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**MEANS OF FUTURE ECONOMISTS' PROFESSIONAL
SELF-DEVELOPMENT IN THE EDUCATIONAL
PROCESS OF FOREIGN LANGUAGE STUDYING**

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Introduction. The research significance is conditioned by the fact that the problem of students' professional self-development acquires great priority in the modern economic education. Today we acquire specialists who are capable on lifelong education, ready to expand their professional experience and possess abilities for critical thinking and problem-solving skills in a business environment. Future economist should be competitive in the conditions of innovations and rapid market changes.

Aim and tasks. In the given article the system of creative tasks is presented to organize professional training of future professional and researcher, his professional creative self-development, self-actualization, self-breeding, self-realization.

Research results. Summarizing the results of structural-analytical research of the contest of modern educationally-qualifying documentation, the basic requirements are distinguished and systematized to the modern bachelors of economy, who must have large cultural education, mature scientific worldview, personal integrity. They should constantly improve their professional level taking into account economic prosperity demands of Ukraine. Future economist should estimate market situation, determine the prospects of his further functioning at the market, to expose problems in financial-economic activity and develop the projects of its innovative improvement, to be structural in professionally-personality communication in different formats.

Conclusion. The system of creative tasks was developed for the professional disciplines from the curricula, which realizes professional self-development of future economists by means of the tasks that enable actualization of acquired professional skills, create conditions for cognitive motivation, critical thinking, which activate motivation for professional self-development, self-perfection, self-realization.

Creative tasks actualize professional self-development of future economists, enable to enrich students' knowledge resources, their experience and intellectual-cognitive motivation for individual and professional self-development, self-perfection, self-realization.

Keywords: professional self-development, creative tasks, economic activity, self-actualization, self-breeding, self-realization, economic training, innovation, professional training, economic sector.

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ЗАСОБИ ПРОФЕСІЙНОГО САМОРОЗВИТКУ В СИСТЕМІ ЕКОНОМІЧНОЇ ПІДГОТОВКИ У ПРОЦЕСІ ВИВЧЕННЯ ІНОЗЕМНИХ МОВ

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Проблема. Актуальність дослідження зумовлена тим, що проблема професійного саморозвитку студентів стає пріоритетною у сучасній економічній освіті. Сьогодні потрібні фахівці, які здатні до навчання впродовж життя, поширення професійного досвіду, мають здібності критично мислити та вирішувати складні виробничі завдання. Майбутній економіст повинен бути конкурентоспроможним в умовах швидких ринкових змін.

Мета та завдання. Запропонувати систему організації креативних завдань, яка функціонує на засадах підготовки професіонала-дослідника, його професійного творчого саморозвитку, самоактуалізації, самовиховання та самореалізації.

Результати. Узагальнюючи результати структурно-аналітичного дослідження змісту сучасних освітньо-кваліфікаційних характеристик, маємо змогу систематизувати вимоги до особистості фахівця економічної галузі, який потрібен мати широку загальну культуру, сформований науковий світогляд, високі морально-духовні якості. Він має постійно підвищувати свій професійний рівень з урахуванням потреб економічного процвітання України. Майбутній економіст повинен вміти оцінювати ринкову ситуацію, виявляти проблеми у фінансово-економічній діяльності, розробляти проекти її покращення, бути конструктивним у професійно-особистісному спілкуванні.

Висновок. Розроблена система креативних завдань для використання на заняттях з дисциплін за професійним спрямуванням, яка реалізує професійний саморозвиток майбутніх економістів такими завданнями, які дозволяють актуалізувати накопичені професійні знання, створюють умови для виявлення пізнавальної мотивації, критичного мислення, які безпосередньо активізують мотивацію до професійного саморозвитку, самовдосконалення, самореалізації. Креативні завдання забезпечують професійний саморозвиток особистості майбутнього економіста, що дозволяє збагатити знанієвий ресурс студентів, їхній досвід та інтелектуально-пізнавальну мотивацію щодо особистісного й професійного саморозвитку, самовдосконалення й самоздійснення.

