.ru](mailto:kirovv@mail.ru)

**Keywords:** administrative, interaction, innovative, agro-industrial, specialist.

The purpose of the study is preparation of agro-industrial complex future specialists to administrative interaction with working collective in constantly changing conditions of modern society. Working conditions in agro-industrial complex are quite difficult: farmers must constantly monitor the prices of petroleum products because of sharply declining purchase prices. Moreover, they have to constantly upgrade their working environment in order to ensure profitability, because of agricultural products skillful marketing is fraught with high potential. In parallel, there is also structural transformation: small farms cease to function and transfer their production facilities to larger structures, which would like to develop further. At the same time, there is a tendency towards specialization. Managers of large agricultural holdings may not always participate directly in the entire current situation and solution to the problem falls by the specialists. All this requires completely new interaction skills in the professional sphere. The processes taking place in the agricultural sector, require the preparation of specialists who know not only expertise, but also certain qualities, providing not only their professional mobility and the ability to quickly switch from one type of labor to another, but also combine different functions of administrative interaction with the employees in conditions of innovation. This can be achieved only due to providing future specialists with additional educational programs and through the implementation of extra functionality qualifications. Only in this case, the expert will be in demand in today's job market to agricultural infrastructure.

### Bibliography

1. Bachelor and Master of Agricultural Engineers: which one to be? / under the total. ed. acad. RAAS M. N. Erokhina. – M. : FSEIHPE MSAU, 2009. – 136 p.

2. Zhelezovsky, G. I. Competence approach to professional training / G. I. Zhelezovsky, L. A. Gorelova // Bulletin of the University of the Russian Academy of Education. – 2010. – №2 (50). – P. 50-54.

3. Druzhdin, A. V. Activity of the teacher to create learning environment ("creative field") / A. V. Druzhdin, O. P. Mokienko // Bulletin of the University of the Russian Academy of Education. – 2011. – №5. – P. 31-33.

4. Innovation potential of science. Epistemological analysis : scientific publication / ed. V. A. Bazhanov. – M. : The Canon +, 2013. – 304 p.

5. Korovin, Y. N. Organization of educational process in the system of continuous agroengineering education: recommendations / Y. N. Korovin, A. D. Ananyin, P. F. Kubrushko ; under. ed. Y. N. Korovin. – Orenburg : publishing center OSAU, 2006. – 176 p.

6. Kosirev, V. P. Features staffing agencies NGOs and ACT agricultural profile // Vocational Education. – 2005. – №8. – P. 20-21.

7. Kosirev, V. P. Competence approach to the selection of the content of SES HPE: a new look / V. P. Kosirev, A. N. Kuznetsov // Education and Science. Proceedings of the URO waste. – 2005. – №6 (36). – P. 47-54.

8. Melentyeva, A. I. Formation of professionally-informative activity of students of agricultural high school : dis. ... cand. of ped. sciences : 13.00.08 / Melentyeva Anna Ivanovna. – Samara, 2010. – 229 p.

BBK 74.58

## FORMATION OF CORPORATE CULTURE IDEAS FOR HIGHER EDUCATION INSTITUTION STUDENTS

**Sycheva G. V.**, cand. of hist. sciences, head of the department «Pedagogics, philosophy and history» FSBEI HVE Samara SAA. 446442, Samara Region, settlement Ust'-Kinelsky, Uchebnaya, 2 str.

E-mail: [m.p.makarova@gmail.com](mailto:m.p.makarova@gmail.com)

**Makarova M. P.**, cand. of ped. sciences, associate professor of the department «Technical service» FSBEI HVE Samara SAA. 446442, Samara Region, settlement Ust'-Kinelsky, Uchebnaya, 2 str.

E-mail: [m.p.makarova@gmail.com](mailto:m.p.makarova@gmail.com)

**Keywords:** corporate, culture, professional, type, personality, testing.

The purpose of the study is to theoretically justify the needness of the corporate culture idea formation among students. The analysis of problem showed that in society «corporate culture» is perceived ambiguously. In the recent Soviet past, this concept was treated as a organizational culture. Organized group it was perceived as opposing itself to other social communities with the narrow individualistic interests. Unlike culture of activity corporation as the organized group which is available in each enterprise, establishment, the original corporate culture is formed consciously, purposefully, forming of steady intra corporate affairs for creation of association people and ensuring level of an regularity, division of function, synchronization of actions all subjects of corporation. Survey conducted among students, revealed abilities to cooperation and productive organizational and administrative activity, the received results of research are the essential efficiency of the «Corporate culture» course studying. The disciplines of knowledge created in the course of studying, abilities and personal qualities promote fast adaptation to work in team that, finally, positively affects professional activity. As the proof prevalence enterprising type of the personality serves it in groups. It means that students are able to set the main goal, tasks and to achieve the planned result within corporate interaction.

#### Bibliography

1. Borisova, S. G. Model of management of corporate culture as key marketing asset of the company corporate values and organizational culture // Management today. – 2013. – №4. – P. 236-244.
2. Zakharova, L. N. Organizing culture of university in the context of problems of diagnostics and a forming of readiness of the student for work in the conditions of the modern enterprise // University management: practice and analysis. – 2006. – №2. – P. 31-39.
3. Kosyrev, V. P. Continuous methodical training of teachers of a vocational education : monograph. – M. : Publishing house of Autonomous Non-Commercial Organization of SPO, 2006. – 348 p.
4. Pichugina, L. A. Interpretation of concept of «corporate culture» of modern Russian science. Review of scientific researches of corporate culture // Vestnik MGUKI. – 2008 – №4. – P. 37-48.
5. Savchenko, M. Yu. Career guidance. Personal development : practical guidance. – M. : WACO, 2008. – 240 p.
6. Company management. The practical magazine for professionals [Electronic resource]. –URL: <http://zhuk.net/page.php?id=3>.(address date 10.02.2015)
7. Franz, A. S. Russian enterprise culture: historical digression / Ampere-second. Franz // Bulletin of the Ural state economic university. – Yekaterinburg, 2005. – №12. – P. 142-147.

UDK 371.71

### DEVELOPMENT OF ADAPTIVE RESOURCES OF HEALTH AS A FACTOR IN ENSURING STRESS-RESISTANCE OF THE STUDENTS

**Barhanskaya E. V.**, senior teacher of the department «Physics, mathematics and Information technologies» FSBEI HVE Samara SAA.

446442, Samara region, settlement Ust-Kinelsky, Sportivnaya, 12 str.

