

THE ROLE OF BUSINESS ENGLISH IN TRAINING OF HIGHLY QUALIFIED SPECIALISTS FOR SOCIAL SPHERE

Samarkand Institute of Economics and Services
Assistant professor of Department of Foreign Languages : Xusainova.L.Y.

Annotatsiya: *Maqola ta'limdagi sotsial sfera va xorijiy tillarning roli uchun yuqori toifadagi mutaxasislarni (bu yerda – magistrnlarni) tayyorlashning juda dolzarb va muhim muommalari haqida so'z yuritadi.*

Annotation: *Article deals with a very actual and important problem of training highly qualified specialists (here- master students) for social sphere and the role of foreign languages in their training.*

Аннотация: *Статья рассматривает актуальную проблему подготовки высоко квалифицированных специалистов (в данном случае – магистров) для социальной сферы и роль иностранных языков в их обучении.*

Kalit so'zar: *Talab, dolzarblik, rivojlanish, yangilash, struktura, maqsad, tayyorlash.*

Ключевые слова: *требования, актуальность, развития, обновления, структура, цель, подготовка.*

Key words: *Demand, actuality, development, renewal, structure, aim, training.*

Thousands of graduates currently applying for job in newly born companies in Uzbekistan only too soon find out that what they used to call good command of English is not at all sufficient for a successful career in business. Not only formulaic language, terminology and functions impinge upon effective telephoning or letter writing, one should know certain rules of writing and speaking and be a good user of both. To say nothing of more complex skills: presentations, meetings, and negotiations, which are much larger than the ability to understand a foreign language and speak it fluently. Overall performance, communication effectiveness is the main thing. Hence the disappointment, complexes, failure. Of course those in-workers in business, who have already fallen into trouble, might be helped out by an experienced Business English trainer. But wouldn't it be better if to-be workers in business have been provided with certain Business English training in their educational institutes (schools, colleges and universities)? Like it or not, our world has definitely become that business.

And the earlier we start studying it the easier will it be to find our own niche in it. We have to admit, however, that three major categories of in-workers in business: managers, executives and clerical staff, having different responsibilities, can be expected to have different needs as Business English learners. Thus, clerical workers would hardly be highly motivated, if they are given a course on making presentations, while that of telephoning or socializing might be extremely attractive for them. On the other hand, senior managers would be bored, if instead of doing problem – solving activities in English analyzing, discussing, reporting on, etc. various business situations, they are practicing telephoning or socializing on end. This implies certain differentiation in terms of course planning.

Planning a course basically means breaking it down into certain constituents. Thus, for example a communication skills course will presuppose a division into:

macro-skills: e.g. using the phone, writing correspondence, dealing with customers, attending meetings, reading manuals, etc.: micro-skills: e.g. arranging appointments.

Have you ever asked yourself what Business English means? Is it just another English Speaking Person or “indisputable international language” as some think, or probably something else? What definition of Business English might be most appropriate for English as Foreign Language teacher, trying to find his way into it? Let’s leave thinking of proper definitions to dictionary makers; they will certainly have their say some time. But what seems important to understand from the very start is that it is not just specialist vocabulary, which distinguishes Business English from other English’s. It is vital to be aware that the whole of business world finds its reflection and realization in Business English – its major communication asset. So, Business English is certainly language: vocabulary, grammar, functions, but also content: marketing, management, finance, etc. besides, it is communication skills: telephoning, correspondence, meeting, presentations, etc. and cultural awareness of social and business behavior. A complete novice in Teaching Business English is at risk to conclude that this concern is just the language part. This is a drastic mistake. The four parts are inseparable and cutting down any of them is like murderous surgery. Instead one should try to enter this new world and make it his own. Because it is Business English with its communicative and thematic comprehensiveness, reflecting every sphere of human international business relations, which can stimulate a new spiral in the development of an English as Foreign Languages teacher of a new generation in this country. That is a teacher who would be able to respond and adapt to the needs of the learners, who could be less dependent on published course books, while being more creative and flexible in course designing and course accomplishing.

Business English has undoubtedly established itself as a symbol of most innovative teaching methodologies and creativity everywhere else in the world except Uzbekistan. Our country seems to persist in remaining peculiar in a number of things. One of these – is a very specific state of Teaching in English as Foreign Language in general and Teaching Business English in particular. The problem in question in the mentality of both teachers and learners. Ask you’re English as Foreign Language students if they would like to study or you would like to deal with Business English. Will you definitely say, “Yes, I would?” we doubt it. To answer the question positively, one should be either a specialist in Teaching Business English or a “craftsman”. And yet it is obvious that something should be done real fast to satisfy the demand for Business English. Some might think that it is somebody else’s business.

We may be a bit biased, but we see social sphere as one of most important and most exciting of all the business functions. One reason for this perception was expressed by Peter Drucker more than four decades ago when he wrote that service is not really a separate function at all; it is the whole business seen from the point of view of its final result, that is, from the customer’s viewpoint. More recently, Fred Webster – the executive director of the Marketing Science Institute – reinforced this broad view of the importance and scope of service by wondering “is there any

difference between a good manager and a good marketer?" He went on to predict that service as a stand – alone function will become extremely rare in the typical organization of the future. Instead, service – in the sense of doing what is necessary to serve and satisfy customers – will become everybody's business, at least within those organizations that survive and prosper in an increasingly competitive climate.

Of course, even when the day-to-day responsibility for social activities is diffused across employees in every part of the organization, someone still has to plan, coordinate and control those activities. That "someone" might be a traditional product or marketing manager, a vice president of marketing, a general manager of a business unit, or even a team of managers drawn from a variety of functional areas.

Regardless of who bears the responsibility, the process of service an organization's marketing efforts is the central focus of - and provides the underlying structure for- this book.

But it is also important to recognize that the service management process does not occur in a vacuum. Most organizations have corporate and business – level strategies that establish guidelines concerning objectives to be attained, directions for future growth, and how the organization will compete and seek to gain sustainable advantage in the marketplace. These guidelines impose constraints on the range of marketing strategies and activities a service manager can pursue within the larger strategic context of his or her organization. But, on the other hand, marketing managers are also uniquely positioned to provide information and insights for the development of corporate and business strategies because they straddle the boundary between the external environment and the inner – workings of the firm. Thus as organizations seek to become more customer oriented, and face ever more hostile and rapidly changing competitive environments, the marketer's role in strategy formulation is likely to increase.

Similarly, while marketing managers play a crucial role in translating the firm's strategies into action programs designed to win customer acceptance and competitive advantage in specific markets, they do not implement those programs all by themselves. Effective execution requires cooperative and coordinated efforts across many other functional areas. Thus, the range of viable strategic service programs available to a manager is constrained by the resources and functional competencies available within his or her organization. And the successful implementation of a chosen program depends on the marketer's ability to win the cooperation and support of people in other functional areas.

As the above discussion suggests, we see marketing as the epicenter of both the strategic and operational life of an organization. The marketing management process is intimately linked with strategic decisions made at higher organizational levels and with the operational decisions and actions taken in other functional departments. And it is these internal market and competitive environment – that make marketing such a challenging and exciting field.

Unfortunately, most of the existing marketing management textbooks tend to treat marketing management as a stand – alone business function. While they do a good job of describing the concepts, tools, and techniques involved in the marketing

management process, they pay only scant attention to the web of internal strategic and operational relationships that surround that process. As a result, they fail to convey some of the true importance – and the intellectual excitement – of marketing in today's organizations