

THE BASIC CONCEPTUAL REGULATIONS OF CITIZENS TRAINING COMPLEX SYSTEM FOR ENTERPRISE ACTIVITY FUNDAMENTALS

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Complex system for enterprise activity fundamentals is considered in the article. The basic principles determining the approach to personnel forming in entrepreneurial structures are given. The goal of the article is to describe the organization of enterprise activity as innovative, aimed at guaranteeing its efficiency.

Recently much attention has been paid to the problem of personnel training for enterprise activity. The President of the country D.A. Medvedev, and the Chairman of the Government of the Russian Federation V.V. Putin have declared the necessity of its solution. What is the way to solve this problem? In our opinion, only the creation of a complex system of citizens training for enterprise activity fundamentals can solve the problem.

The system should represent the whole range of the interconnected elements based on accurate observance of legislative and standard legal certificates: the basic job requirements from the employer, (including the state); the introduction of successive educational programs; the network of educational institutions irrespective of their organizational-legal forms, kinds and types; professional educational standards of various level and an orientation; and also the requests of worker certification.

Vocational training of citizens for the basis of enterprise activity is supposed to carry out economic and social functions. In the field of economy, it is the development of human resources of the society, increase of professional and territorial mobility; in the social sphere it is the increase of professional stability and competitiveness on the labour market that should be considered the protection against unemployment. The aspiration to get the necessary knowledge and professional skills is higher, if the trainee realises the necessity of training for the achievement of their goals.

The training, in our opinion, should be preceded by professional selection, professional consultation and professional information as a

system of means of developing social and personal mobility and the skills of introspection, responsibility and decision-making in the future businessmen.

Therefore, the complex system of training citizens for the key elements of enterprise activity should be based on the following main principles:

- ◆ continuity of training with available educational potential and skills of labour activity of citizens;

- ◆ the approach to training as uniform process including not only the acquisition of knowledge and skills, but also the vocational guidance work and psychological support, as well as the subsequent support of enterprise activity;

- ◆ formation of the contents of training with allowance for labour market demands, wide adoption of innovative technologies and training techniques.

- ◆ modular formation of professional educational programs;

- ◆ possibility of multi-channel financing of such training.

One can identify the basic issues business activity, the knowledge and skills that a chief of a small enterprise should have, irrespective of the particular sphere of work, i.e. an invariant component of the activity of the beginner. We will briefly outline the basic contents of work of an average executive at the initial stages of business:

- ◆ defining their own business idea depending on economic market situation, defining the ownership type and the legal status of the enterprise; license handling for the right of private enterprise management;

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- ◆ search of vacant premises;
- ◆ loan request for acquisition of raw materials, materials and accessories;
- ◆ drawing up a business plan, differentiating the product from the ones already available; price and the product cost price setting, planned profit; planned sales volumes and the prices of competitors;
- ◆ staff hiring;
- ◆ solving money matters - bookkeeping and reporting, payment matters, taxation;
- ◆ identifying the markets of raw materials and production sales;
- ◆ distribution and production advertising, methods of stimulation of sales, etc.

According to the above-mentioned basic components of the contents of a businessperson work one can define an approximate list of knowledge and skills necessary for the beginner through the following stages:

1. At the stage of defining their own business idea depending on economic market situation, defining the ownership type and the legal status of the enterprise; license handling for the right of private enterprise management, one should know:

- ◆ basis of market economy of Russia;
- ◆ one's own enterprise possibilities ("niche");
- ◆ basis of small business sphere legislation at federal and regional levels;
- ◆ the order of license handling for planned activity, registration of necessary documents, certification;
- ◆ procedure of citizen registration as the subject of enterprise activity.

2. For productive vacant premises search it is necessary to possess information about the local funds of uninhabited premises, regional legislative acts connected with property issues, the status of the lessor, the detailed description of a leased premise, the lease terms, the concessionary terms of lease.

3. While drawing up a business plan, one should define the novelty of the product for production or realization. It is necessary to be clear about the following: its difference from the available products, its approximate retail price and the cost price; profit forecast; sales volumes; raw materials markets and production sales; and

also product distribution and advertising and other methods of sales stimulation.

4. Regarding staff hiring the future chief of a small enterprise should know:

- ◆ basis of construction of organizational structure of a small enterprise;
- ◆ quantity and structure of required staff (according to manufacturing capabilities requirements).

5. To successfully deal with money matters such as bookkeeping and reporting, payment matters, taxation the businessperson should know the basis of quality management of the goods and services.

Thus, the complex system of citizens training for bases of enterprise activity is meant to achieve following primary goals:

- ◆ mastering the required theoretical and practical knowledge in the chosen sphere of enterprise activity;
- ◆ educating unemployed citizens from various social groups (woman, youth, former military men, etc.);
- ◆ forming and supporting a network of additional vocational training organizations providing training for the basis of enterprise activity.

For realization of primary goals of citizens vocational training for basis of enterprise activity we should work out an invariant part of the professional standard of enterprise activity and its interrelation with the federal components of the state educational standards.

Business basics training should have innovative character, with wide use of modular, remote and other forms of technologies of training adapted to the needs of the people trained.

Thus, the suggested system will allow to organize enterprise activity as innovative economic activities, in conditions of risk and uncertainty, aimed at making a profit.

Final productivity of the system is determined not only by the scale of elements constituent, but, first of all, by the indicators of development of the entire sphere of small business and its influence on the structure of the society.

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