Ключові слова: професійний саморозвиток, креативні завдання, економічна діяльність, самоактуалізація, самовиховання, самореалізація, економічна підготовка, інновації, професійна підготовка, економічна галузь.

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Introduction. The dynamics in the development of modern society needs competent changes in the system of specialists' professional training in economic sphere. The student's orientation for the professional self-development is becoming of great importance, since nowadays we require the specialists who are able to reveal the individual possibilities in the professional field, who are focused on the enrichment of professional experience, who are capable of being mobile in modern society that is constantly changing. Today one of the top-priority research and practice tasks in the system of economic education is becoming the preparation of mobile and competitive specialists, focused on scientific-research activity, which facilitates the development of students' creative potential and scientific world view, and enables their creative self-perfection and critical thinking.

Analysis of recent researches and publications. The analysis of numeral scientific papers proved that a lot of scientists had paid their attention to the given problem in many different aspects, such as: pedagogical means of actualization of personality self-development: Bila O., Kichuk N., Kichuk Ya., Kniazian M. [1], Kokun O. [2], disclosing the ways of improvement of future specialists' professionalism Andrushchenko V. [3], Zhyhir V. [4], Luhovyi V. [5], Nychkalo N. [6], Semychenko V. [7], professional training of future specialists Ziazun I. [8], Kremen V. [9], Moliako V. [10], means of innovation of economists' professional training Antonova N. [11], Ivanchenko E. [12], Strelnikov V. [13].

Previously unsettled problem constituent. Taking into account all above mentioned, the problem of disclosing the means for the formation of economists' professional self-development remains beyond scientists' attention.

The aim of the article. It has defined the aim of the article: to offer the system of creative tasks, which allows to activate the processes of personality professional self-development in the system of economic

education in such her aspects, as motivational, axiological, judicial, cognitive, reflexive.

Results. Fundamentally important aims of professional self-development of future economists are expansion of moral and spiritual potential, aspiration for the positive economic and social changes inside our country, desire to contribute to the Ukrainian citizens life. In the process of professional training of the specialists in economic field, it is of great priority to reveal the theoretical positions, on the basis of which the methodological means for the formation of future economists' professional self-development might be offered. Professional education should provide strong fundamental basis for lifelong education process.

In the semantic field of professional training it is possible to distinguish such characteristics of future specialists' professional self-development in economic sector as:

- Multiplicity and synergetic qualities of personality self-development under the conditions of innovative and cognitive civilization, in sphere, which gives the infinity of opportunities;

- existentiality of demands to the research and realization of existence sense, expansion of life activities culture, promotion of axiological aims in the axiological sense and their achievement;

- personality-orientation in professional education, providing the reveal of spiritual and moral sense in labour activity, personality education of dignity, conscience, decency, honesty, moral beauty as the base for professional efficiency;

- creative productivity, intellectual activity, polyvariation of cognitive activity;

- knowledge flexibility, criticism, thinking systematization;

- synthesis of knowledge, experience and unique innovation;

- cooperation, dialogue in the system "teacher-student", mutual responsibility, respect, tolerance, goodwill and sociability [14].

The analysis of educational and qualification specifications allows to confirm that the modern bachelor of economy should have formed large general culture, a scientific world view, high moral and spiritual qualities. He must constantly improve his professional level taking into account the economic demands of prosperity of Ukraine. For this reason professional self-development is one of priority directions in the educational training process of specialists in economic sector. Success of economists' professional activity and professional self-development could be guaranteed in case they acquire educational professional disciplines from the curricula, such as "Microeconomics", "Macroeconomics", "Enterprise economics", "International economics", "Management", "Marketing", "Accounting audit and finance", "Economic analyses", "Information systems in management", "Methods of scientific research in economics", "Methods of mathematic statistics", "Business English", etc.

