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### **OPTIMISATION OF THE PROCESS OF PROFESSIONAL TRAINING THE FUTURE MANAGERS FOR BUSINESS COMMUNICATION IN A FOREIGN LANGUAGE**

#### **Purpose**

The paper purpose is to reveal the problem of future managers teaching and to determine the optimization ways of the process of managers' professional training for business communication in a foreign language.

#### **Design/methodology/approach**

The following theoretical and empiric methods have been used in the research: critical analysis of resources, current programs, education regulations, manuals; method of observation, questioning of students and professors to reveal their attitude to different aspects of training for business communication in a foreign language at the higher school, systematic and synthesis methods.

#### **Findings**

The subject of the study is the pedagogical technologies of professional training the future managers for business communication in a foreign language. The relevance of the research is determined by the requirements of the society to the quality of professional education in management, the needs of higher educational institutions in scientifically and methodologically grounded materials for the efficient educational process and the urgency of resolving these issues. The objective of modernization in the area of education in the world is the achievement of new quality of teaching process that would correspond to new socioeconomic conditions. There are certain conditions to optimize the educational process that we associate with the efficient pedagogical technologies and the factors that influence the formation of motivation in professional training the future managers at Ukrainian higher educational institutions. The innovative pedagogical technologies open up new possibilities of supplying the educational process of acquiring foreign language professionally-oriented communicative competence. The improvements of the professionally training process of future managers for business communication, the diversity of methods and techniques of teaching business communication in a foreign language, strengthening interdisciplinary connections allow creating the conditions on the basis of which the students have a personal and professional interest in the work. As a conclusion the implementation perspectives of innovative technologies in the professionally training process of future managers are substantiated.

#### **Research limitations/implications**

The paper provides opportunities of optimization and methodological support of educational process of acquiring foreign language professionally-oriented communicative competence.

#### **Originality/value**

Such knowledge will help to improve the process of managers' professional training in Ukrainian higher schools.

**Key words:** *professionally training, foreign language professionally-oriented communicative competence, the Internet sources, pedagogical technologies, information and communication technologies.*

**Introduction.** The problem of professionally training of qualified managers at Ukrainian higher educational institutions in conformity with the society demands is of current interest today. The world now is characterized by a growing number of international contacts resulting in communication between people with different linguistic and cultural backgrounds. Fast travel, international media and the Internet have made it easy for managers to communicate with business partners and customers all over the world. Communication-related issues are the most frequent problems faced by the managers. There is a need for a structured communications management plan. To find the solution to this problem is possible with the adoption of modern educational technologies into managers' teaching. The innovative efficient pedagogical technologies open up new possibilities of supplying the educational process of acquiring foreign language professionally-oriented communicative competence.

The main goal of modernization in the sector of education in the world is the achievement of new quality of teaching process that would correspond to new socioeconomic conditions. The law of Ukraine "On Higher Education" [1] determines the necessity of creation of organizational and educational conditions of teaching competitive specialists for highly technological and innovative development of the country and achievement of the results (competences) according to the educational professional program. This requires effective organization of the educational process, which will facilitate the search and development of abilities in each student.

**Analysis of the latest research and publications.** The authors of modern researches have investigated different aspects of the problem of teaching the students for business communication and building foreign language professionally-oriented communicative competence based on the Internet sources.

The implementation perspectives of informational technologies were analysed by O. Drozdov, V. Dronov, M. Yevdokimova, S. Zenkina, T. Koval, N. Noskova, O. Pankratova,