E-mail: barhan11@mail.ru

**Keywords:** health, adaptation, resources, stress.

The purpose of this study is to theoretically justify the need for the development of adaptive-communicable health resources and to develop the program aimed at preserving and promoting the health of students. The main objectives are to reveal the contents of the concept of adaptive health resources based on the analysis of the top research literature, and to develop a methodical study of the health adaptive resources development process as a factor in ensuring in students stress-resistance. At present, the problem of maintaining the health of students is relevant and diverse. And for the successful solution of the problem it is vital to look at the whole range of factors, all causes. Increasing stress load causes the increase of students' health problems. Analysis of the problem showed that practicing the process of adaptation resources requires set of effective methods, forms and means of influence on the students. Taking health-preserving methodological approach as a basis it is proposed to carry out the educational process based on the fact that an effective set of forms and methods of training as part of health-technology – is such a psycho-physical and mental condition, which provides the students with an optimal level of mental and physical performance, as well as a tool to adapt to the changing educational and social environment. The program of building process of adaptation health of the students that had been developed in the process of the research, significantly improves the quality of training; allows you to learn behavioral forms that lead to health and healthy lifestyles; improving implementation of active behavioral strategies by learning skills and abilities to cope with stress, stress management, and as a consequence defines ways to preserve health.

#### Bibliography

1. Antonovsky, A. V. Protective and coping behavior as a factor of secondary schools teachers professional health : dis. ... cand. of psychol. sciences : 19.00.03 / A. V. Antonovskii Aleksandr Viktorovich. – Yaroslavl, 2010. – 188 p.
2. Bohan, T. G. Cultural-historical approach to stress and stress resistance : dis. ... dr. of psychol. sciences : 19.00.01 / Bohan Tatyana Gennadievna. – Tomsk, 2008. – 394 p.
3. Druzhilov, S. A. Individual human resource as the basis of formation of professionalism : monograph. – Voronezh : Academic Book, 2010. – 259 p.
4. Isaeva, E. R. Coping behavior and psychological protection of the individual in terms of health and disease : monograph. – SPb. : publishing house of State Medical University, 2009. – 136 p.

5. Kamynina, I. V. Coping strategies person in extreme conditions of life : dis. ... cand. of psychol. sciences : 19.00.01 / Kamynina Irina Vladimirovna. – Petropavlovsk-Kamchatsky, 2008. – 212 p.
6. Lyakh, V. I. A comprehensive program of physical education students grades 1-11 : scientific publication / V. I. Lyakh, A. A. Zdanevich. – M. : Prosveshchenie, 2008. – 127 p.
7. Mitin, S. N. Triune adaptation resource health as a basis for future leaders ready to adaptive coping behavior // Proceedings of the Samara Scientific Center of the Russian Academy of Sciences. – 2013. – Vol. 15, №2 (3). – P. 621-624.

UDK 378

#### CONTENTS AND TENDENCIES OF DEVELOPMENT AGROENGINEERS ACTIVITY IN CONTEXT OF VOCATIONAL TRAINING IMPROVEMENT AT THE HIGHER SCHOOL

**Maltseva O. G.**, senior teacher of the department «Pedagogics, philosophy and history», FSBEI HVE Samara SAA. 446430, Samara region, Kinel, Festivalnaya, 3 Str.  
E-mail: [nechaeva-og@rambler.ru](mailto:nechaeva-og@rambler.ru)

**Keywords:** agriculture, agroengineer, professional, activity, training.

Research objective is improvement of agroengineering training in higher school on the basis of modern requirements to the content of agroengineers professional activity. For achievement of the purpose the following problems were solved: collecting and analysis of statistical information sources by condition of engineering shots of the Volga region agrarian complex; carrying out biographical research among employees of engineering services of the Volga region agrarian complexes enterprises by determination of specifics and the content of their professional activity, the analysis of the received information; definition of perspective technologies of improvement of agroengineering training in higher school. The analysis of statistical information sources didn't allow to reveal interrelation between agroengineers professional standard and the existing technologies level therefore survey of staff of engineering services of the Volga region agrarian complexes enterprises was in addition conducted. Results of questioning showed that on average «quality» of engineering shots is slightly higher average about the country. At the same time respondents note that in the activity they should deal more and more with the latest equipment, thus the knowledge gained 15-20 years ago, doesn't answer the functioning principles in modern conditions more and more. Besides, problem point in agroengineers training is design preparation as design methods which are possessed by workers, considerably became outdated, they are succeeded by modern computer technologies, such as three-dimensional modeling. Therefore the problem of agriculture modernization is impossible without introduction to the program of future agroengineers training of training modern methods, and also without change of the contents of the program of preparation taking into account modern technologies of machine and technological providing agrarian and industrial complex.

#### Bibliography

1. Degtyaryova, T. Yu. Innovative development of agrarian and industrial complex in modern conditions [Electronic resource]. – URL: [http://min.usaca.ru/uploads/article/attachment/116/15\\_](http://min.usaca.ru/uploads/article/attachment/116/15_). Degtyaryova, T. Yu. Innovative development pdf (address date 2.02.2015).
2. Yerokhin, M. N. Actual problems of preparation of engineers for agrarian and industrial complex // Bulletin Eagle of GAU. – 2007. – №6. – P. 21-23.
3. Innovative development of agrarian and industrial complex of Russia in modern conditions [Electronic resource]. – URL: <http://fermer02.ru/eto-interesno/4759-innovacionnoe-razvitiye-apk-rossii-v-sovremennyx-usloviyax.html> (address date 2.02.2015).
4. Karenikova, M. S. Review of rural economics of Russia // Bulletin Perm agrarian. – 2014. – №2 (6). – P. 66-70.
5. Concept of long-term development of the Russian Federation [Electronic resource]. – URL: <http://economy.gov.ru/minec/activity/sections/strategicPlanning/concept> (address date 30.01.2015).
6. Kretsan, A. I. Training of agricultural higher education institution students for conditions of future professional activity in the region / A. I. Kretsan, N. E. Kasatkina // Bulletin KEMGU. – 2013. – №1 (53). – P. 96-99.
7. Problems and prospects of agrarian and industrial complex staffing [Electronic resource]. – URL: <http://www.webeconomy.ru/index.php?page=cat&newsid=1093&type=news> (address date 2.02.2015).
8. Skulskaya, A. V. Personnel problems in agriculture of Russia [Electronic resource] / A. V. Skulskaya, T. K. Shirokova. – URL: <http://www.ecfor.ru/pdf.php?id=books/sa2009/22> (address date 2.02.2015).

