

Секція 5

ПРОФЕСІЙНА КОМПЕТЕНТНІСТЬ ФАХІВЦІВ З УПРАВЛІННЯ, АДМІНІСТРУВАННЯ ТА МІЖНАРОДНИХ ВІДНОСИН В КОНТЕКСТІ ЦІЛЕЙ СТАЛОГО РОЗВИТКУ



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HOW BUSINESSES ARE TO SAVE MONEY WITH E-LEARNING (ЯКИМ ЧИНОМ ЗАОЩАДИТИ ГРОШІ В БІЗНЕСІ ЗА РАХУНОК Е-НАВЧАННЯ)

It is hardly breaking news that organisations are trying to save money wherever they can. And a tight or shrinking budget is all too familiar in particular for those in charge of Learning & Development. Many organisations look at learning as a luxury rather than a necessity and when budget cuts come around, L&D is often the first to go. However, with eLearning, not only can training and development be extremely cost-effective, but it can also save an organisation money.

There are countless ways that investing in eLearning can save organisations thousands but, when it comes to convincing budget-holders about the benefits of L&D, we know learning professionals don't have all day, so here are the top 5.

Cut down on expensive travel. The modern world of eLearning provides all the benefits of classroom training at a fraction of the price, rendering geographical location practically irrelevant. Going digital means the necessary travel costs associated with face-to-face training such as airfare, car rental, hotels, and food can be avoided altogether. eLearning's extreme flexibility and mobility mean that quality learning opportunities can be accessed from virtually anywhere at no extra cost.

Save money on instructor and venue fees. Employee development in a traditional sense also comes with a few more unnecessary budget-draining factors including the cost of both the venue and the instructor holding the course not to mention any external company charges.

Reduced material costs. One can remember rather high textbook costs. Moving to a virtual learning platform means one will no longer have to invest in materials, whether it's textbooks or print outs, which are usually required during physical training sessions. Virtual learning materials also allow employees to easily refer back to important information they need while on the job.

Minimise lost productivity. As all successful businesses know, time is money and time away from work costs a lot of money. For example, according to a report by the Centre of Economic and Business Research, employees' time spent away from the office was expected to cost the UK economy an average of 21bn pounds annually by 2020. Not only does eLearning's extreme flexibility and mobility mean increased productivity thanks to less time spent in classrooms and seminars, but saved, it also provides employees with easy access to materials promoting productivity-boosting skills such as time management, organisation, and goal-setting.

Real-time tracking. At first, this doesn't seem like an obvious way you can save with eLearning. After all, real-time score tracking is just a perk. Any decent training program, on or offline, should tell you how your employees performed. How is a little faster turnout on results going to save you any money? With eLearning, you won't have to spend a second measuring the results of the training. (And remember what I said about lost time and productivity?) All tracking is automated, and reports are instantly generated. Information about an employee's progress is available at all times. The majority of eLearning management solutions will help you keep track and monitor employee progress. Automated reporting will make the entire learning process much easier for you to manage. You won't have to worry about the nature of the training as all of it will be scheduled and delivered automatically. You can make small changes and adjustments in real time to make sure you're always getting your money's worth out of training. No need to wait until the end of the course; if it's not working, stop using it and find something different with less time lost.

Faster skills turnaround. Because digital training materials tend to be short-form, interactive, and mobile, eLearning can reduce learning time by at least 25% to 60% in comparison to traditional classroom learning. Engaging, bite-sized learning content that can be accessed from anywhere encourages learning at the point of need and decreases the time employees are required to spend learning a new skill. Going digital means a shorter turnaround time between training and applying new skills to the workplace.

Fit-for-purpose learning. No two employees are alike, and neither are their learning needs. With different skill sets, roles and learning locations, sending every employee within a company to a training course fit for them would be virtually impossible. Not to mention extremely expensive. Digital learning platforms allow employees to access mobile, downloadable and relevant learning materials fit for their specific learning needs at no extra cost for the organisation. eLearning platforms both save money and activate more employees than traditional learning methods alone. L&D professionals know that, when it comes to learning, budgets are limited. But, with eLearning, employees' opportunities for growth and development don't have to be. Making a small investment in the development of an organisation's employees is just that, an investment. Add eLearning to your learning mix and watch the cost savings grow.

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ТЕХНОЛОГІЯ НАВЧАННЯ ІНОЗЕМНОЇ МОВИ СТУДЕНТІВ НЕМОВНИХ ЗВО

Слово технологія визначається як наука техніки, отже, технологія навчання – це наука техніки навчання (іноземним мовам). Навчання повинно здійснюватися на науковій основі, тобто викладачеві необхідно оволодіти сучасними знаннями, сукупністю наукових знань про те, чому вчити, як вчити, навіщо вчити саме так, а не інакше, щоб навчання було ефективним для кожного, щоб в результаті витрачених зусиль студент опановував мову, яку він вивчає.

Технологія навчання передбачає науковий підхід до змісту навчання. Це лінгвістичний зміст, що включає в себе строго відібраний мовний матеріал: фонетичний, лексичний, граматичний, що виражений в одиницях мови (типових реченнях, мовних зразках або структурах, в