

ABOUT CONFORMITY OF MANAGEMENT SCIENCES' ACADEMIC SYLLABUS CONTENT, COMPOSITION AND STRUCTURE WITH REQUIREMENTS TO EXPECTANT SPECIALISTS

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Educational process of manager training is considered from the angle of systematic approach. The foundation of the program bases at dynamic interdisciplinary approaches forming new managerial mentality. Six constructions appearing to be a combination of philosophical system cognition methodology and synergic conception of difficult cyclic processes research are used on this purpose.

Keywords: activity, actions, principles, rules, results, aims, solutions

The new complicated stage of modern economy has created necessity for educating students of high schools in the sphere of management representing a science about most rational organisation and administration system, combined with irrational elements. This science should be aimed to achieve strategic and tactical targets of an enterprise. The latter, as a rule, are in essence unique for each company. Thereby, nowadays management has to be perceived in view of criteria of making management decisions. One should note that main principles and approaches of effective management on the one hand have universal character, and on the other hand they should correspond to the regulations of world academic establishments and management schools. Thereupon it is significant to carry out regular adaptation of these universal principles and approaches to the features of local markets. Moreover, in the course of adaptation it is necessary to exclude the approaches having declarative incline, and not opening the true content of management.

The role of the management science is not only elaboration of effective methodologies, but also generation of special educational devices, allowing passing on knowledge with an aim to give the society highly skilled experts. It is important to remember, that creation of one's own management "know-how" occurs during practical realisation of mechanisms, and logic's formation occurs at performance of scientific activity. Besides, particular emphasis is put on educational programmes representing the general plan of education and training.

Formation of the academic administrative and management syllabus is frequently carried out on the basis of improvisation. It is hardly possible to find such a syllabus, at realisation of which systematic approach would be traceable. This might be caused by that the syllabi creators and instructors are not fully prepared for making a final, ready educational product, the basis of which should be formed by systematic management principles. First of all, the notion of academic structure representatives is influenced by the external environment in relation to the syllabus. Reacting to frequent changes of consumer requirements, new on market inquiries and wishes-oriented courses are developed and introduced into the educational process. At such approach newly offered disciplines meeting the requirements of time, start competing with other traditionally studied courses. As a result, within the limits of one program, high school professors offer opposite decisions, basing on various points of view. Thereby, students' level of syllabus perception lowers, and consequently it negatively affects the image of the syllabus and the high school. Besides, the requirements of different groups' student vary greatly, for example, top echelon of average enterprises needs drastically different approach than organizers of small-scale business. In addition there are situations when fresh offered courses are developed as a result of just reading a popular book. Thus, entering positions of active introduction of a new discipline, its developers are aimed to be ahead of the consumers' inquiries. However, the methodology imbedded in its basis, might be absolutely unsuitable for the local market, or contradict the ideology of previous courses. Mentioned facts testify that process syllabus change should be carried out consistently and purposefully. Any one-sided sight having unrealistic foundations, as a rule, interferes with successful creation of an effective syllabus. Thereupon quite an obvious question arises: "Whether it is possible to develop and put into practice an academic syllabus in the sphere management, satisfying interests and inquiries of various groups of clients, sustaining competitive advantages against similar syllabi?" An affirmative answer can be heard only in that case if we consider a number of arguments in favour of existing development tendencies of modern society. First, it is vital to take modern economy globalisation into consideration, as it promotes change of industrial hierarchy status. Second, the epoch

rapidly developing information boom changes priorities of branch structures, emphasizing two basic structures out of priority, recently industrial spheres, considering high level of labour input and new information technologies. Third, because of the offered quality, competitive prices and better service expectations of potential consumers raise. Allocated key factors and other specific features of business narrow the borders of administrative science. The foreground is being taken not by depersonalized administrative concepts, and by approved management methodology, underlining the role of professional leaders. As a rule, such methodology includes a combination of approaches tested by time and management technique effective in the decision-making context.