UDK 372.857

#### MOTIVATION IN THE FORMATION OF BIOECOLOGICAL RESEARCH COMPETENCE OF STUDENTS

**Tolpekina A. S.** master student of the department «Zoology and anatomy, physiology, safety of human life», FSBEI HVE Povolzhskaya SSHA. 443090, Samara, Antonova-Ovseenko, 26 Str.  
E-mail: [sch.anna@mail.ru](mailto:sch.anna@mail.ru)

**Nosova T. M.**, dr. of ped. sciences, prof. of the department «Zoology and anatomy, physiology, safety of human life», FSBEI HVE Povolzhskaya SSHA. 443077, Samara, Yubilejnaya, 29/143 Str.  
E-mail: [sch.anna@mail.ru](mailto:sch.anna@mail.ru)

**Keywords:** motivation, research, competence.

Research activity is one way to enhance the cognitive process of students. It is based on raising the level of student motivation, development of interest to the study of the learning process that promotes the formation of the biological and ecological research competence. The paper presents the results of empirical research that established increased motivation for success among students as a result of focusing on research activities in teaching biology. The purpose of the research work is to increase the level of students motivation in the fifth and sixth grades in the process of studying biology for the formation of bioecological research competence. The tasks of the research work is to identify the level of students motivation in research activities, to encourage its formation development in extracurricular hours. The success motivation research of the fifth and sixth grades students was carried in the Samara region secondary school during the extracurricular activities (club «Young researcher»). The method of diagnosing students motivation to the success of Thomas Ehlers was used in the research work, the basis of which is the motivational orientation to achieve the desired result, communicative relations to other people and the desire to the vital activity. The estimation of mastering the content of bio-ecological concepts by the students was performed by the method of A. V. Usova with the use of Student's criteria. As a result of the visit the students circle «Young Researcher» and work in it, the 6th grade students showed high level of motivation to succeed (0.69), and lower class respondents 5 (0.53) compared with the control group: Grade 6 (0.37), Class 5 – (0.23). The higher motivation to success ( $H_e = 0.37$  KG students 6th grade and  $I_m = 0.69$  EG), the lower the willingness to take risks. Motivation to success and influence to hope for success: with a strong motivation to succeed hope of success was modest (indicators of the level of motivation of students grades 5 and 6 courses: KG – 0.53; EG – 0.69, respectively). High level of motivation in the learning process is needed to achieve the overall success of the activities of the student. Also, the students attending the circle «Young Researcher» increased the level of achievement of the basic concepts of ecology. The coefficients of mastering the content of concepts made of 0.61-0.83. In assessing the achievements in the development of abilities and skills of students was noted assimilation of the foundations of research activities (development of algorithms for the study), the development of critical thinking, laying the foundations of ecological culture.

#### Bibliography

1. Veryashkina, A. V. Quality criteria mastering the younger students research competencies // Vestnik SUSU. – 2010. – №3. – P. 106-109.
2. Kolyvanova, L. A. Motivation in culture of life safety building of students of medical college // Izvener Samara Scientific Center of the Russian Academy of Sciences. – 2011. – T. 13. – №2-6. – P. 1326-1331.
3. Lazarev, V. S. Criteria and levels of readiness of the teacher to research activities // Municipality: innovation and experiment. – №4. – 2008. – P. 6-11.
4. Repeta, L. M. Mechanisms of information and research competence of students // Society: Sociological, psychology, pedagogy. – 2012. – №4. – P. 76-81.
5. Ushakova, O. V. Research competence, its place in the educational competencies [Electronic resource] // Actual innovative research: Science and Practice : electronic scientific editions. – 2009. – №3. – URL: <http://actualresearch.ru/nn/20093/Article/pedagogy/ushakovaov3.htm> (address date 25.12.2014).
6. Hurum, S. H. Formation of achievement motivation in teenagers // Bulletin of Adyghe State University. – 2008. – №5. – P. 217-219.
7. Shpika, I. V. Learning motivation as an indicator of the quality of teaching younger students // Elementary School. – 2007. – №2. – P. 18-19.

UDK 378.183

#### STUDENT TEAM BUILDING BY MEANS OF PLAY ACTIVITY

**Enyashina N. G.**, cand. of ped. sciences, senior teacher of the department «Psychology and Pedagogics», FSBEI HVE Ulyanovsk SU.

432017, Ulyanovsk, Lev Tolstoy, 42 Str.

E-mail: [natalya.enyashina@mail.ru](mailto:natalya.enyashina@mail.ru)

**Keywords:** game, student, team, building.

The research is aimed at optimization and enhancement of university student team building efficiency by the means of play activity. In the course of the study an experimental structural informational model of student team building by the means of play activity is developed and implemented. Matter of the process under investigation is reflected in the experimental programme of adapting training for the first-year students which includes a series of consecutive actions such as revealing problems of the trainees, target setting, working out procedures and methods of interaction, activity sharing. The programme of the training is based on the elements of the behavioural play therapy and is aimed at correcting internal psychological problems of students (emotional, behavioural and cognitive) as well as external difficulties, helps students solve personal psychological problems, adapt to university conditions, cope with the new role of a student. Criteria necessary for qualitative monitoring of the process under investigation (adapting, emotional comfort, psychological climate, unity, group development) as well as their dynamics rate are found out. Positive dynamics of all the criteria in the experimental groups is noted after adapting training programme being carried out. Statistical analysis of the obtained data confirms the correctness of the empirical study. The most essential change

took place in the group development rate ( $t$ -empirical – 13.35 >  $t$ -critical – 1.97 with  $p \leq 0.05$ ). This testifies the fact of attaining the aim of the investigation as the result of the experimental work: student academic groups achieved the highest level of group development and became teams.

#### Bibliography

1. Gurova, O. V. Psychological readiness for play activity : dis. ... cand. of psycho. sciences : 19.00.07 / Gurova Olga Vladimirovna. – M., 2006. – 174 p.
2. Kartoshkin, S. A. Social pedagogical conditions of training student team organizers in the college educational system : dis. ... cand. of ped. sciences : 13.00.01 / Kartoshkin Sergey Alexandrovich. – Smolensk, 2005. – 228 p.
3. To the tutor working with the first-year students : mat. for extracurricular work organization / compiler L. I. Stanislavchik. – Baranovichi : BGVPK, 2010. – 147 p.
4. Novikov, A. M. Methodology : monography / A. M. Novikov, D. A. Novikov. – M. : SIN-TEG, 2007. – 668 p.
5. Parfenova, T. V. The forming of intercultural competence of the university students in the process of educational play activities (on the material of studying the French language) : dis. ... cand. of ped. sciences : 13.00.01 / Parfenova Tatiana Vladimirovna. – Saratov, 2006. – 200 p.
6. Repritseva, E. A. Game as a social cultural and pedagogical phenomenon : dis. ... doctor of ped. sciences : 13.00.01 / Repritseva Elena Alexeyevna. – Kursk, 2005. – 508 p.
7. Tulina, O. O. Pedagogical conditions of student team-building in the process of professional training : dis. ... cand. of ped. sciences : 13.00.01 / Tulina Olesya Olegovna. – Stavropol, 2007. – 187 p.
8. Yalom, I. Group psychotherapy: theory and practice : monography / I. Yalom, M. Lests. – 5th edition. – SPb. : Piter, 2009. – 688 p.