I. Rozina, G. Dryeden, T. Lawrence, P. Wallece, M. Warschauer and others. The problems of adult learners and technology based learning have been considered in the works of L. J. Ausburn, S. K. Bajt, M. Johnson, W. Maehl, R. Canning, S. Gorard, L. Madden and others. E-learning tools and technologies were studied by A. Andreev, O. Bigych, M. Voloshyniva, O. Matsneva, A. Bonnet, P. Kahl, B. Khan, R. Clark, R. Mayer, W. Horton, D. Rösler and others. The didactic opportunities of network technologies have been described by M. Skutil, T. Mooij, E. Trepule, M. Tereseviciene, A. Rutkiene, N. E. Polat, P. Sysoyev, S. Titova, Ya. Trepak, M. Biechele, J. Day, A. Janus, J. Davis, M. Glaboniat, G. Lewis, J. Roche and others. The Ukrainian researchers Ya. Dyachkova, N. Mayer, Ya. Krapchatova, V. Chernysh I. Koreiba Yu. Romanyuk, O. Sereda, V. Svyrydyuk have studied the methodological grounds of using the innovative technologies for building the foreign language communicative competence in different types of speech activity.

The topicality of our research is grounded on the requirements of the society to the quality of professional education in management, the needs of higher educational institutions in scientifically and methodologically grounded materials for the efficient educational process on the one hand and the urgency of resolving this issues on the other hand.

**Formulation of the objectives of the article.** The object of the study is the process of managers training in Ukrainian higher educational institutions. The subject of the study is the pedagogical technologies of professional training the future managers for business communication in a foreign language.

The **aim** of this article is to reveal the problem of future managers teaching and to determine the optimization ways of the process of managers' professional training for business communication in a foreign language.

**Outline of the main research material.** Aspects of communications management include developing corporate communication strategies, designing internal and external communications directives, and managing the flow of information,

including online communication [2]. Analytical solutions, knowledge management systems and artificial intelligence comprise modern trend of focusing information industries efforts. Information process moved from the stage of formation and development to the exponential growth of all items: accumulation and growth. In those circumstances, training of qualified managers depends on the ability to quickly adapt to rapidly changing processes and synthesis of long trends.

At the outset we must address the factor of the human resource element in communications. Speaking, writing, listening are fundamental attributes of good communications. The objectives are to create and maintain the parity between reality and one's perception of reality [3]. Programs and policies are ineffectual if members of the whole team do not know about them and why they exist. If they are not told or misunderstand them, the individual interpretation of the project can be wrong and the performance objectives are jeopardized. To overcome these human problems requires a tactical plan designed to assure the free flow of information and data throughout the organization.

Communicating on projects requires understanding of:

1. Understanding the communication requirements from stakeholders.
2. Sharing with stakeholders on the type of communication required from them.
3. Frequent updates to the communication plan as far as changing needs of the project [3].

There are certain conditions to optimize the educational process that we associate with the factors that influence the formation of motivation in professional training the future managers at Ukrainian higher educational institutions. The improving of the professional training process of future managers for business communication, diversity of methods and techniques of teaching business communication in a foreign language, strengthening interdisciplinary connections allow creating the conditions on the basis of which the students

have personal and professional interest in the work.

Interactive techniques and problem-based learning are the active methods of training for business communication and an effective way to constant stimulation of students. In problem-based learning, students working in small groups must identify what they know, and more importantly, what they don't know and must learn (learning issues) to solve a problem. These are prerequisites for understanding the problem and making decisions required by the problem. By working through a combination of learning strategies to discover the nature of a problem, understanding the viewpoints involved, students learn to analyze, synthesize, and evaluate information, as well as to apply that information appropriate to a given context. The problem-based learning emphasizes critical thinking skills, understanding, learning how to learn, and working cooperatively with others.

Interactive and computer technologies help the students in studying the foreign language easily because of fast access and it make teaching and learning more convenient and effective [4]. Studying the business communication in a foreign language with the help of online libraries and dictionaries makes grasping and increasing the knowledge easy for the future managers. Nonetheless, electronic educational technology, also called e-learning, has become an important part of society today, comprising an extensive array of digitization approaches, components and delivery methods. For example, m-learning emphasizes mobility, but is otherwise indistinguishable in principle from educational technology.