Thus, modern academic school is challenged by the problem of creating such administrative syllabus, which would become suitable for training experts both in the field of management of international corporations, and separate small enterprises. At first sight the solution of the problem might seem quite awkward. Therefore it would be reasonable to state some arguments slightly revealing the essence of the problem. The matter is that decision-making process in business depends on degree of its efficiency and speed, as the level of enterprises development is constantly accelerated. Interactive style of conducting business gives advantages to those enterprises, which have means of fast and authentic decision-making at their disposal. It is obvious, that the one, who uses effective prediction mechanisms, takes the lead today. Therefore, modern managers need special knowledge allowing to react correctly to innovations appearing in the environment. Moreover, all reactions should be aimed to go ahead of the rivals and the environment requirements. And this, in its turn, requires managers of the enterprises to be ready and willing to train. Besides, knowledge, people making decisions, should apply independent way of thinking. The basis of such thinking is made by the so-called “figurative” (ternary) logic. Any administrative decision should be conditionally estimated from three positions: positive solution, negative solution (as a rule, one follows the rules of usual conditional logic operators) and the situation of uncertainty caused by shortage of information necessary for decision-making. The third position characterising the condition of “doing nothing”, is a very important element of diagnosing and forecasting. Monitoring of this kind of condition is connected with accumulation of authentic business information, on the basis of which the risk of developing an incorrect solution decreases and speed of its elaboration increases. Undoubtedly, that knowledge and efficiency become the key aspects of success in business.

So, the academic management syllabus should be adapted to environment changes, and consider new approaches, which are going to be adopted in the nearest future. Instead of outdated industrial management technologies, used in practice for quite a long time, it is necessary to introduce new effective procedures to the educational process, considering specificity of non-manufacturing management. By working out such procedures it is necessary to give up controlling many unnecessary operations, change organizational structure, learn how to detect value chains creating the added cost, operate loyalty of various business participants etc. Naturally, the offered management methodology becomes more virtual, that causes some scepticism among managers unprepared to its perception. The offered management technology becomes more virtual, which provokes scepticism of managers unprepared to its perception. Actually, this is the spot, where the secret of prompt adaptation lies, which in fact will be more productive than the traditional ones. Manipulations of few non-classical approaches give competitive advantage against the rivals and provide enterprise’s value and its sustainable development. One should notice, that today it can be achieved, though not so long ago it was common to consider such methodology as a utopia. First of all, it is caused by huge possibilities of information environments, which could be used by managers to manipulate. Constant tracking of changes and constant training, learning new approaches, as a matter of fact, create new conditions for development of administrative science.

The main high school task is organize the syllabus in such a way that educational disciplines of management sciences would include dynamic interdisciplinary approaches, which should form a new management way of thinking, as well as correspond to the ideas of those, for whom these syllabi are being created. At such arrangement not only interest to the program is raised, but also its value in the educational market. It is quite natural, that the modern businessmen continuing their training in high schools are more motivated to master the syllabus, than students receiving education as a continuation of school. The second important point, which should be considered, is the fact that heads of enterprises, who during their personal continuous training, preferred certain syllabus, consistently refer their employees of lower link to these syllabi. Thereby they become loyal to a concrete syllabus, and pursue the aim of improving professional skills of their personnel. Nowadays advantage in business is not solely embodied in economic potential, but also in the social one, which has a direct impact on cost. In such a context the enterprise cost can be estimated as opinions of investors on ability of employees to make effective administrative decisions. The proof of investors’ judgement correctness will be the mechanism of cost enhancement or reduction by separate employees. The sum of separate costs also helps to make a conclusion about efficiency of business, aimed at increase of proprietors’ well-being. If the enterprise prepares the employees constantly aimed at the

process of training (which is one of higher academic school missions) taking into account the requirements of the outside environment, then the future belongs to such organisations. Forming a strong working team and having a solid organisation capable of solving administrative problems effectively and be trained continuously, thereby conditions for accumulation of the standard knowledge are created.

Distribution of the standard knowledge, targeted on the increase of enterprises' social potential, at first sight, compels the faculty to step aside from the form of presenting the syllabus material corresponding to its personal professional and scientific interests, and start developing innovative techniques considering achievements, which stand on the boarder of different disciplines and even fields of activities. The modern academic administrative syllabus should not be based on the study of separate courses, but must be designed by best coordination of teachers and various university departments. The professors involved in creating such integrated syllabi should give more efforts, than accepted in traditional approaches of training. This process naturally absorbs energy and time – two elements always insufficient for creativity and science. However at the integral perception of this procedure it is noticeable, that creation of a successful syllabus consists of a complex of scientific discoveries and their direct transfer to the educational process. Such syllabi, as a matter of fact, are valuable of scientific research. By preparing academic management syllabi, by increase of scientific potential due to knowledge exchange of representatives of various science areas, it is significant to understand the actual requirements to the future experts, now being educated. Tracking these requirements will help to grasp the details of future syllabi, which could be offered in conditions of complicated and varying business.