After making the structural and content analysis of modern educational and qualification specifications, we had the opportunity to systematize requirements to personality of bachelor in economy in accordance with the system of his organizationally-evaluative, technologically-analytical, project-planning, accountably-controlling, technically-informative, scientifically-researching, social functions and the function of professional self-perfection.

–organizationally-evaluative function of economist includes the ability to form economic strategy of enterprise; ability to use the normative legal documentation of the enterprise; to determine directions of the enterprise development and find ways for their realization; to organize profitable international economic activity; to have leader skills. The given function also assumes that the specialist organizes the enterprise funding, planning production expenditures and personnel selection, crediting, insurance of stock account; monitors and predicts the market condition; is capable to develop investment projects

planning and to prove the investment attractiveness of operations. In the aspect of organizationally-evaluative function, the specialist must be able to conduct staff conferences and negotiations, co-ordinate interests of all participants with aims and tasks in relation to a management development of enterprise; to establish effective contacts with business partners; to organize cooperative labour to achieve enterprise goals. It allows to extend personality cognitive experience, his ability for self-sufficient research and analysis of various information; to make effective managerial decisions appropriate for modern economic conditions; to improve the financial and economic condition of enterprise, to take anti-recessionary measures; to prove own opinion in professional activity; to manage complex actions or projects; to show knowledge and understanding in relation to the functions of personnel management: to be responsible for selection, rotation and professional development of personnel; able to apply innovative technologies to motivate the personnel; to estimate personnel activity; to give suggestions about the formation of new competitive personnel advantages, to be responsible for making decisions.

– technologically-analytical function is related to specialist's abilities to conduct the assets and liabilities of financial accounting, to prepare financial and staff reports about the company activity, to make the analysis of financial results and enterprise profitability; to be able to analyse the personnel professional level. According to this function the specialist must be able to create statistical and analytical programs of state administration establishments and financial enterprises. This function forms the specialist skills to take anti-recessionary measures and analyze the alternatives, that leads to actualization of future economist's professional self-development in such aspects, as professional self-organization, criticism and analytical thinking.

–project-planning function of the specialists in economic sector distinguishes their abilities for financial planning;

capabilities for taxation controlling, planning of budget revenues, carrying out predictions by means of economical and mathematical methods; abilities to apply computer programs for prediction and optimization of economic activity; implementation of economic calculations with the aim of prevention of enterprise bankruptcy. It improves personality ability to obtain and master new knowledge, generate new ideas, initiative and team spirit, creative skills; activates economist's intellectually-creative potential, his ability for critical thinking, readiness to apply knowledge and competences in the wide range of professional activity, forms skills to predict economic events on the basis of own professional experience, creates conditions for planning of strategies for professional improvement.

– accountably-controlling function provides control after the government programs performance; control after the budgetary facilities usage, carrying out of revisions, control after the tax payment calculations, control after the quality of production, accounting of the personnel tasks performance, analysis of the production profitability and charges efficiency, control after the staff discipline; limits account of budget charges, cash implementation of the State budget, control after the cash usage of budget establishments; control after the fulfillment of the firm planning; the usage of statistics and mathematical methods for an analysis and control after the financial and economic indexes of enterprise; application of control methods and development of evaluation criteria to estimate the enterprise activity effectiveness. The marked capabilities reveal possibilities for specialists' professional self-development on the basis of their ability to carry out control after the efficiency of resources usage and achievement of tasks objectives, improvement of the level of information operation, ability to operate, analyse and systematize data, education of good organization, purposefulness, consistency, exactness.

– technically-informative function includes conducting of stock exchange activity, calculation-clearing activity, consulting activity, trade organization at the fund market, investments in valuable papers, trust and leasing operations, financial operations with a mortgage; ability to conduct computer modelling and economic analysis of enterprises activity under the conditions of risk and unexpectedness; that allows personalities to extend the spheres of creative professional activity, to acquire abilities for independent scientific research, analysis, generalization and systematization of various information resources with the aim of improvement of economic activity; to realize statistical observation and analyze social and economic phenomena in Ukraine and make positive changes in development of our country.