UDK 364.62:378:364.4-056.2

### **PEDAGOGICAL CONDITIONS OF STUDENTS TRAINING FOR INTEGRATION INTO THE COMMUNITY OF DISABLED CHILDREN**

**Solodovnikova I. A.**, associate prof. of the department «Pedagogics of professional education and social activity», FSBEI HVE Ulyanovsk SU.  
432017, Ulyanovsk, L. Tolstoy, 42 str.  
E-mail: ped@sv.uven.ru

**Keywords:** vocational, training, integration, the community, children, limited, abilities.

The investigation objective is to substantiate pedagogical conditions of vocational training of prospective socialers for integration into the community of children with limited abilities. The training quality of prospective socialers depends on those conditions in which students are trained. Pedagogical conditions are an interconnected set of objective opportunities, content, forms, methods, means and the material and spatial environment directed at the solution of the tasks set in the research. We distinguish two groups of conditions which in interaction promote effective vocational training: the general ones, promoting effective training of socialers, and the individual ones which reflect features of pedagogical process of forming readiness of prospective social workers for integration into the disabled children community. Dynamics of readiness growth of students for integration into the disabled children community in the course of experimental work has been shown. In such complex the interrelation of the following components is noted: motivational and valuable, cognitive, operational and activity, emotional and volitional. During experimental work the changes can be noted which took place in the motivational and valuable component of readiness (appreciation of humanistic values of activity with disabled children was given by only 13.1% of students, whereas at the end of experimental work – 82.1%); emotional and volitional component (communication appealingness with parents and children increased (in 33% of the students of experimental group); in a cognitive component (at the beginning at the high level there was 1.2% of students, after – 34.6% of students); in an operational and activity component (prior to work at the high level there was no student, after – 32.9%). Thus, experimental work showed that the set of pedagogical conditions of general and individual character promotes effective vocational training of social workers for integration into the community of disabled children.

#### Bibliography

1. Bocharnikova, N. A. Pedagogical conditions for professional culture formation in prospective socialers // Basic researches. – 2011. – №12-4. – P. 738-741.
2. Verbitsky, A. A. Personal and competence-based approaches in education. Integration problems [Electronic resource] : monograph / A. A. Verbitsky, O. G. Larionova. – M. : Logos, 2009. – 336 p. – URL: <http://www.iprbookshop.ru/9064> (address date: 25.01.2015).
3. Karyukina, O. A. Practice-oriented approach in training specialists [Electronic resource]. – URL: <http://nsportal.ru/npo-spo/obrazovanie-i-pedagogika/library/2014/11/16/praktiko-orientirovannyy-podkhod-v-podgotovke> (address date: 25.01.2015).
4. Serikov, V. V. Development of the personality in educational process [Electronic resource] : monograph. – M. : Logos, 2012. – 448 p. – URL: <http://www.iprbookshop.ru/13012> (address date: 25.01.2015).
5. Soboleva, E. V. Quality of socialers' training in the system of continuous education // Bulletin of Southern Ural State University. Series: Education. Pedagogical sciences. – №2. – Vol. 5. – 2013. – 129-134 p.



6. Solodovnikova, I. A. Problems of gender distinctions in physically disabled people / I. A. Solodovnikova, E. N. L'vova // Siberian pedagogical journal. – №3. – 2007. – 335-345 p.
7. Shmelyova, N. B. Personality-professionalism working of a social sphere. – Ulyanovsk: USU, 2007. – 340 p.

UDK 372.881.1

### TRENDS IN THE DEVELOPMENT OF MODERN PROFESSIONAL EDUCATION ON THE BASIS OF THE CLUSTER ORGANIZATION OF SOCIETY

**Yermakova Ju. D.**, cand. of ped. sciences, associate professor of the department «Foreign languages», FSBEI HVE Samara SEU.

443090, Samara, Soviet Army, 141str.

E-mail: [ermjul@yandex.ru](mailto:ermjul@yandex.ru)

**Keywords:** professional, education, cluster, regional.

The purpose of the study is improving the efficiency of the regional cluster com-interaction by providing vocational training in modern socio-economic conditions. Global informatization determines the relevance of the increased use of automated data processing, information retrieval systems, telecommunication access to information resources. This causes the growth of the needs for personnel performing hardware and software maintenance of computer technology and computer networks, which owns the methods and means of information rational processing in all areas of professional activity. Modern society is built on the crumbling skeleton of the old forms of social and cultural interactions that were structured through the relevant social institutions, built mostly vertically. In connection with the increasing needs in the professional orientation of the state policy of modernization of Russian education aimed at advancing the development of professional education. Such is the nature of the new emerging order of interaction in the modern socio-cultural environment is implemented through the use of a new method, based on the concept of «clustering», which in General reflects multiple aspects of modern network communication practice. «Clusters» are the «cell» structure of the network of communicative space. In modern professional pedagogy frequently used definitions of «educational cluster», emphasizing the identity of the phenomenon to the educational environment, and «regional cluster», with an emphasis on regional specifics. The most characteristic feature of clustering practice introduction in the education sector is the involvement of all stakeholders to improve training efficiency and competitiveness of professional training. An example of this practice can serve as a practice of active involvement within the clusters to develop and implement educational strategies educational institutions, professional associations, employers, chambers of Commerce, trade unions, other civil society institutions. The main goal of modern advanced education is becoming a culture of personality in combination with its non-linear synergistic style of thinking familiar with the methodology of crushing wave of the future development, which is formed based on a new synergetic paradigm in fundamental education.

#### Bibliography

1. Privalova, G. F. Priorities for the development of professional skills as a means of creative potential development of the teacher : dis. ... cand. of ped. sciences : 13.00.08 / Privalova Galina Fedorovna. – Yekaterinburg, 2008. – 221 p.
2. Aligadzhieva, A. R. Innovative trends in the development of modern education // Russia and Europe: the culture and Economics proceedings : mat XI international scientific-practical conference: in 2 p. ; executive editor N. V. Uvarina. – Prague, 2015. – P. 20-24.
3. Surova, E. E. The issue of borders and the principles of modern socio-cultural community // Cultural transformations in information society. – M., 2006. – P. 156-185.
4. Chernykh, O. N. The cluster concept design modern cultural reality : dis. ... cand. of philosophy sciences : 09.00.04 / Chernykh Oleg Nikolaevich. – SPb. – 2011. – 211 p.
5. Riskova, E. S. Improvement of the management system of the intra-cluster interaction ns / E. S. Riskova, N. Yu. Durackova, M. I. Pavlova // Economics and entrepreneurship. – 2014. – №12-4. – P. 431-434.
6. Myasnikova, L. The economic crisis and a new paradigm of time // Free thought. – 2012. – №7-8 (1634). – P. 166-179.
7. Plotnikova, N. F. About formation of students critical thinking in forms of team training organization // Education and self-development. – 2015. – №1 (43). – P. 126-132.

UDK 378

BBK 74.58

### INFORMATION TECHNOLOGY APPROACH TO CREATE PERSONALIZED EDUCATIONAL PROGRAMS

**Kosirev V. P.**, dr. ped. of sciences, prof., head of the scientific work department, FSBEI HE «Moscow State Institute of Culture». 141406, Khimki, Bibliotechnaya, 7.