Elaborating of requirements to an expert is quite a challenge. It implies vigorous participation of the faculty. Possessing information on last achievements in the field of one's own researches, teachers should have complex idea about the entire syllabus. Besides, their integral vision should not only reflect scientific views, but should also be harmonious within the syllabus structure. Maintenance of each course should be structured in order to provide unity of the syllabus key points. Accurate structure will allow co-ordinating interfunctional ways of training. The corner stone for such coordination is a strategic plan for developing the syllabus. The plan's significant components are requirements, which characterise the purpose, the knowledge, the abilities etc. not only of the syllabus as a whole, but of each discipline separately. Moreover, the requirements to the course should not contradict with the general syllabus requirements. Despite of distinction in the maintenance and structure of each discipline, it is possible to deduct a number of key points on the basis of which a certain universal structure appears. Development of this structure should include preliminary study of all prospective disciplines, which entered a certain syllabus. Thus each discipline should have mission of the entire syllabus carrier. Structuring a certain subject on the basis of the standard rules, the expectations of potential clients should be taken into consideration, received by exhaustive interview with top-managers of enterprises.

By following the actions described in the previous paragraph, six basic structures for the academic administrative syllabi have been elaborated. Thus the first structure implies revealing methods of transferring knowledge to the students, allowing formation the logics of making administrative decisions, from the point of view, which found reflexion in reality. This structure requires the descriptions of actions, concerning decision-making process on the basis of the offered technologies, and not vice versa. Thereby special attention should be dedicated to the system of dynamic specifications. According to the second structure it is necessary to present proven arguments, on the basis of which it will be possible to demonstrate how students' perception level is being enhanced. The third structure characterises propensity of the students to reengineering. Each syllabus course should show the best way and appropriate time for passing over to the next management approach. Further the problem of the fourth structure is considered. One should estimate fair encouragement of personnel, effectively using mechanisms of the considered discipline. The fifth structure is connected with loyalty assessment of all interested business participants. Management tools, aimed on optimisation of every possible mutual relations, are considered. The optimum of such mutual relations is defined from the point of view of loyalty manifestation of participants to the concrete enterprise. Building loyalty relations should begin with the enterprise's personnel. The sixth structure proves how the offered methodology of the course can positively effect final cost of the enterprise. Thereupon it is necessary to estimate, how main results of the discipline influence the cost index for proprietors. One should notice that despite individuality and peculiar features of each discipline, application of the structures considered, will allow to generate the complete interdisciplinary approach for creating efficient administrative syllabus. Such approach represents systematised accumulation of knowledge, formed by methodology of philosophical educational process and synergic concepts of researching complex cyclic processes. Thus, the first one, defining general direction of scientific researches, uses synergic ideas as a scientific base at estimation of management results. Besides, such methodology of learning forms new outlook and allows depicting sources of modern scientific knowledge. The accumulated knowledge considers the requirements

to the modern experts, and includes scientific researches valuable to the entire educational process (not just separate employees) of the faculty involved in the syllabi.

Kopitov, R. PAR VADĪBAS ZINĀTŅU AKADEMISKĀS PROGRAMMAS SATURA, SASTĀDĪŠANAS UN STRUKTŪRAS SASKAŅOŠANU AR PRASĪBĀM NO TOPOŠĀ SPECIĀLISTA

Menedžeru sagatavošanas izglītības process ir aplūkots no sistēmiskas pieejas pozīcijas. Programmas pamatā ir aizbāztas dinamiskas starpdisciplināras metodes, kuras saformē jaunu menedžeru domāšanu. Tiek izmantotas sešas konstrukcijas - filozofiskas sistēmiskas izziņas metodoloģijas un sarežģīto ciklisko procesu pētījuma sinerģētisku koncepcijas savienojumi.

Atslēgvārdi: darbība, rīcība, principi, noteikumi, rezultāti, mērķi, lēmumi

Копытов, Р. О СООТВЕТСТВИИ СОДЕРЖАНИЯ, СОСТАВА И СТРУКТУРЫ АКАДЕМИЧЕСКОЙ ПРОГРАММЫ НАУК УПРАВЛЕНИЯ ТРЕБОВАНИЯМ БУДУЩЕГО СПЕЦИАЛИСТА

Образовательный процесс подготовки менеджеров рассматривается с позиции системного подхода. В основе программы заложены динамические междисциплинарные методы, формирующие новое менеджерское мышление. Для этого используются шесть конструкций, представляющие собой сочетание методологии философского системного познания и синергетической концепции исследования сложных циклических процессов.

Ключевые слова: деятельность, действия, принципы, правила, результаты, цели, решения