– scientifically-researching function is related to realization of research work of financial relations studying; by collection, processing and analysis of scientific information, in particular from global computer networks; by observation of scientific activity and scientific researches; by preparation of scientific reviews in an economic sphere, that allows to master acquisition of modern research-innovative progress, strengthen ability to investigate economic problems and scientifically ground own opinion and decisions with the purpose to improve the economic potential of our country.

– social function demands the following abilities and capabilities from the specialist: ability to analyse social development of enterprise; to understand principles of development of economy and society, essence of economic and social relations, processes and law conformities of their development, accounting and analysis of social reasons of errors in enterprise financial activity; to develop and use the evaluation criteria for the level of development of social and labour relations; ability to create harmonious relations at enterprise, social defence of citizens; ability to work in a command; ability to listen and perceive other ideas; ability to settle problems

taking into account the personal, public and state interests, that gives an opportunity to create humanistic values and orientations in society.

–function of professional self-perfection provides ability to analyse personal work experience, capabilities and shortages; to plan ways of professional self-improvement; capability for the professional self-training; capability for independent work and independent acceptance of decisions; ability to bear responsibility for the professional activity; ability to conduct analytical researches, to accept difficult decisions and present the results of professional activity; ability for lifelong studies and willingness to promote the level of knowledge, that is readiness to acquire flexible thinking, to apply professional knowledge and competences; ability to deliver to other people information, ideas, problems and ways to solve them, own experience in industry of professional activity. Also the mentioned function requires ability to accept tactical and strategic decisions within the limits of specialist's competency, to solve difficult tasks and problems in the specialized spheres of professional activity and studies, that includes information collecting and interpretation, choice of methods and tools, implementation of innovative approaches.

Taking into account the results of conducted research, it can be stated that it is relevant to present the system of scientific and methodological tasks for the formation of future economists' professional self-development by activities, that allow to actualize the accumulated professionally-oriented knowledge, create conditions for realization of cognitive motivation that is related to the educational process, and motivation of professional self-development, self-perfection, self-organization. Creative tasks are becoming of great priority, which were implemented into educational process during experimental work on the base of Odesa

Trade and Economic Institute of Kyiv National Trade and Economic University. Creative tasks are directed for the expansion of students' possibilities for transformation, combination, systematization, generating of ideas in the context of economic activity; they provide an adequate and dynamic orientation in the problem economic situations related to the necessity of rapid advancement of many variants in providing of personality professional self-development.

The system of creative tasks actualizes the formation of students' general human values, structural expansion of their cognitive basis to provide the ways for progress of world and national economics, abilities to develop themselves in the context of fleeting social situations, dynamic improvement of knowledge, distribution of informative and communicative technologies. The creative task is such a unit of organization of scientifically-research activity, that activates the process of enriching of the professionally-oriented knowledge, conducting of searching operations, creative potential of students' personality, thus providing individually corresponding way for their professional self-development.

The examples of those tasks, that appeared didactically powerful in the aspect of formation of future economists' professional self-development during the educational process of training at professional disciplines from the curricula, such as: "Microeconomics", "Macroeconomics", "Enterprise economics" and "International economics" are presented in table 1 and table 2.

The educational discipline "Business English" allows to extend the knowledge of disciplines, that are included in the educational curriculum of naturally-scientific training and general economic training. It is supported by the fact that educational discipline "English" allows to use in its content any material that is connected with economic industry.

Table 1. Creative tasks for the formation of professional self-development during the teaching process of professional disciplines “Microeconomics” and “Macroeconomics”