E-mail: [kosyrew2001@mail.ru](mailto:kosyrew2001@mail.ru)

**Strel'zov V. V.**, dr. techn. science prof., vice-rector for scientific activity FSBEI HE «Moscow State Institute of Culture».

141406, Khimki, Bibliotechnaya, 7.

E-mail: [nauka@mguki.ru](mailto:nauka@mguki.ru)

**Keywords:** personalize, program, information, communication, technology, environment.

The purpose of research is the creation of science-based system of educational programs developing for retraining and advanced training. Effective system of training and retraining of specialists is largely determined by the quality of the design and implementation of educational programs. Design and implementation of educational programs IPE as an element of designing the content of vocational education is carried out on the scientific content of the vocational education theory and scientific foundations and patterns of adult learning. Analysis and selection of content IPE should be carried out for at least six levels. The first four levels are related to professional activities as a whole, its types and component composition. Five sets of competence (KSD and PIPQ) necessary for the implementation of functional unit activity (competence), and the sixth level – with the layout content in didactic units, modules, educational programs and training professional retraining. The content and organization of educational and professional activities enrolled in programs IPE determined by the model of the present and future professional activity, professional. Therefore, in the process of selecting the content should include the need to address the students learning the actual professional tasks, problems, the possibility of entering into professional communication and interpersonal interaction, and communication, etc. The research problem is to justify theoretically the possibility of information technology approach to the development of personalized training programs for retraining and advanced training of specialists in the system of additional professional education.

#### Bibliography

1. Asmolov, A. G. Motivating world: strategy for the development of open personal education as the main trend of the knowledge society in the network century : speech at the plenary session of the Third International Forum «Eurasian educational dialogue» [Electronic resource]. – URL: [https:// teacher -of-russia.ru/docs/2014/Asmolov\\_A.G.\\_Dopolnitel'noe\\_obrazovanie.doc](https://teacher-of-russia.ru/docs/2014/Asmolov_A.G._Dopolnitel'noe_obrazovanie.doc). (address date 10.02.2015).
2. Asmolov, A. G. Additional private education in an era of change: collaboration, co-creation, self-creation // Educational policy. – №2 (64). – 2014. – P. 4-6.
3. Mikhaylenko, O. A. Teaching portal university as adaptive didactic Wednesday // Modern problems of information professional education : proceedings of the International Scientific and Practical Internet Conference. – M. : VPO MSAU, 2012. – P. 17-24.
4. Robert, I. V. Theory and methods of education information (psycho-pedagogical and technological aspects). – 3rd ed. – M. : ERI RW, 2010. – 356 p.

UDK 376.32

### SOCIOCULTURAL ADAPTATION FORMATION OF STUDENTS WITH VISUAL DISORDERS BY MEANS OF MUSEUM

**Kolyvanova L. A.**, cand of ped. sciences, associate professor of the department «Zoology and anatomy, physiology, safety of human life», FSBEI HVE Povolzhskaya SSHA.

443066, Samara, 22 Partsjezda, 30 Str.

E-mail: [larisaleksandr@yandex.ru](mailto:larisaleksandr@yandex.ru)

**Nosova T. M.**, dr. of ped. sciences, prof. of the department «Zoology and anatomy, physiology, safety of human life», FSBEI HVE Povolzhskaya SSHA. 443077, Samara, Yubileynaya, 29/143 Str.

E-mail: [geo\\_f@pgsga.ru](mailto:geo_f@pgsga.ru)

**Swedov V. G.**, cand. of ped. sciences, associate professor of the department «Zoology and anatomy, physiology, safety of human life», FSBEI HVE Povolzhskaya SSHA.

443077, Samara, Zagorskaya, 1 Str.

E-mail: [geo\\_f@pgsga.ru](mailto:geo_f@pgsga.ru)

**Keywords:** sociocultural, adaptation, inclusive, education, museum.

The aim of research objective is sociocultural adaptation actualityconfirmation of students with visual disorders by means of the zoological museum. Sociocultural adaptation actuality of students with visual disorders in the sociocultural environment is proved by studying of inclusive education development current trends and possibility of their realization through creation of variable conditions for social development and spiritual updating of persons with special needs. On the base of the analysis of the standard and legal Russian Federation base the perspective forms of inclusive education development directed on realization of a complex of the actions allowing to provide easy access to necessary objects and services in priority spheres of activity of disabled people, and the subsequent adaptation in society are revealed. Sociocultural adaptation of students with visual disorders and their subsequent integration into professional activity are connected with receiving and assimilation of social norms of behavior by them, formation of positive outlook and development of the personality. Reliability of the drawn conclusions is confirmed with results of a number of the researches directed to identification like the dominating installation in the relation of environment and the subsequent extent of students with visual disorders social adaptation. Research showed that when forming positive installation in the environment relation means of the zoological museum among students with limited opportunities of health the level of social adaptation increases and positive resistance to its changes increases. At a low indicator at trained with visual disorders arise negative attitude to environment that results in lack of their adaptation in the sociocultural environment and further successful socialization in society.

#### Bibliography

1. Creation and approbation of psychology and pedagogical maintenance of inclusive practice model: A methodical grant / under a general edition S. V. Alekhina, M. M. Semago. – M. : MGPPU, 2012. – 156 p.
2. Cantor, V. Z. Inclusive education: problems of improvement of educational policy and systems // mat. of the international conference. – SPb. : publishing house RGPU of A. I. Herzen, 2008. – 215 p.
3. Litvak, A. G. Psychology of blind and visually impaired. – SPb, 2006. – 336 p.
4. Murzina, T. F. Methodological, organizational and methodical fundamentals of psychotherapy of disabled children in stationary establishments of social protection : dis. ... dr. of medical sciences : 14.00.54 / Murzina Tat'yana Fyodorovna. – M., 2006. – 204 p.
5. Slobodchikov, I. M. Development of the child identity. Books 1-6 : collective the monograph / I. M. Slobodchikov, V. A. Averin, S. A. Miniyurova [et al.]. – Yekaterinburg, 2006-2008. – 832 p.
6. Solomin, V. P. Inclusive training of children with violations in development: from new philosophy of educational policy to modernization of educational practice / V. P. Solomin, D. I. Boykov, V. Z. Cantor // Persons with complex violations and inclusive education : mat. of total International scientific and practical conf. – SPb. : publishing house of RGPU of A. I. Herzen, 2010. – 112 p.
7. Tyumaseva, Z. I. System education and educational systems : monograph / Z. I. Tyumaseva, E. N. Bogdanov. – Kaluga : KGPU of K. E. Tsiolkovsky, 2007. – 316 p.
8. Yasvin, V. A. Pedagogics posh of additional education: concept of development and innovative projects. – M. : FIRO, 2014. – 231 p.

## RETRACTED 9.07.2019

UDK 378.6: 629.7

### AVIATION TRAINING CENTERS AS INFRASTRUCTURE OF NEW TYPE AVIATION EDUCATION

**Kuznetsov A. V.**, cand. of ped. science, the head of studies, the deputy chief of military department, FSBEI HVE «Ulyanovsk higher civil aviation school».

