

UDC 377.4

FUNDAMENTALS OF COURSE DESIGN TRAINING PROFESSIONAL CYCLE DISCIPLINE IN ENGLISH

A.V. Khaperskaya, I.V. Slesarenko

Tomsk Polytechnic University

E-mail: khape@mail.ru

The paper points to the need for designing and shaping competences within course «Strategic Management» for students of technical specializations, and search for teaching methods to facilitate their learning. Examples of structural modeling and design of the course for students of technical directions are discussed.

Key words: *fundamentals, course design and revamping, objectives, learners' outcomes*

To gain a fundamental component part of the educational process is the most important task for today. This is facilitated by the introduction of humanities courses to natural science course. What will ensure the multifunctionality of future professionals and development of their creative abilities. Despite the technical or humanitarian profile, each specialist has to deal with problems such as conflicts in an organization, decision-making in non-standard environment, the ability to react in time in a critical situation and the need to form a strategic goal. Therefore, the introduction of discipline «Strategic Management» in training technical experts is a widespread phenomenon in the educational practices.

The goal of discipline «Strategic Management» is the study of the methodological foundations of strategic management for the use of acquired skills in the development, implementation and changes in a company's development strategy.

Learning within the discipline is aimed at forming the following course competencies: the ability to analyze the relationship between the functional strategy of a company to develop a balanced managerial decisions; ability to participate in the development of human resources management strategies of organizations to plan and implement measures aimed at their implementation; willingness to participate in the development strategy of an organization using strategic management tools; toolkit of methods for strategic, tactical and operational decision-making in the management of operating (production) activities of an organization.

Материалы III Всероссийского научно-методологического семинара-конференции «Профессиональная подготовка студентов технического вуза на иностранном языке: методическая готовность преподавателей»

The results upon accomplishment of course «Strategic Management» are the theory and general background in strategic management and applications involving these fundamentals that promote in students development of skills required for effective communication in modern organization and private enterprises.

The main objectives and outcomes of the course «Strategic Management» for a variety scientific fields are presented in Table 1.

Table 1

*Manifestation of Learners' Objectives and Outcomes
for a Variety of Scientific Fields*

Module	Objectives Student should be able:	Outcomes
Historical development of strategic management	<ul style="list-style-type: none"> – to recognize the history of strategic management methods development; – to know principals and creation of strategic management methods; – to understand creation of algorithms for strategic management tasks; – to assess strategic management experiments. <p>* Particular attention should be paid to elements of the strategy and its impact on the management of organization</p>	<ul style="list-style-type: none"> – ability to familiarize with the terminology relating to strategic management; – skills to recognize the main elements of the strategy selection
Strategic planning process	<ul style="list-style-type: none"> – to identify the main problems that may arise in the development of the strategy – to recognize what negative consequences may arise; – to know what are the mission and vision of organization. <p>* Particular attention should be paid to the negative factors affecting the company's management</p>	<ul style="list-style-type: none"> – ability to identify the main problems that may arise in the development of strategies and their adjustment; – skills to recognize how is the updating of the strategy and the basic costs of its implementation

Материалы III Всероссийского научно-методологического семинара-конференции «Профессиональная подготовка студентов технического вуза на иностранном языке: методическая готовность преподавателей»

Strategic Result	<p>To know:</p> <ul style="list-style-type: none"> – the basic criteria for selecting strategies affecting the company's management. <p>* Particular attention should be paid to the basic elements of the strategy, negatively-affecting the management of organization</p>	<ul style="list-style-type: none"> – The ability to highlight key elements of the strategy of your organization, depending on the scope of its activities; – The ability to develop the overall strategy for a particular organization
Translating Themes into Strategy Maps	<p>To know:</p> <ul style="list-style-type: none"> – the basic elements that make up the strategy of the organization and stages of their implementation <p>* Particular attention should be paid to elements of the strategy and its impact on the management of organization, as well as the stages of its implementation.</p>	<ul style="list-style-type: none"> – The ability to highlight key elements of the strategy; – The ability to develop the structure and hierarchy of the implementation strategy of the company
Balanced Scorecard	<p>To discuss</p> <ul style="list-style-type: none"> – the various types of communications, given the concept of integrated communications and what is their impact on the promotion in marketing. <p>* Particular attention is paid to elements of promotion, types of communications, what's the difference of personal and impersonal communication.</p>	<ul style="list-style-type: none"> – The ability to conduct business negotiations in the areas of marketing; – The ability to distinguish between the types of communication and their application.

But following the general concepts and principles of scheme, presented in Table 1, appear to encounter certain problems such as:

- absence of positive interest of students in technical fields for humanities;
- lack of understanding of many aspects of “Strategic Management” course;
- underestimation of the role of this discipline in professional activity;

Such problems arise due to the absence of clear teaching methodology for this kind of disciplines. These problems can be solved by modifying and optimizing the structure of a course. This discipline allows you to have a flexible structure.

The following alterations can be introduced to course «Strategic Management» after Table 1 analysis:

The point “The ability to distinguish between the types of communication and their application” should be related to basic competencies. It is because the ability to communicate should be followed during the course. Students cannot go to the following steps or modules without communications in teams and making decisions.

The point “skills to recognize how is the updating of the strategy and the basic costs of its implementation” can redirect the course in the end, since the actualization of the strategy requires knowledge of all aspects of strategic management and planning. Students enrolled in technical fields, cannot go through the steps of development of these aspects before proceeding to step – «skills to recognize how is the updating of the strategy and the basic costs of its implementation». Many of the points were concerned to “Basic competence”

The proposed design of the course «Strategic Management» for students of technical directions and its modernization will improve the quality of training, as well as increase the level of competitiveness. Also it is ensure the multifunctionality of future professionals and the development of their creative abilities.

References

1. Слесаренко И.В. Формирование профессиональных компетенций в области иностранного языка сотрудников технического вуза / И.В. Слесаренко, Л.А. Сивицкая // Вестник Томского государственного университета, 2010. – 184 с.
2. Дорожная карта ТПУ [Электронный ресурс]. – Режим доступа: http://tpu.ru/f/2365/_dorozhnaya_karta_russk_11_11_13.pdf