<i>Microeconomics:</i>	<i>Macroeconomics:</i>
Establish your personal variant of investment plan "Business-school design for young economists".	Establish your personal variants of charts of motion model of products and profits in national economics.
Systematize and describe negative sides of stock associations. Give an example.	Define mental and ethical consequences of polarization of wealth and poverty in Ukraine.
Establish the principles of effective influence on specialist's professional self-development by means of usage of investments in human capital.	What principles are relevant from your point of view to implement in order to decrease social unemployment in Ukraine in the nearest years? Offer the system of steps.
Under what conditions could an investment project be examined as effective? Formulate your own system of conditions for investment project optimization.	Establish the structural diagram of social politics in different countries of the world. Formulate recommendations for Ukraine.
Offer determination of the concept "agrarian reform". Systematize and compare agrarian reforms in Ukraine and Western Europe.	In what way the means of turnover stabilization could influence the increase of efficiency of people labour. Establish the whole system of reasons.
Establish your own determination of the concept "investments in human capital". Define the system of their functions.	Establish possible directions and ways for the increase of economic efficiency in Ukraine.
Analyse the factors of influence on efficiency of investments. What does form the importance for activation of professional specialist's self-development exactly according to economic index?	Define the connection between the concepts "national economics" and "economic system". Establish index system which specifies the concepts.
Analyse functions and systems of salary. Under what conditions is it possible to activate motivation of specialist's self-development?	Establish the structure of minimum wage. Define the minimum wage in developed countries and in Ukraine.
Carry out classification of features of development of agriculture.	Develop the classification of inflation consequences and their influence on motivation of employees' self-development.
Describe the essence of the term "small enterprise" through the development of concept chart taking into account all levels of functioning of enterprise (capital, management, conjuncture, competition, staff self-development).	Analyse the Malthusian theory, technological theory, Keynesian theory, Marxist theory on the topic of unemployment reasons. Which of these theories, in your opinion, do reveal the unemployment reasons on the modern stage of development of society?
Define the quality of demands, classify them.	Analyse and estimate the basic methods of government control of economics.
Carry out the analysis of material and non-material investments. How in a context of each outlined form could be possible to strengthen personal and professional self-development of specialist?	On the basis of analysis of modern tendencies and directions of government control of labour market, carry out the prediction for employment in different spheres in a prospect on 5 and 10 years.
What is the correlation between general population number and number of employees working in agriculture sector in the different countries of the world? Carry out a comparative analysis, make conclusions and recommendations.	Analyse motivation of people labour in a country, where it is widespread such a principle: people of working age live less solvent, than when they are retired. Prove your attitude towards this rule.
What is the share of state ownership on land in different countries of the world? Establish the project of transition of state ownership to private and vice versa during the last century in developed countries of the world and in Ukraine.	Carry out the retrospective analysis of the problem of national economy planning in international context. Define tendencies, directions and planning prospects, present them in a table.
Develop the matrix of advantages and disadvantages of small enterprise in comparison to other types of enterprises in developed countries.	Develop the system of economic cycle theories with determination of the origin time, authors and leading scientifically-economic positions.

Table 2. Creative tasks for the formation of professional self-development during the teaching process of professional disciplines “Enterprise economics” and “International economics”