432063, Ulyanovsk, Khlebozavodskaya, 6 str.

E-mail: alex5374@mail.ru

**Keywords:** integration, infrastructure, partnership, aviation, standards, the levels, model.

The main aim of this article is the disclosure of new form education of aviation specialists potential, that is the work of aviation educational centers and also students opportunity for realization themselves in aviation field in any level of their abilities and liabilities. The main research tasks: to get to know the role of state and private partnership in developing of national and aviation education; reveal the complex of specific fields of preparing aviation specialists; consider the main factors and directions of perfection their preparation in new social and economical circumstances and the changes of aviation technics generation; fast moving transferring on new technologies of theirs developing and production; examine the main problems of pedagogical combination of educational centers; to learn the standard claims to professional preparation of flying and technical specialists to which the aviation and technical educational centers should be oriented. The article considers the factors which influence the process which takes place in the sphere of aviation community preparation in modern society, the creation of new educational infrastructure – Aviation educational centers of civil aviation, the description of experience of Aviation educational center in Ulyanovsk higher civil aviation school. The main factors are the following: globalization; unification of main demands to the education of aviation specialists; denationalization which leads to the reduction of control from the side of the state; the transition to new technology of project and production of aviation equipment, which demands principally new approach to retraining flying, air controller and engineer stuff; the rapid development of private companies which can use the possible resources to improve the educational process. The model of integrated national system of preparation of aviation and technical staff for aviation is introduced in the paper – PPP – Public Private Partnership, which describes the functions of reasonable tracking changes of mark demand to modern aviation education, the division of field of responsibility between participants of educational process and also structures which control the process as a whole.

#### Bibliography

1. Dmitriev, V. I. About efficiency of Russian native aviation institution activity : report, St. Petersburg, 28 October 2009 [Electronic resource]. – URL: <http://www.svavia.ru>. (address date: 20.12.2014).
2. Zagorskii, N. M. The use of general and main content in the process of professional preparation of dispatch office personnel aeronavigation // The state and prospects of training of aviation specialists : collected papers intern. nauch.-practical. conf. – Riga, 2008. – P. 11-13.
3. Kabachkin, I. V. The problems of supplying of aviation industry by specialists: who is blamed and what to do? // The state and prospects of training of aviation specialists : collected papers intern. res.-practical. conf. – Riga, 2008. – P. 15-21.
4. Kyznetcov, U. V. The problems and perspective of higher aviation education in Russia // Bulletin of the Chuvash University. – 2013. – №1. – P. 115-118.
5. Logachev, V. P. About the main demands to preparation technical staff of native aviation in realization of Bologna declaration // The state and prospects of training of aviation specialists : collected papers intern. nauch.-practical. conf. – Riga, 2008. – P. 45-47.

6. Oborin, E. A. The applying of procedure IKAO to organization of aviation specialists education // The state and prospects of training of aviation specialists : collected papers intern. nauch.-practical. conf. – Riga, 2008. – P. 55-59.

7. Delivering pilot quality // Flight International, 2008. – March 3-10. – P. 7-14.

UDK 378.146

#### **THEORETICAL AND METHODOLOGICAL BASIS OF THE PROBLEM CONCERNING THE IMPLEMENTATION OF COMPETENCE-BASED APPROACH TO THE ASSESSMENT OF PROFESSIONAL EDUCATION QUALITY IN HIGHER EDUCATIONAL INSTITUTIONS**

**Khismatullina Z. N.**, cand. of social. sciences, associate professor of department «Social work, pedagogy and psychology», FSBEI HVE Kazan NRTU.

432048, Ulyanovsk, 12 september, 7 str.

E-mail: [zulfiya33@gmail.com](mailto:zulfiya33@gmail.com)

**Keywords:** control, assessment, monitoring, quality, standards, competencies.

The aim of this work is to give theoretical and methodological substantiation of the problem concerning the implementation of competence-based approach to the assessment of professional education quality in the higher educational institution. The most important *tasks* include: orientation of the educational process on the results, clear identification of what a graduate should know and be able to do to be in demand in the labour market; changes made in the presentation of results from the assessment of knowledge, skills and abilities to the characteristics of the acquired competencies; development of the methodology and techniques of assessing education quality. Competency is seen as a set of knowledge, abilities, skills, personality traits, ways of activity specified in relation to the range of objects or processes. Competence reflects the degree of mastering a certain competency by the trainee including his personal attitude to it and the object of activity. Differentiating these concepts, it is necessary to bear in mind that competency is a predetermined requirement (norm) to the educational training of the student while competence is his established personal quality. The analysis of education quality assessment problem is carried out by external social quality using indicators of population educational qualification, large-scale participation, accessibility and statehood of education, and by internal institutional quality as assessment of a particular institution using indicators of professional preparation quality of its graduates, the content of education, human resources, as well as material and technical resources, etc. Modern quality assessment systems are based on the new paradigm of education standardization, on subject-activity structure of assessment tools. For their maximum similarity to the conditions of future professional activity, employers, undergraduates, professors delivering multi-disciplinary lectures and others should actively be involved as outside experts. New system of control should allow both the student and the University as well as third-party organizations to evaluate the quality of the acquired competencies, the intensity and effectiveness of the educational process and the educational program, the degree of their adequacy to the terms of future employment more objectively.

#### **Bibliography**

1. Baydenko, V. I. Competence-based approach to the design of the state educational standards of higher professional education (methodological and procedural issues). – M. : Research Center challenges the quality of training, 2005. – 114 p.

2. Bogoslovskiy, V. A. Design principles of assessment tools for educational programs VPO: competence approach // Higher education – a synthesis of theory and practice. – M. : MSTU Bauman, 2009. – P. 119-129.

3. Galyamina, I. G. Designing the state educational standards of higher professional education of a new generation with the competence approach // Russia in the Bologna process: problems, challenges, prospects : collection papers of the methodological seminar. – M., 2005. – 66 p.

4. Zhigalev, B. A. Teaching quality education assessment system in the modern University (theoretical-methodological aspect) : monograph. – Nizhny Novgorod, 2007. – 115 p.

5. Zimnyaya, I. A. Key competencies — a new paradigm of education result // Higher Education Today. – 2005. – №5. – P. 34-42.

6. Zimnyaya, I. A. Key competencies as effectively-targeted competency-based approach to education. Author's version : scientific publication. – M. : Research Center challenges the quality of training, 2005. – 40 p.

7. Selezneva, N. A. State educational standard of higher education as a new generation of integrated rate quality of higher education: general concepts and models : scientific publication. – M. : Research Center challenges the quality of training, 2005. – 43 p.

UDK 378.6 : 629.7

#### **THE MODERN TENDENCIES AND DIRECTIONS OF THE NATIVE AVIATION SPECIALISTS EDUCATION SYSTEM MODERNIZATION**

**Kuznetsov Yu. V.**, cand. of ped. science, assistant of department «Organization and air traffic control» of Civil Defense Academy of the Ministry of emergency, the pilot OJSC «Aeroflot – Russian Airlines».

