

# STANDARDIZATION OF PROFESSIONAL MANAGERS TRAINING

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*The article deals with the topic issues regarding companies managers professional training within the context of globalization and standardization. The author points out a high dynamics in renovation of knowledge and company management concepts in the world practice. New approaches to the standardization of professional managers training have been shown. International and Ukrainian experience in competence approach implementation for managers training standards design and realization has been demonstrated. The research focuses on the necessity and reasonability of the competence approach to the companies management as well as on the companies managers professional and educational standards. The authors describe aims and the main points of the companies managers professional and educational standards as unified instruments of the institutional development in times of globalization.*

*Key words: companies managers, professional training, competence approach, standardization, professional standards, educational standards, globalization.*

**The problem formulation.** In the era of globalization, the aim of many world processes, that covering various areas of society development, including the sphere of professional education, is developing and implementing mechanisms for simplification various procedures in order to reduce expenses of time, human resources, etc. So the is a question of unification the requirements as to the processes and procedures of activities and competences of the experts.

At the same time different industries come to the issue of certification. This means that society needs to certain guarantees, which may include: compliance with certain standards and principles (national / regional / international), security, recognition, etc. An important aspect is considered by the international community and also the establishment of close partnership between firms, industrial

enterprises, etc and the state authorities of different levels through the application of transparent and effective procedures and unification and standardization of professional training of a certain level managers for various industries. Therefore, it comes to standardized requirements for competences and competences within both international and national vocational and educational standards.

The strategic goal of these processes is the development of strategies, processes and methods of interaction the various state and business structures at the international and national levels with the aim of ensuring internal and external trade, including through standardization T certification processes and unification the requirements for the competence of professionals, and not to duplicate the work.

The topicality of the theme in our article on the study of problems standardization in professional training of managers caused the necessity of the development socio-economic relations. The aim of this article is the analysis of contemporary problems in standardization the professional training of managers in the organization.

**The analysis of recent publications.** The significant interest to this study are the works that explore the problems of the educational and professional standards (O. Ovcharuk, O. Pavlenko, A. Taijman, T. Hughsen, G. Zisec), problems of professional competence, professional training the specialist in the conditions of the institution in higher education institutions (T. Belous, O. Vasylenko, B. Vorobyova, A. Gordeeva, G. Devyatova, I. Sakyryanova, I. Ismesteva), formation the professional competence of specialists from different industry aims (A. Babayan, V. Baydenko, E. Zeer, I. Zymnya, N. Kuzmina, O. Lokshina, O. Ovcharuk, O. Pavlenko, V. Cherevko), fundamentals of standardization competences at the international level (D. Viddowsan, S. Bushuev, O. Ovcharuk, O. Pavlenko, O. Tryakina), fundamentals of standardization competences in the education system in Ukraine (V. Bykov, S. Bushuev, N. Bushueva, O. Pavlenko, O. Spyryn) etc.

At the same time, the growing need in obtaining relevant skills and competences, which increasingly affect the receipt of work, everyday life, accelerates the processes of standardization as in education and in professional activity. First, you can recognize American standards testing in education and psychology (Standards for educational and psychological testing, 1985), documents of the European Commission Customs Blueprints, Professional Standards of the World Customs Organization (WCO Professional Standards), etc. United Nations Economic Commission began to develop professional and educational standards for specialists in international trade. So, creates the base for the development of national standards for specialists from different fields and levels.

Note, only some standards that are being actively implemented at the international and national levels, namely: Professional standards of management and leadership NOS that are appropriate and consistent with ISO standards; the National educational technology standards and performance indicators for students, teachers, administrators, USA (National Educational Technology Standards NETS; Performance Indicators for Students, 2007, Performance Indicators for Teachers, 2008; Performance Indicators for Administrators, 2009) [1, p. 24, 26, 28]; common European standards for evaluation of ICT competencies, established by the European community with the participation of «Qualifications and Curriculum Authority», 2006 [1, p. 32]; standard Australia for the Pacific region on the evaluation of IR-competences, which integrates international experience on the subject and focuses on a wide public ([https://www.det.nsw.edu.ua/reviews/macqt/comppro.htm](https://www.det.nsw.edu.au/reviews/macqt/comppro.htm)), standards UNESCO assessment IR competences [1, p. 33, 35] etc.

Theoretical analysis gives the opportunity to confirm that the professional community still points to the lack for uniform requirements to the professional and educational level of specialists in different branches, for example, the absence professional standards for managers of commercial organizations, internal auditors, etc. In the field for professional training of Ukrainian managers of organizations

have not developed to the sufficient extent the continuity of the educational and professional standards for managers of organizations.

