

TRAINING OF ECONOMISTS AND MANAGERS IN GLOBALIZED ENVIRONMENT

Lapidus, Larisa V. – D. Sc. (Economics), professor of Moscow State Pedagogical University, director of social and economic innovations center of Lomonosov Moscow State University, Moscow, Russia.

ABSTRACT

Modern railway industry requires economists and managers, knowing foreign languages, thus having a quick access to new knowledge, original sources of information, and capable to establish barrier-free communication in professional world networks. Improving the quality of training of such specialists, as stated in the paper, enhances chances to reconcile interests of industry and higher education institutions. Particular attention is given to an innovative study course in English, which is developed by the author, «Passenger rail transport: Economics and Management» and methods of its teaching with account for growing requirements as for the competence of personnel.

ENGLISH SUMMARY

Background. A new era in the development of the transport sector correlates with new challenges, that stimulate growth in demand for professional communication without borders, innovation and creative solutions, improving mobility of people in the labor market seeing outgrowth of agglomerations and economic globalization. It is impossible to imagine this development without knowledge of foreign languages, active acquiring of new knowledge through work with original sources of information and barrier-free communication in professional world networks.

World transport system is one of the most dynamic sectors of the economy. In the context of intermodality and co-modality of transportation, progression of high-speed rail the main vector of its development is determined by cooperation between different modes of transport (air-rail cooperation, road-rail cooperation, sea-rail cooperation), transfer of passenger and freight traffic to railways as the most environmentally friendly (eco-friendly) and safe mode of transport of the planet.

Global development of railway transport is accompanied by ever-increasing competition between manufacturers of rolling stock, builders of high-speed lines, authors of infrastructure and technological solutions over which the scientific and engineering community has been working over the past decades. It should be noted that this trend is typical of not only certain sectors of production, but also of entire countries, which by setting correct priorities for transport policy help themselves to take leading positions and to demonstrate an innovative way of national economic development.

Challenges of our time dictate new rules for training of modern economists and managers for the transportation industry. Professionals should be able to assess the state of macroeconomic indicators, corporate finance of major players in the transport markets, relying on information from the world bulletins, reports, presentations, web-based databases.

Objective. The objective of the author is to evaluate modern approach to training of economists and managers of railway sector, to present own innovative study course in English «Passenger rail transport: Economics and Management» and methods of its teaching with account for growing requirements for the competence and skills of personnel.

Methods. The author uses descriptive method and analysis.

Results. Incorporation of modules and entire courses in English into the educational process, especially for students in master's programs, organization of scientific conferences and preparation of journal publications, presentations at international symposia, forums are becoming a real necessity, expanding coordination of interests of the rail industry and higher education institutions, increasing their competitiveness.

It should be noted that such forms of language «expansion» bring undoubted benefits to universities. For example, the number of publications of faculty in foreign journals ultimately results in growing citation indices of Scopus, Web of Science and other similar databases. This condition cannot be dispensed as our higher education institutions should work in the context of growing international competition. Moreover, teaching courses in English promote exchange, growth of foreign students in the Master's programs of Russian universities and the number of joint dual diploma programs with foreign partners.

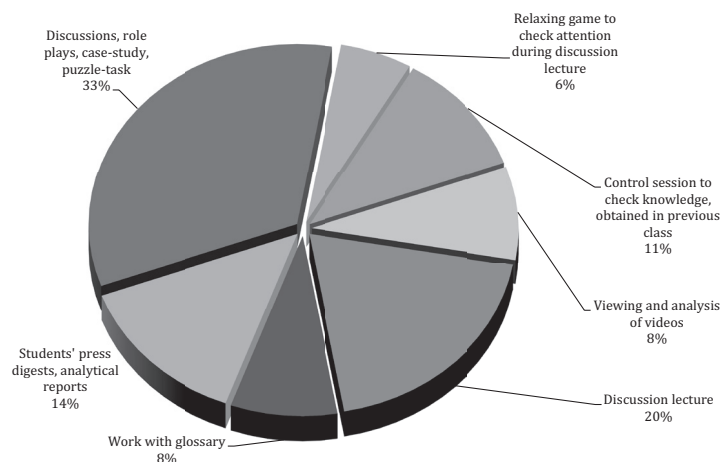
We are confident that the desire to improve the quality of educational services and to achieve greater satisfaction of needs of the younger generation in learning English, in skills of creative innovative thinking, working with scientific information from foreign sources imposes special requirements on university professors of economic and special disciplines in English, actualizes the task of improving techniques and introducing of innovative educational technologies to the educational process.