141410, Khimki, Marii Rubtzovoi, 5 str.

E-mail: [yukuznec@yandex.ru](mailto:yukuznec@yandex.ru).

**Keywords:** diversification, aviation, training, centers, vertically-integrated, complex.

The aim of the article is the detection of the main conditions of native aviation specialists preparation system. The main goals are the following: to analyze the effects of globalization, diversification and denationalization of aviation education on the quality of flights and technical staff for the aviation preparation. These conditions are: the accounting requirements of International Civil Aviation Organization, directed to the actualization of normative base and standardization of all kinds of education, the reduction of the tuition fee by means of transition to more economical aircraft with maximum overhaul resource, the increase of the number of flight days, the provision with modern trainers and etc. The implementation of the following directions will provide the aviation sphere with the qualified specialists. The article considers the general trends which describe the process, which takes place in aviation industry and the private trends which determine contemporary system condition of aviation-related personnel professional preparation and also the upcoming trend in the development of contemporary system of aviation education. The creation of united information and educational environment is noted as the positive tendency. The role of specialized aviation centers and vertically integrated educational complexes is getting more prominent in socio-economical, technological and educational development of aviation industry in different regions of Russia. Diversification is the most important direction, which characterizes the new tendencies in the development of professional aviation education. It is the main characteristic of the dominating paradigm that is the constant professionalism where the main idea is the integration of educational establishments of different levels starting with the secondary vocational establishments up to higher establishments and postgraduate education. The realization of these directions will provide the aviation industry with the qualified specialists.

#### Bibliography

1. Elisov, L. N. Competency building approach in the system of educational institution quality of native aviation. – Yegoryevsk : EATC them. V. P. Chkalov, 2007. – 162 p.
2. Ikramov, M. A. About cooperative preparation of aviation specialist : collection of papers intern. nauch.-practical. conf. – Riga, 2008. – P. 13-15.
3. Krasnov, S. I. The main directions of perfection preparation aviation staff in Ulyanovsk aviation Institute and in its branches // The formation and development of industrial science and education of Russian air transport : collection of abstracts of scientific. conf. – M. : FGUP GosNII GA, 2013. – P. 23-28.
4. Safonova, T. The technology of context preparation of pilots // Higher education in Russia. – 2007. – №9. – P. 132-133.
5. Smurov, M. U. About the main directions of development of professional education in civil aviation in terms of innovative establishing and modernization of Russian economy // The formation and development of industrial science and education of Russian air transport : collection of abstracts of scientific. conf. – M. : FGUP GosNII GA, 2013. – P. 19-23.
6. The state and perspectives of development of the civil aircraft fleet of Russia 2012 г. [Electronic resource]. – URL: [www.atminst.ru/.../stradomski\\_se...](http://www.atminst.ru/.../stradomski_se...) 31-01-2012.pdf (address date: 15.01.2015).
7. Tereshkov, V. V. Training of air controllers: European demands // The state and perspective of preparation of aviation specialists : International scientific and practical conference. – Riga, 2008. – P. 65-67.

UDK 378

#### THE READINESS OF SPECIALISTS TO ACTIVITY IN THE CONDITIONS OF INFORMATIZATION OF SOCIETY

**Strekalova N. B.**, cand. of ped. sciences, doctorate candidate of the department «Theory and methods of professional education», FSBEI HVE Samara SU.  
443011, Samara, Academic Pavlov, 1 str.  
E-mail: [snb\\_05@mail.ru](mailto:snb_05@mail.ru)

**Keywords:** readiness, activity, competence, informatization.

Delivered for the higher school task of education quality ensuring for everyone and the training of highly qualified specialist actualizes the problem of finding adequate to the needs of society learning outcomes. Therefore, the aim of the study is the justification of the choice of the concept of «readiness for activity» as resulting characteristics of professional training. In the analysis of scientific and pedagogical literature revealed the essence of this concept – sustainable integrative personal education that configures person to perform for activity that is key to its successful implementation. The differences of the categories of «readiness» and «competence»: the readiness is formed in the process of professional training and competence in the course of actual professional activity; in the structure of the readiness of the prevailing value-motivational component, competence and activity; the readiness is a stable characteristic, while the competence you need to constantly confirm. At the same time revealed the relationship between readiness and professional risks, the necessity of forming through the willingness of more sustainable internal motivation to activities carried out under adverse conditions. Comparison of the results obtained with changes in the activity of specialists in connection with the Informatization of society, helped to make the conclusion about the necessity of forming their willingness to use information and communication technologies in their activities due to: high dynamic updates of these technologies; the need to value and critical attitude to them; existing adverse consequences of work in the conditions of information overload.

#### Bibliography

1. Kartashov, L. A. The information technology training of future philologists: strive for the formation of a willingness or competence? // Bulletin of the Humanitarian institute of TGU. – 2012. – №2. – P. 48-51.

2. Maltseva, O. G. Activity component of readiness of the future agroengineers to three-dimensional modelling in professional activity // Bulletin Samara SAA. – Samara, 2014. – №2. – P. 45-49.
3. Markelova, S. A. The Information competence of the teacher distance learning and readiness for distance learning activities. What's the difference? [Electronic resource] / A. A. Ahayan, O. A. Kizik, S. A. Markelova // Letters in Emissia.offline. – 2006. – URL: <http://www.emissia.org/offline/2006/1120.htm> (date accessed: 10.01.2015).
4. Romanov, D. V. Readiness for technical creativity is professional personal quality of future agriengineer / D.V. Romanov, U.L.Solomonova // Bulletin Samara SAA. – Samara, 2013. – №2. – P. 123-127.
5. Rudneva, T. I. The readiness of specialists to professional risks / M. N. Ovsyannikova, A. V. Ogorodnikov, T. I. Rudneva // Youth extremism: causes, prevention, prevention : mat. of International scientific-practical conference. – M., 2014. – P. 238-242.
6. Strelkova, N. B. The environmental approach as a factor of information and communication competence of students of humanities : monograph. – Togliatti, 2011. – 224 p.
7. Tolypina, U. A. The model of masters information preparedness formation in agrarian sphere // Bulletin Samara SAA. – Samara, 2012. – №2. – P. 157-160.
8. Firsova, E. Yu. The formation of readiness for professional activity of the managers of the production sector in the process of education : dis. ... cand. of ped. sciences : 13.00.08 / Firsova Elena Yurievna. – Syzran, 2013. – 177 p.
9. Khramtsova, A. B. The formation of communicative competence of students, future lawyers in the process of professional training : dis. ... cand. of ped. sciences: 13.00.08 / Khramtsova Anna Borisovna. – Samara, 2009. – 178 p.

