

The NEA code is an excellent statement of the ethical concepts which should motivate the work of teachers. If all teachers adhered to its spirit, that observance could not help but earn great public respect.

The formulation and enforcement of a code of ethics by a profession has a twofold purpose: (1) to derive a set of rules under which its members will be enabled to provide better- service to society and under which the profession can provide better protection for its members; (2) to assume responsibility for assuring the competence of its members and to prohibit the type of conduct which will bring the profession into disrepute.

A. P. Ишмуратов

MOTIVATION

In the motivation of subordinates, a manager is said to be influenced by his conscious or subconscious conception of their attitude towards their work and of the nature of human behaviour in general. Behavioral scientists talk of «Theory X» and «Theory Y», the first suggesting that the average worker dislikes work and must be «persuaded» to make the required effort, the second being the positive integration of the hopes, fears, and ambitions of responsible workers with the objectives of the firm. «Theory Y» further suggests that the intellectual potentialities of the average human being are only partially utilized, thus presenting a challenge to management to make better use of its available manpower.

It goes without saying that there must be adequate financial reward for a fair day's work, possibly with extra pay for extra effort. This latter imposes the thorny problem of evaluation, but less so perhaps as related to quantifiable items such as production bonuses and commission on sales. There must be a recognizable, if rough, justice, in the setting of salary scales and wage structures, including merit additions where considered appropriate. An office employee, for example, well satisfied with his salary, could become discontented on finding out that someone he considered less important was receiving higher monthly pay, or even the same

amount. This raises the vexed issue of salary scales and general personnel policy; for instance, should such scales and policy be published?

Coupled with salary or wages, there are usually other monetary attractions, such as pension rights, sickness benefit, extra holidays with pay, welfare facilities when in financial difficulty, and perhaps help with housing. Taken together, in so far as they exist in a particular case, they add up to increased security for the individual. With this thought in mind it seems clear that more effective work will be forthcoming given freedom from financial worry; while some people welcome risk and change, the majority prefers to know where they are going and what the future is likely to hold in store for them. The psychological effects of change have been dealt with earlier, coupled with the need to preserve an appearance of stability or prepare workers for inevitable change well in advance. Security also comes from knowing that the job can be properly done, given existing knowledge or special training, and that the work is acceptable to those above. Most individuals work better if their job is a pleasant one, among friendly companions, and in a cheerful setting.

If the job is standardized, monotonous, perhaps menial, it is important not only to seek ways of relieving boredom, but to reassure the individual that his personal contribution to the firm's progress is both significant and appreciated. And it is frequent that turning point in career for the personnel is the change from strong internal motivation to the strongest internal demotivation which is caused by:

1. Infringement of private "contract" by the employer.
2. Non-use by the employer of any skills of the employee, which he (she) appreciates.
3. Ignoring of ideas and initiatives of the worker.
4. Absence of feeling of being a part of a company.
5. Absence of achievements, there are not visible results, there is no personal and professional growth.
6. Absence of recognition of achievements and results from a management.

7. Absence of changes in the status of the employee (career growth).

When promotion takes place, or there are special rewards, any assessment of merit must be objective. Even more important is that it must be seen by all as being reasonable and just, for favoritism in any form is highly damaging to morale.

The human resources of a firm must be channeled into the achievement of the common purpose, the set objectives. When this can be suitably accomplished by the exercise of positive incentives, a satisfactory atmosphere usually prevails.

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H. B. Караева

THE REGULATION OF STANDARDIZATION PROCESS IN A HIGHER EDUCATIONAL ESTABLISHMENT

My speciality is law, my specialization is educational law, my qualification is the teacher of law. At present I am writing a degree paper on this subject, so I am directly involved in studying educational law. This branch of law is the most attractive for me, in the nearest future I am going to devote my life to teaching, to science, research of gaps in the educational legislation. In the final qualifying work I investigated a problem of standardization of the Russian education as a whole and in a higher educational establishment in particular. While selecting information and statistic materials, I faced a problem of the lack of literature on these subjects. First of all it is connected with the lack of researches in the given area, and with the absence of the mechanism of regulating standardization processes in a higher educational establishment.

In connection to this I consulted foreign sources while looking for material for the degree work. This step appeared to be successful and allowed me to study the experience of education standardization in other countries that played the role in writing the degree paper. One of the sources is the book «Crossroads in Russia Experiences in educational co-operation», by Th. J. Siskens L.E. Beijlsmit. The authors show the results of the analysis of experience of different countries