**The basic material of research.** Note that for today it is generally accepted that the professional community are actively developing or using recognized standards, which will unify the requirements to the procedures and processes in various industries. So, the well-known International accounting standards (MCBO) (<http://libr.org.ua/book/90/2639.html>), the standards for the professional practice of HR-managers, developed by the American Institute of Certification Human Resources Institute (CHRI) (<http://hrforum.ua/navchannaya-ta-sertifikatsiya/>).

At the same time, the scientists in various international organisations, associations and initiatives, among which - the European Parliament and the Council, UNESCO, the world customs organization, world trade organization, the European Economic Commission, international chamber of Commerce, the international project management Association (International Project Management Association - IPMA), ECDL, MICROSOFT, INTEL and others have devoted a number of studies generalization in qualification characteristics of specialists (such as the European qualifications framework (European Qualification Framework) [1], international and national professional standards in project management, built on the basis International standard ISV («IRMA Competence Baseline - " ICB»» [2]), professional industry standards in the catering and hospitality ([http://my.catering-kiiev.net/index.php?Itemid=36&id=7&option=com\\_content&task=view](http://my.catering-kiiev.net/index.php?Itemid=36&id=7&option=com_content&task=view)), professional standards of the Russian Federation Manager of innovation activities in scientific - technical and manufacturing industries (<http://chelt.ru/2005/6-05/mashuk-605.html>).

So, for example, ICB describes the knowledge and experience required by the managers of the projects, programs and project portfolios, and state that participates in project management. ICB describes the basic conditions, objectives, established practices, skills, functions, management processes, methods, techniques, innovative experience and best practice, which is applied in more

specific situations. According to developers ICB, this standard (manual) can be used to produce training materials for writing a research project proposals, as well as downy material for a wide range of individuals seeking applied information regarding project management[2, p. 12).

It should also be noted that being actively developed and implemented the model for professional competence of managers in different fields: Manager of the tourist industry ([tourlib.net/statti\\_ukr/sauh.htm](http://tourlib.net/statti_ukr/sauh.htm)), a Manager in the field of customs business, educational sphere. So, in 2005-2007 the world customs organization in the framework of the Partnership programme in the field of customs academic research and development / PICARD (partnerships in Customs Academic Research and Development) worked on developing internationally harmonized standards for the professional development of strategic and operational customs managers [3]. Now the customs academic institutions can enter coordinated international organizations standards in their curricula, while addressing the national accreditation criteria.

Issues the creation a critical mass of educated managers of organizations, search of effective methods, technologies and tools for vocational training of specialists in different sectors.

Professional standard establishes minimum requirements for the professional level of employees with regard to quality assurance and performance of works performed in the certain area; contains: name of posts and related to them the qualification and educational level; a list of specific duties, which are considered from the point of view of knowledge, abilities and skills, which will allow the employee to implement the production function in the framework of its competence [4, p. 2].

Professional standards are the basis for the development in educational standards for specific industries with regard to staff competencies demanded by the labour market, an employer. Under educational standard refers to the index, which is measured academic progress and achievements of those who learn, in certain

semantic zones during a specific period of study and which determines the degree of mastering those who learn, elements of knowledge [5, p. 5].

Professional and educational standards combine the requirements of employee in the professional activities on the study field. Professional standard can be used with the purpose of personification training programs in system of improvement of professional skill and professional retraining through the development of job descriptions, the exercise of employee self-assessment, career planning, preparation of materials for the certification of personnel, development of educational and methodical documentation for the system of professional training and retraining of personnel.

On the basis of professional standards also built a system certification, as a rule.

Professional standard of management and leadership NOS (National Occupational Standards for management and leadership), which replaces the standard MCI (Management Charter Initiative), corresponds to the three qualification levels (line Manager «line» / management, Manager of mid-level management company «middle» / management, Manager of the highest management level in the company of a «senior» / strategic management), which differed sphere of responsibility, the scale of the opportunity in making decisions and managing budgets, degree of responsibility, etc. (<http://www.linkama.perm.ru/images/nos.jpg>).

In NOS identified the various components (blocks) of administrative competence, which should possess managers at all levels: self-management, provision of management (business, process, etc.), to support changes, work with people, use of resources to achieve results.

The analysis of these changes allows you to track changes in the requirements for the competence of managers of the highest levels of management. This system represents the detailed structure of competency standards for the main functional areas activity of managers, contains requirements to their personal competence and serves to improve the work of managers in various industries and fields of activity.

**Conclusions from the research and perspectives of further research.** Thus, the strategic objectives in standardisation processes of professional training of managers of organizations in the context of globalization consists in the design and development of strategies, processes and methods of cooperation in different government institutions and business structures at the international and national levels through standardization and certification of production processes and unification of requirements for the competence of specialists in different sectors.

Focuses, firstly, professional and educational standards for managers of organizations are standardized instruments of institutional development of the organization in the era of globalization. Secondly, on the basis of professional standards established certification systems. Thirdly, modern professional and educational standards must have a high degree of correlation, which is a topical task of theoretical and applied research and practice.

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