UDK 59.006

### INCLUSIVE ENVIRONMENTAL EDUCATION OF CHILDREN WITH DISABILITIES RESOURCES BY MEANS OF ZOO

**Zavgorodneva N. S.**, post-graduate student of the department «Zoology and Anatomy, physiology, human safety», FSBEI HVE Povolzhskaya SSHA.

443099, Samara, Gorky, 65/67 str.

E-mail: [zavgorodneva91@mail.ru](mailto:zavgorodneva91@mail.ru)

**Keywords:** environmental, education, inclusive, education, the zoo.

The purpose of the study is the formation of environmental attitudes toward nature in an inclusive environmental education for children with disabilities by means of zoo. Special role in the process of socio-cultural adaptation of these children to the environment, the formation of ecological culture of personality, communication, comprising as essential components bio-ecological knowledge, values and environmental activities by zoo game. The learning process of children with disabilities requires the creation of special educational environment at the zoo and the use of active learning in biology. At the centre of our work lay organize special remedial developmental activities in which we introduce children to virtual zoo, which contributed to the formation of their ideas about the nature and development of ecological thinking. To study the value-semantic component of ecological culture of children with disabilities used diagnostic methods (S. D. Deryabo, V. A. Yasvin). Our study took place on the basis of special (correctional) boarding school «Overcoming» the city of Samara, in grades 5-9. In the study, it was found that the intensity of the subjective attitude towards nature among students has an average and that knowledge of nature are not backed by sufficient love for her, therefore, the formation of students with disabilities ecological relationship to nature, the development of an environmental culture in the inclusive environmental education involves the active use of various means, including the protection of the zoo. Results showed that the intensity ratio of the subjective nature of its structure, and 47-71, the level of dominance for the nature display areas: emotional – 5, 26, cognitive – 6, 23, in a practical – 6, 13, the dominant type Position on nature: the beauty – 40, 90; security – 25, 18; Use – 18, 93; Study – 16, 95.

#### Bibliography

1. Degtyareva, T. N. History and prospects of Samara zoo // Scientific and educational work in zoos : interdepartmental. collection. scientific. and nauch.- method. tr. – M. : Moscow Zoo, 2008. – Vol. 15. – 285 p.
2. Deryabo, S. D. Methods of diagnosis of subjective attitude towards nature / S. D. Deryabo, V. A. Yasvin. – M., 2010. – 144 p.
3. Kolyvanova, L. A. Model of life safety culture building in the training of Medical College students with disabilities // Kazan science : collected articles. – Kazan' : Kazan' Publishing House, 2011. – №4. – с. 173-177.
4. Research in zoological parks // Interdepartmental. coll. sci. nauch.-method. tr. – M. : Samara zoo, 2008. – Vol. 23. – 155 p.
5. Nosova, T. M. Adaptation in the social environment as a result of professional training with visual impairment / T. M. Nosova, L. A. Kolyvanova // Education and self-development : scientific journal. – Kazan', 2012. – №3 (31).
6. Ponomareva, I. N. Ecological concepts, their system and development. – SPb. : Izd. RSPU A. I. Herzen, 2009. – 87 p.
7. Public Report GBS (K) Shelter Boarding School «Overcoming» [Electronic resource]. – URL: [http://preodol.ru/index.php?Option=com\\_content&view=article&id=1&Itemid=101](http://preodol.ru/index.php?Option=com_content&view=article&id=1&Itemid=101) (address date 10.02.15).

**THE MAIN PROBLEMS OF THE NATIVE SYSTEM EDUCATION OF CIVIL AIR SPECIALISTS IN MARKET ECONOMY CONDITIONS**

**Kuznetsov Yu. V.**, cand. of ped. science, assistant of department «Organization and air traffic control» of Civil Defense Academy of the Ministry of emergency, the pilot OJSC «Aeroflot – Russian Airlines».  
141410, Khimki, Marii Rubtzovoi, 5 str.  
E-mail: yukuznec@yandex.ru

**Keywords:** aviation, competence, approach, ICAO; commercial, pilots, safety.

The aim of this article is to define the necessary conditions of highly qualified flying, engineer, technical and service staff deficit replenishment in the aviation sphere. The main tasks of investigation are the following: the solving of the problem of discontinuity between theoretical and practical preparation, educational and scientific activity in different stages of continuous aviation education; the analysis of contradictions which exist in the native system of aviation education in market economy conditions. It is proven there the necessity of continuity, succession, mobility and variability of their preparation. The relevance of the investigated problem is stipulated by the appearance of new and modern directions of process such as: complicated technological equipment with microprocessors and software; computer systems of automatic project, production and control; certification and quality control; marketing and management and the ongoing technical reconstruction of civil aviation. The article considers the problems of supplying the workers of different spheres in general aviation; the education of pilots in accordance with the standards of third generation. It is scientifically proven the "system of effects" of multilevel model of aviation education. It is the possibility for the industry to get the specialist in no time with the required qualification parameters. It is the possibility for the personality the opportunity choice of educational trajectory, which satisfy intellectual, social, and economical demands. It is the possibility for the student to get additional professional educational programs and additional qualification, which can increase his competitiveness. It is the possibility for the graduate to get effective education on every level. It is the possibility for the labor market to get new connections of professional education with the necessity for the labor market. It is the possibility for the educational establishment to have the opportunity to realize scientific and pedagogical potential, to create different modifications of educational plans taking into consideration the specification the industry and the region.

#### Bibliography

1. Aldamzharov, K. B. The strategy of overpass to international standards in the system of continuing aviation education Republic of Kazakhstan // The state and prospects of training of aviation specialists : proc. Intern. nauch.-practical. conf. – Riga, 2008. – P. 7-11.
2. Dmitriev, V. I. About efficiency of Russian native aviation institution activity : report, St. Petersburg, 28 October 2009 [Electronic resource]. – URL: <http://www.svavia.ru> (address date: 5.12.2014).
3. Elisov, L. N. Competency building approach in the system of native aviation educational institution quality. – Yegoryevsk : EATC them. V. P. Chkalov, 2007. – 162 p.
4. Logachev, V. P. About the main demands to preparation technical staff of native aviation in realization of Bologna declaration // The state and prospects of training of aviation specialists : collected papers intern. nauch.-practical. conf. – Riga, 2008. – P. 45-47.
5. Oborin, E. A. The applying of procedure ICAO to organization of education of aviation specialists // The state and prospects of training of aviation specialists : collected papers intern. nauch.-practical. conf. – Riga, 2008. – P. 55-59.
6. The problems of preparation of specialists for the civil aviation: International scientific and practical conference 20-21 November 2008 r. : scientific edition / under N. U. Ushakov. – Ulyanovsk : Ulyanovsk higher civil aviation school, 2008. – 274 p.
7. Smurov, M. U. About the main directions of development of professional education in civil aviation in terms of innovative establishing and modernization of Russian economy // The formation and development of industrial science and education of Russian air transport : collection of abstracts of scientific. conf. – M. : FGUP GosNII GA, 2013. – P. 19-23.