The author of this article has developed an original training module in English «Passenger rail transport: Economics and Management», and methods of its teaching, they are implemented in the training of Masters of the 2nd year at the department of economics of the social sphere of the Economics Faculty of Lomonosov Moscow State University in the framework of scientific seminar. At the same time in the fall semester 2013 this module was integrated into the learning process for students from the People's Republic of China, studying in the Master's program «International Business» at Moscow State Pedagogical University.

As for the technique, it is based on 16 years of teaching experience in higher education institutions referring to programs for economists and managers, personal teaching practice in London concerning business programs in Twin Training International School, Central School of English, Hampstead School of English, Shane English School, as well as on the development of the master's program «Human Resource Development» and methods of its teaching within dual degree program on educational science and technology at the University of Twente in 2008.

When conducting courses within Master's programs on special subjects for economists and managers in English it is necessary to consider some features of the educational process. The best thing is to hold two classes, a total of four academic hours. In order to maintain students' personal concentration and engagement it is better to distribute time by type of activity following the chart shown in Pic. 1.

The learning of innovative training module «Passenger rail transport: Economics and Management» in English at Lomonosov Moscow State University is or-



Pic. 1. Time distribution by type of activity using the innovative training module «Passenger rail transport: Economics and Management» (Master's program).

ganized exactly in that manner. Moreover, when working with a glossary, it is desirable to involve an assistant with linguistic education, whose task is to teach the pronunciation of industrial and economic terms, while the task of the lecturer is to explain the nature and significance of definitions presented in the glossary. Typically, students take such a process seriously, as due to the symbiosis of economic education and language support, they can achieve a lot.

As illustrated in Pic. 1, active work of students in collaboration with the lecturer takes 89% of study time, while control session intended to check previously gained knowledge and held in the form of test tasks and solving crossword puzzles takes only 11%. During the lessons, students participate in discussions, role games, solve cases, perform puzzle tasks. Weekly undergraduates prepare digest of the world's press and make presentations and analytical reports in English.

Viewing and analyzing the videos are of particular interest to the students. Special videos used in the training process are prepared by the author and the lecturer of the training module. The audience meets with sincere emotions the appearance of the lecturer in the frame, who is on the other side of the world and is making a report from the railway station, the international trade fair, from a train carriage on a particular topic of the training module in English. For example, to that purpose videos were brought from Tokyo, Sydney, Seoul, Paris, Milan, Brussels, Zurich, Munich.

Study of the innovative module begins and ends with parting words for students, written by the author of the course:

Your knowledge is in your head,
Your skills are in your hands,
Your success is in your mind
And so your life will be shined.

We should also say about the project, which is an integral part of the course «Passenger rail transport: Economics and Management» and is named «The rail transport industry as an economic factor». The project is implemented by the method developed by the author for trainees in master's program. The project

is developed in small groups (3–4 people) using a particular country as an example. Results are issued in the form of a presentation in ppt. format. Defense of projects is carried out in the classroom and it is a report delivered by all members of a working team in English.

The main challenge for the undergraduates is to conduct an analysis of statistical data and empirical research based on English-language sources and with account of the knowledge gained to justify the role of rail transport in the world economy and the macroeconomic development of a considered country.

The project is carried out stage by stage during the course time in the classroom and in the process of self-learning with the help of modern textbooks (Introduction to Transport Economics: Demand, Cost, Pricing, and Adoption; Transport Economics; Railroad Economics; A Handbook of Transport Economics; Transport Communications: Understanding Global Networks Enabling Transport Services (NETS); Competition in the Railway Industry: An International Comparative Analysis). A special place is given to work with global industry periodicals in English (RailwayPRO; Railway Gazette International; Railvolution; Japan Railway & Transport Review; International Railway Journal (IRJ)); archives Railway Technical Research Institute (RTRI), Cambridge University Press, Oxford University Press; thesis research (Fumio Kurosaki, An Analysis of Vertical Separation of Railways); international bulletins, surveys, reports (UIC, ERRAC, OECD, UNIFE, Department for Transport (DfT) and the Office of Rail Regulation (ORR), transtats.bts.gov), annual reports of the national rail carriers (JSC Russian Railways, Deutsche Bahn AG, KiwiRail); international electronic databases (Thomson Reuters, Bloomberg).

Conclusion. The proposed methodology of the learning process for economists and managers of the railway industry can be used in the training of professionals in other sectors. Besides the developed training modules in English can be incorporated in the curricula of disciplines, taught in Russian. Positive tutorial techniques are comprehensive for that purpose.

Keywords: higher education, economists, managers, railway transport, methods of teaching, learning in English, innovative educational technologies, training of masters.

Координаты автора (contact information): Лapidус Л. В. (Lapidus, L. V.) – infodilemma@yandex.ru.

Статья поступила в редакцию / article received 14.04.2014
Принята к публикации / article accepted 26.07.2014

