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#### **THE FORMATION OF ENTERPRISE MANAGEMENT SYSTEM: A CYBERNETIC MODEL MANAGEMENT**

#### **ФОРМИРОВАНИЕ СИСТЕМЫ УПРАВЛЕНИЯ ПРЕДПРИЯТИЕМ: КИБЕРНЕТИЧЕСКАЯ МОДЕЛЬ УПРАВЛЕНИЯ**

***Abstract.** This article discusses the management of organizations with the help of cybernetic models, as well as the emergence of this trend. The presented schemes of the cybernetic control model, describing information processes in complex systems. Explained the essence of the principle of feedback. An overview of the application of cybernetic models of enterprise management in the organizations located in the Special economic zone (SEZ) "Alabuga".*

***Keywords.** Cybernetics; process control; enterprise; computer; cybernetic model; IT industry; SEZ "Alabuga".*

***Аннотация.** В данной статье рассматривается управление организациями с помощью кибернетической модели, а также возникновение этого направления.*

Представлена схема кибернетической модели управления, описывающей информационные процессы в сложных системах. Объяснена суть принципа обратной связи. Дан обзор применения кибернетической модели управления предприятием в организациях, расположенных на Особой экономической зоне (ОЭЗ) «Алабуга».

**Ключевые слова.** Кибернетика; процесс управления; предприятие; ЭВМ; кибернетическая модель; IT-технологии; ОЭЗ «Алабуга».

There is no organization that can exist without management. The impact of managing body on object of management for the purpose of obtaining the established result, approval and correction of contractor's actions [1]. It includes anticipation, planning, process of organization, control and regulation for all kinds of projects.

However, what is the true meaning of cybernetic management model? When we hear the term "cybernetics", we usually associate it with IT technologies, it makes some sense.

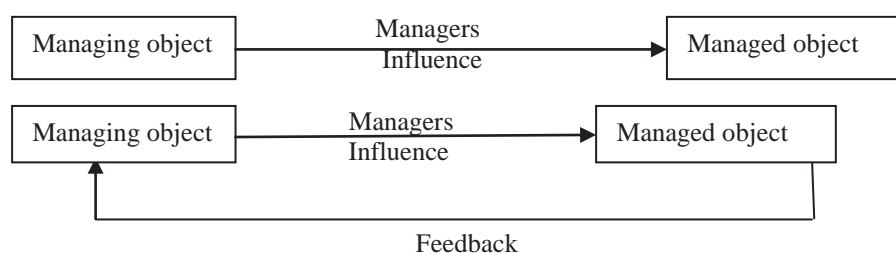
First of all, the cybernetics is a science of management objects, systems and processes different by the nature.

The famous physicist Ampere began to use this term first. He determined cybernetics as a science of state management, which has to provide various benefits to citizens. Later, in 1948 in the USA and Europe there was a book of the American mathematician N. Winer "Cybernetics, or management and connection of an animal and a car". This book proclaimed the birth of new science — cybernetics.

Just when N. Winer entered the term, the first electronic computers appeared. The mathematician knew that the future is for electronic computers, and they will manage. In order to make it happen knowledge of the management process is required. The science is devoted to it.

Usage of cybernetics serves for discovering special methods of communications between subsystems and elements of systems in a field of economy [2]. It is the cognitive purpose.

We consider cybernetic management model therefore it is necessary to tell about an information model of management is the model describing information processes in complex systems. Nevertheless, in any management process their objects are connected by channels of a straight line and feedback (fig. 1).



(Fig.1)

As you can see, there are signals from the managing object to managed on the first channel, and the return ones are on feedback.

Feedback – shows the achieved result, for the purpose of change of the going process through correction of managing action.

Feedback can be positive and negative. Negative communication more appears with usage of live organisms.

Positive is used in technical devices for increasing their coefficient of transfer.

The key point of feedback is that any deviation of system from its natural or set state is an emergence source in the subject of management of the new movement directed to supporting system in its set state.

Feedback is a reaction of the recipient to the message. It can be verbal and nonverbal, written and oral [3]. By means of feedback we can estimate efficiency of our communication.

The organization located on the Alabuga SEZ - "Air Liquide" can serve as an example of cybernetic management model. French factory, which produces industrial gases, has no analogs in the world. It is constructed and equipped on the newest technologies. That factory is highly automated, so the staff includes only 20 employees.

Other example on the Alabuga SEZ is the Turkish factory "Dzhoshkunoz Alabuga" - producer of forming details for cars. There are 100 people who work there. The factory will extend and 72 more workplaces will be added. It is equipped well as "Air Liquide" with the last technologies.

"INTERSKOL" is also one of the most automated productions of the Alabuga SEZ. This factory is one of the largest and advanced enterprises in the whole Europe in the industry. He is engaged in production of such electric tools as: drills, perforators, saws, rubbing machine, etc.

Every year the Alabuga SEZ is replenished with new residents, there are more than 45 at the moment. Most of them are totally or partly automated, and it means that cybernetic management model will be more implemented into productive activity [4].

To conclude management is a creation, formation of a management system. Also it enters progressive changes into creation and an order of functioning of earlier formed operating management system. On the one hand, corrective action in the complex hierarchically constructed systems may have organized character, if it is directed to creation of any new subsystem, changing of structure or functioning of subordinate managing links. On the other hand, the management process arising at this level proceeds within a certain organization. That's why none of categories – nor «organization», nor «management» – is not primary in relation to another, and both of them complement each other.

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#### **PECULIARITIES OF ACCOUNTING AND EVALUATION OF THE MOVEMENT OF FIXED ASSETS IN THE ENTERPRISE**

#### **ОСОБЕННОСТИ БУХГАЛТЕРСКОГО УЧЕТА И ОЦЕНКИ ДВИЖЕНИЯ ОСНОВНЫХ СРЕДСТВ НА ПРЕДПРИЯТИИ**

***Abstract.** In crisis conditions, put forward the objective necessity of attention to the monitoring of fixed assets in various enterprises. It is at the enterprise level, where a society needs the products are concentrated the most qualified personnel, the economical use of resources, application of high-performance equipment, technologies. Thus, the control over fixed assets should be carried out primarily in the interests of the enterprise, its owners, and companies.*

***Key words.** Fixed assets; enterprise accounting and control; management.*

***Аннотация.** В кризисных условиях выдвигается объективная необходимость значительного повышения внимания к вопросам организации контроля основных средств на различных предприятиях. Именно на уровне предприятия, где создается нужная обществу продукция, сосредоточены наиболее квалифицированные кадры, решаются вопросы экономного расходования ресурсов, применения высокопроизводительной техники, технологий. Таким образом, контроль за основными средствами должен осуществляться в первую очередь в интересах самого предприятия, его собственников, а также непосредственно общества.*

***Ключевые слова.** Основные средства; предприятие; учет и контроль; управление.*

Fixed assets are one of the most important factors of any production. Efficiency and competitiveness of the Russian enterprises directly depend on a condition of fixed assets. Rational use of fixed assets and factory capacities conduce improvement of all its technical and economic indicators including increase in output, cost reduction, profit mark-up.

It is necessary to develop production and to update fixed assets. Fixed assets of the enterprises act as the most important component of national wealth, the most important