<i>Enterprise economics:</i>	<i>International economics:</i>
Analyse ethic and professional qualities of an entrepreneur in Japan. What place does the desire for lifelong self-development and self-perfection have among them? Establish the hierarchical system of qualities, that you would recommend to domestic entrepreneurs.	Define different groups of reasons for capital exports. Which of these groups does include the desire of less developed countries to adjust to management experience, means of organization of research activity on the basis of enterprises of more developed countries?
Establish the means how to overcome contradictions in the system between "society interests and entrepreneurs' interests".	Name the reasons for changing of objects of capital consumption? Why has the active migration of capital stopped in developing countries?
Define professional ethics of an entrepreneur. How are entrepreneur's professional ethics and his priorities connected in modern society?	What directions for self-development should be taken by specialists in economics, if they plan to participate in international scientific and technical cooperation?
Determine the code of ethic behavior for a modern entrepreneur.	Name the objects of capital export, compare their advantages.
Carry out the analysis of factors that could influence the efficiency of entrepreneurs communication.	Name, analyse and compare the patterns of economic growth.
Name the basic groups of domestic entrepreneurs, determine the motivational base for each of them.	How is it possible to reach the high level of economic growth in a country without increasing of social separation in society?
Name leading personal and professional qualities of an entrepreneur in the USA. Define such opposite ones as: fight, victory, excellence aspiration on the one hand and diplomacy, tolerance, loyalty – from the other.	Establish the system of tasks and recommendations to reduce economic underdevelopment in different countries of the world taking into account the specific of their geographical location, natural, technological resources, professional training of specialists.
Reveal the essence of concept "businessplan". Establish the chart for the suggestions and realization of enterprise businessplan goals and task.	Establish the system of arguments "for" and "against" the increase of the level of economic growth of the country.
Name the criteria of classification of enterprise expenses. Offer your personal variant of their classification.	Often countries ambition to take a certain place in the international labour division becomes a national task. What advantages does it give? Why?
Name the system of permanent and variable factors of production, and also the ways of their optimal correlation.	Characterize the feature of international migration of labour force. Analyse natural and geographical factors of this type of migration.
Determine the essence of concept "expenses for lost opportunities". Give examples, define this type of expenses.	How does the capital international migration influence labour migration? Establish the system of motivational factors.
Define the system of forms of business in accordance with their forms of organization, ownership, function purposes, business segment, sizes, association aims.	Carry out the analysis of the structure of national currency system. What standards do regulate it? Systematize factors that have influenced the origin of
How has the existence of black economy influenced the modern Ukrainian entrepreneur's culture in our country?	Establish the relevance and prospects of necessity of economic growth. Define the motivational base of this process.
Establish the structure of general profit of enterprise. Define the types and figures of its loss and profit.	Systematize the hierarchical character of reasons of countries economic underdevelopment.

With the aim of formation of future economists' professional self-development during the educational training at the lessons of curriculum discipline "Business English", creative tasks for different topics were implemented in the educational process. Implementation of creative tasks induces students to comprehend the role of professional

self-development for the providing of efficiency of international trade, marketing, to improve knowledge about experience of the economically developed countries of the world, by abilities to compare different approaches, to draw conclusion, to offer personal variants of certain problems solving. Below are given the examples of the above mentioned tasks.

Task 1. Make a conference on the topic: "The role of manager's personality in the successful development of the company". Study the experience of famous leaders of outstanding companies (for example, Jeffrey Immelt, Steven Reinemund, Hector Ruiz, Phil Knight, Chung Mong-Koo, Bill Gates, Steve Jobs, Zino Davidoff, Michael Saul Dell, Henry Ford, John Davison Rockefeller), make an analysis of their activity and personal qualities, prepare the presentation and report for the conference.

Task 2. Make the list of outstanding traders. Study their activity on the way for success. Find out information about their companies, the history and the process of development. Make interviews with representatives of such companies. Include in your report their bibliographical data, name the main scientific works, describe the spheres of their interests. Analyze what personal and professional qualities they possess.

Task 3. Make the success of the selling greatly depends on the qualities, skills and experience of the seller, or retailer. Analyze the role of high intellect, creativity, persuasiveness, communicative skills as the main support of life success of the entrepreneur.

Task 4. Prepare the project on the topic: "The education system in the United Kingdom of Great Britain". Stress out the learner-centered approach in their education. How does it influence the process of formation of self-development, self-realization, self-esteem, self-actualization, self-education of future specialists in economic sphere? Pay special attention to the establishments of economic orientation.

Task 5. Express your opinion how can the modern information technologies help future bachelors in economics in educational process? Do they help to carry out the scientific-research work in the studying of financial relations and to make the analysis of scientific information? Can students use computer equipment for collection and processing the new information that allows acquiring the results of modern innovative progress, to strengthen the formation of personality scientific world outlook, to interiorize and exteriorize the knowledge in

order to develop the economic potential of Ukraine?

Task 6. Advertising is an art of persuasion. How are connected the following concepts: "art", "science" and "self-development"? Express your point of view on the problem: what is the cultural level of today's advertisements, how do they influence the customer? How can you describe the modern business of advertising campaigns? Do they aim for our society improvement, progress of people and prosperity of the country?

