

Таким чином, детальне дослідження обраних нами компонентів сприятиме не тільки розвитку кадрового потенціалу, а й вирішенню стратегічних цілей організації і підвищенню його конкурентоспроможних позицій у діловому світі.

### Література

- 1 Білорус Т. В. Стратегічне управління кадровим потенціалом підприємства [Текст] : монографія / Т. В. Білорус. – Ірпінь : Національна академія ДПС України, 2007. – 174 с.
- 2 Калінін А.М. Концептуальні підходи до визначення сутності кадрового потенціалу підприємства / А.М. Калінін // Вісник ОНУ ім. І.І. Мечнікова. – 2014. – Т. 19. – Вип. 2/5. – С. 51-54.

### FOREIGN LANGUAGE – THE KEY TO COOPERATION

Tihiy V.P.  
Kudenko I.O.

*Nova Kakhovka Polytechnic College  
Odesa National Polytechnic University*

The solving of quality learning foreign languages is an important condition for the personal, cultural, professional and economic contacts. Sikorskaya L.A. proves effective pedagogical conditions of formation of communicative skills as a means of training future managers for the English-language communication in professional activities. She noted the main pedagogical conditions, the motivation of learning by explaining to students the importance of foreign language skills to communicate in a professional activity of the modern manager. [1]

In today's world of business is largely controlled by supranational consortia (such as «Astek», «EDAPS», «Ekosorb») with numerous subsidiaries in different countries. In the XXI century it is simply impossible to achieve success without knowing the English language, which today is a means of international communication.

I would like to give an example of export of agricultural products in our region (Kherson region) on the background of the company «Unifer». This trade-service company in the agricultural sector, which focuses on fast-growing agricultural markets in Eastern Europe.

«Unifer» is in Eastern Europe manufacturers of machinery and products in agriculture in the world: a special fertilizer Wuxal (Aglukon, Germany) in Ukraine, Russia, Moldova, Belarus and Kazakhstan.

Irrigation (drip irrigation from Eurodrip, Greece and irrigation systems from TL Irrigation, USA) in Ukraine and Moldova. Farming for intensive crops: fertilizer spreaders and handlers (Güstrower, Germany), harvesting machines for vegetables (ASA-LIFT, Denmark), vacuum precision drills (Stanhay, UK), field monitoring systems / weather station «Metos» (Pessl Instruments, Austria) in Ukraine.

The company «Unifer» employs highly qualified staff in the field of product development and marketing, sales and agro - technical services. Since this is a European company is engaged in foreign trade activities, all administrators need to know necessarily English or German, because the main office of the company «Unifer» is located in Germany. Farming equipment and fertilizers are imported from the USA, Greece, Great Britain, Denmark, Austria and Germany. The high level of knowledge of a foreign language makes it easy to operate with the European company, as well as to the sale of products to European countries. Knowledge of the language allows the firm without problems to conduct business negotiations, conferences and other business affairs.

English is spoken Interpol officers, air traffic controllers and members of rescue operations in disaster areas, where the accuracy of the transmission of information is of paramount importance. During business negotiations need to engage in dialogue with a foreign partner. Let's also take an education: four-fifths of all information contained in the data banks of computers around the world, written in English. Almost all the important books or articles appear in print either in English or translated into English.

Employers say that to date knowledge of English is a major component of the «cost» of the expert. Managers with knowledge of English can cost twice as much. Often, such specialists are being bought by the employer -companies from competitors – companies operating in a similar field. It's interesting, that often even in the capital to find an accountant with a fit knowledge of English is a task almost impossible.

Based on the researching conducted by me, I would like to summarize: Ukraine actively exports and imports products, so experts with knowledge of the English language are in high demand. Such experts raise the level of prestige of the country. They lead Ukraine in the international level of competition with foreign firms, as well as for co-operation with them.

### References

- 1 Sikorska LA The communicative approach to foreign language teaching future managers [Text]: scientific and practical education and popular magazine «The image of the modern teacher.» – Poltava, 2003. –№ 5-6 (34-35). – S.112-115.