The examination of scientific researches and personal pedagogical experience gained at high school allowed us to systematize the didactical and methodological grounds for building foreign language professionally-oriented communicative competence by future managers based on the Internet sources, the use of which enables the following:

- 1) a wide range of available authentic sources of professional information and a large selection of virtual educational facilities

(dictionaries, encyclopedias, search engines, E-platforms in the distance learning system, multimedia-based courses, public services and foreign-language learning facilities);

2) interactive character of most virtual educational facilities, which affects the intensification of a foreign language learning process;

3) creation of natural environment in the framework of joint linguistic projects, use of different forms of in-class and out-of-class training;

4) providing feed-back and control of students' learning efficiency, which allows students to immediately receive their grades and see the progress in communication skills development [5].

Multimedia learning and technologies include numerous types of media that deliver text, audio, images, animation, and streaming video, and includes technology applications and processes such as audio or video tape, satellite TV, CD-ROM, and computer-based learning, as well as local intranet / extranet and web-based learning. Information and communication systems, whether free-standing or based on either local networks or the Internet in networked learning, underlie many e-learning processes [6]. Through the use of the Internet social services, word processors, multimedia, hypermedia and drill and practice programs students can meet their specific needs and participate in collaborative projects that promote communication with peers in both their classrooms and throughout the global community [7].

The use of information and communication technologies as a tool for professional training the future managers in a foreign language is gaining more and more attention as educators become aware of its ability to generate both independent and collaborative learning settings in which students can acquire and practice a foreign language [8]. Nowadays the following services are implemented in education process: Blog, Social networking, Wiki, Bookmarks, Web-quest, Podcast, Twitter, Skype, Google Docs, Google Maps, You Tube, Conversational arenas, etc [9]. The system of distance learning is

supported by different LMSs. ATutor, Dokeos, ILIAS, Moodle are among the most effective since they provide the open access to their services. There are some other platforms that are widely used: Acollab, Claroline, Colloquia, Ganesha, LAMS, Sakai. LMSs allow students self-control, individual communication, combination of traditional and computer learning tools [10]. In general they positively affect building professional foreign language competence in the process of independent work.

The important didactic and methodological prerequisites for successful teaching business professional communication in foreign language are the selection of training content and speech material, its processing and organization in the system. It is necessary to solve the problem of the selection of training content based on the analysis of professional needs of future specialists to identify potential communication situations in which they have to communicate in a foreign language within their work [11]. The major factor in the selection of learning content in professionally oriented foreign language is its substantive content (fields, topics, problems and communicational situations, social and professional communication roles, the content of educational texts). For optimal organization of the teaching process of business professional communication in foreign language verbal communication (negotiations, lectures, conversations) and written communication (reports, business correspondence, letters including computer support) are equally important [12].

The Internet opens a great variety of authentic literature, texts, sites, video and audio materials. However, students should be careful with these resources and web-based information, because sometimes it is difficult to verify their reliability. In this respect, the teacher can create his/her own internet resource, for students' close consideration. There are certain programs which can be used for this purpose. The following students' skills can be developed: to search for information, to highlight the key words, to define the topic / problem, to separate the main information from the secondary one, to be concise in presenting

the read information, and summarize the read information [13].

The use of virtual resources and web-based authentic materials promotes efficient organization of a foreign language professionally training process, allows meeting personally important educational and cognitive needs of future managers with different levels of foreign language knowledge and skills acquired [14]. It is beyond doubt that the best way of learning a foreign language is communication with a native speaker who wants to learn your language. It is a give and take solution where you are the teacher (of your own language) and the student (of a foreign language). E-mail tandems differ from face to face tandems (or online audio tandems like Net meeting) because an e-mail tandem has to concentrate on written communication skills.

Electronic or online simulations are different from role-plays because the activities undertaken in a simulation are real and not just acting. The tools for electronic simulations can be plain e-mails, mobile phone SMS, chart boards etc. The advantage of electronic simulation is the possibility of having participants from different countries. Theoretical perspectives and scientific testing influence [instructional design](#). The application of theories of human behavior to educational technology derives input from [instructional theory, learning theory, educational psychology, media psychology](#) and [human performance technology](#) [7]. Educational technology and e-learning can occur in or out of the [classroom](#). It can be self-paced, [asynchronous learning](#) or may be instructor-led, [synchronous learning](#). There are effective ways to optimize the process of teaching and education in line with modern trends of language education.