Task 7. Creativity is very important quality for the manager. Express your ideas on the following topic: "Creativity like psychological and social category". Think about the following things: fantasy and creativity; prediction and creativity; intuition and creativity; stages of creative activity; individual creative activity; factors of creativity (flexibility, accuracy, mobility of thinking, sensitiveness for problems, original ways of their solving); means of development of creativity and creativity of self-development.

Task 8. How do you understand the essence of the concept "the culture of life success"? Describe it, show the structure and main characteristics of this phenomenon. Discuss the conditions of formation of the culture of life success of future economist. Develop your individual program for the formation of the culture of life success.

Task 9. Discuss the role of willpower in the achievement of the life success. Analyze the character of successful entrepreneurs. What did help them to reach the peak of career? What role did the daily usage of willpower, self-forcing and self-power play?

Task 10. Read the quotes, and tell if you agree or disagree. Explain your point of view. "Hard work never killed a man...the harder people work, the happier and healthier they will be"; "People who work sitting down get paid more than people who work standing up"; "The longer the title, the less important the job"; "Most workplaces have too many rules. Employees aren't children, and the office isn't a junior school"; "Most managers spend their time making it difficult for workers to work."

Task 11. Imagine that you are applying for a commercial manager position in a big company and that you are having the interview. While preparing for the interview find out as much information about the company as possible, evaluate your moral and professional skills and knowledge to be competitive for employment. Think over the questions you might be asked by the interviewers and prepare your replies. Roleplay the interview with your classmates. The employer should give his own recommendation and remarks with reasons whether to employ or not the candidate, to find out dominant interviewee's motivation, which has defined his choice of profession in economics, his awareness in necessity of realization of individual talents in professional activity for the social life improvement.

Task 12. Business trips are very important for the development of the company. Representatives of different companies travel to sign contracts, to discuss terms of delivery, payment or shipment, to have tests, to consult, to improve one's professional skills, to provide support. So only the best employees are usually chosen for such trips. Analyze the character of that business person who can be the representative of your company and carry on negotiations abroad. Pay special attention to his life goals and priorities and means of self-improvement.

Task 13. Choose one of four countries of the United Kingdom of Great Britain. Make a research and study the information about its traditions and habits. Then prepare a report using the most important and interesting facts about the cultural identity. Reveal the cultural potential of British people and explain how this potential influences the economic growth of the country. Make a presentation of your report.

Task 14. Make a booklet that will present the economic power of any British city. Write an information guide about manufactures in this city, include photos. Give information to attract the visitors. Prepare the stories about the main historic periods of economic development in the city and its role in the development of the economic growth of the country.

Task 15. Express your opinion concerning the development of modern information technologies, its advantages and disadvantages. How has the development of information technologies influenced the life of people during the last century? What do young people have today that their parents didn't have? How has it changed interests, behaviour and culture of people? The educational discipline "Business English" allows to create the conditions of integrative education process and arm students with knowledge about the achievement of prominent world economists in the field of professional self-development, about its influence on vital success, development of economy, to form future specialists' ability to make personal suggestions for the improvement of certain directions in economic industry, to determine prospects, aims, means of professional self-development and self-perfection.

Conclusions. Thus, creative tasks support the formation of professional self-development of future economists' personality, that allows to enrich the students knowledge resources, their experience and intellectually-cognitive motivation for personal and professional self-development, self-perfection and self-organization. Professional self-development of future specialists must represent requirements to the axiological, cognitive, innovative and processual qualities of modern specialist in economic industry. It gives an opportunity for improvement of economic power of our state, and expansion of professional capabilities of future economists' activity in modernisation, transformation and optimization of economy of Ukraine.

Further researches directions. The practical significance of the results is that they can be used to develop educational means of formation of professional self-development of specialists-economists on the stage of their master's degree education and PhD researches, as well as in the process of enterprise practice, and also for the revealing of pedagogical means of professional self-perfection and personality self-development of future specialists on the stage of their professional educational process.

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