

ABSTRACTS

UDC: 378:811

S.I. Medynska, K.V. Sokolova

THE STRATEGIC APPROACH TO FORMING THE FOREIGN LANGUAGE COMPETENCE OF WOULD-BE EXPERTS IN THE FRAMEWORK OF THE CONTEMPORARY EDUCATIONAL STANDARDS

The conception of strategic management has been widely used in business setting whereas application of its basic principles can be also extended to a broader range of the fields including the educational sphere and forming the foreign language competence, in particular.

So, the aim of the study is to find out the intersection of strategic management and organization of the educational process in forming the foreign language competence to take advantage of the management techniques in devising the strategic approach to teaching.

The foreign language competence is considered to be a crucial component of professional training of would-be experts in various directions of study since it is an integral part of successful communication and career growth at different levels of professional activity in the light of the current globalization processes. Thus, it needs developing new approaches to streamline and enhance the learning process. Such fundamental notions of strategic management as its constituents, namely strategic planning, resource management, control and evaluation, as well as the stages including strategy formulation, strategy implementation and strategy evaluation can be beneficial while applying in the educational field properly.

The nature of strategic management and educational process has a number of similarities like dynamism, adaptability and consideration, which results in the possibility of applying strategic management principles in forming professional competences and the foreign language one, in particular. Analysis of external and internal factors influencing the educational process as a whole and its participants specifically along with regular benchmarking and gauging the actual and intended learning outcomes can lead to increased effectiveness and efficiency of the utilized resources.

Further elaboration of the management strategies which are applicable in the peculiar directions of the educational process taking into account their specifics, benefits and constraints is the next step in the study.

Key words: strategic management, foreign language competence, professional training, strategic approach, optimal training organization, strategic planning, resource management, control and evaluation.