**Conclusion.** The implementation of innovative pedagogical technologies in managers training provides great opportunities for all participants of the education process, consequently leading to quality improvement. The use of web-based information and reference sources can provide an unlimited number of authentic educational and information and

reference materials in foreign languages, grant additional possibilities to intensify and individualize the educational process, increase motivation to learn a foreign language as an object of cognition. The realization of these methodical and didactic aspects contributes to the improvement of the professional training the future managers at the European level, which is the key to successful implementation of the principles of the Bologna Declaration into the educational process.

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#### ОПТИМІЗАЦІЯ ПРОЦЕСУ ПРОФЕСІЙНОЇ ПІДГОТОВКИ МАЙБУТНІХ МЕНЕДЖЕРІВ ДО ІНШОМОВНОЇ ДІЛОВОЇ КОМУНІКАЦІЇ

Актуальність теми дослідження зумовлена процесами інтеграції системи вищої освіти України у Європейській освітній простір та зростанням ролі іноземної мови як міжнародної у сучасному суспільстві, і тому

завданням української вищої школи є підготовка менеджерів з рівнем володіння іноземною мовою, який відповідає світовим стандартам і який надає можливість застосовувати іноземну мову у майбутній професійній діяльності для встановлення ділових контактів та розвитку співпраці з фахівцями інших країн. Предметом дослідження є сучасні педагогічні технології професійної підготовки фахівців з менеджменту до іншомовної ділової комунікації. Мета – окреслити проблему професійної підготовки менеджерів в сучасних умовах та визначити шляхи оптимізації освітнього процесу. Наукова значущість полягає в дослідженні дидактичного потенціалу інноваційних освітніх технологій для забезпечення ефективності навчання майбутніх менеджерів. Практичне значення дослідження полягає у визначенні чинників оптимізації процесу іншомовної професійної підготовки майбутніх менеджерів у вищій школі відповідно до потреб суспільства.

**Ключові слова:** професійна підготовка, іншомовна професійно орієнтована комунікативна компетентність, Інтернет-ресурси, педагогічні технології, інформаційно-комунікаційні технології.

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#### ОПТИМИЗАЦИЯ ПРОЦЕССА ПРОФЕССИОНАЛЬНОЙ ПОДГОТОВКИ БУДУЩИХ МЕНЕДЖЕРОВ К ИНОЯЗЫЧНОЙ ДЕЛОВОЙ КОММУНИКАЦИИ

Актуальность темы исследования обусловлена процессами интеграции системы высшего образования Украины в Европейское образовательное пространство и увеличением роли иностранного языка как международного в современном обществе, поэтому задачей украинской высшей школы

является подготовка менеджеров с уровнем владения иностранным языком, который соответствует мировым стандартам и который предоставит возможность использовать иностранный язык в будущей профессиональной деятельности для установления деловых контактов и развития сотрудничества со специалистами других стран. Предметом исследования являются современные педагогические технологии профессиональной подготовки специалистов по менеджменту к деловой коммуникации на иностранном языке. Цель – рассмотреть проблему профессиональной подготовки менеджеров в современных условиях и определить пути оптимизации

образовательного процесса. Научная новизна заключается в исследовании дидактического потенциала инновационных образовательных технологий для обеспечения эффективности обучения будущих менеджеров. Практическое значение работы состоит в определении факторов оптимизации процесса иноязычной профессиональной подготовки будущих менеджеров в высшей школе согласно требованиям общества.

**Ключевые слова:** профессиональная подготовка, иноязычная профессионально-ориентированная коммуникативная компетентность, Интернет-ресурсы, педагогические технологии, информационно-коммуникационные технологии.