

студентов. Учебные курсы от ведущих профессоров мира, которые в прошлом были доступны лишь узкому кругу людей, становятся открытыми для сотен тысяч студентов по всему миру вне зависимости от их дохода и опыта. Были созданы проекты, получившие широкую известность, — Coursera, Udacity, EdX, Khan Academy и другие. К лету 2013 г. масштабные инициативы по созданию собственных онлайн-платформ были запущены в Австралии, Великобритании, Германии, Бразилии. Многие ведущие страны мира включились в технологическую гонку в образовании [4].

Создание и развитие платформ дистанционного предоставления знаний уже сейчас серьезно влияет на расстановку сил в образовательной индустрии и насчитывает миллионы студентов. Возможность получить образование от ведущих умов мировых университетов, да еще и бесплатно, изменит навсегда образование как таковое. Эта тенденция, несомненно, должна насторожить университеты всех стран, не только в Беларуси.

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Development of public speaking, professional and communication skills in an extracurricular setting

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Creating positive work and learning atmosphere is one of the most important tasks for modern managers and teachers as well. However how can managers

work with their subordinates if they are afraid of being in a team or even just express their thoughts and their position publicly?

Consequently students' life and student communities or clubs are of crucial importance. For instance, in the USA informal education at universities in their campuses give students up to 60 % of their knowledge that they get by the end of university.

And here comes a question: so why can't we adapt this idea and create a platform for students that are willing to develop their knowledge and skills in an extracurricular setting? This platform will create a community with common interests and start developing step by step an understanding of different issues in the outside world and make students feel more confident among peers.

Such platform was created at School of Business and Management of Technology at Belarusian State University. Its name is Business Intelligence Club and it has no analogies in the whole university and even among other universities as well.

This club aims at creating educational evenings by students for students with the goal of self-perfection, training public speaking skills, getting additional knowledge and information, meeting with new and interesting people in a casual atmosphere among peers. This is a place where everyone can come and share with information that he or she is interested in or get some new information from other members of the club.

The club goals:

- Students' self-education in an extracurricular setting;
- Creating a positive atmosphere of free interests for every participant with the opportunity of providing versatile information;
- Practice in public speaking;
- Identification and development of leadership skills among the participants;
- Improving self-confidence;
- Creating of a friendly and creative team with common goals and interests;
- Possibility to gain experience and work on mistakes;
- Practice in English communications and networking skills

Methods of realization:

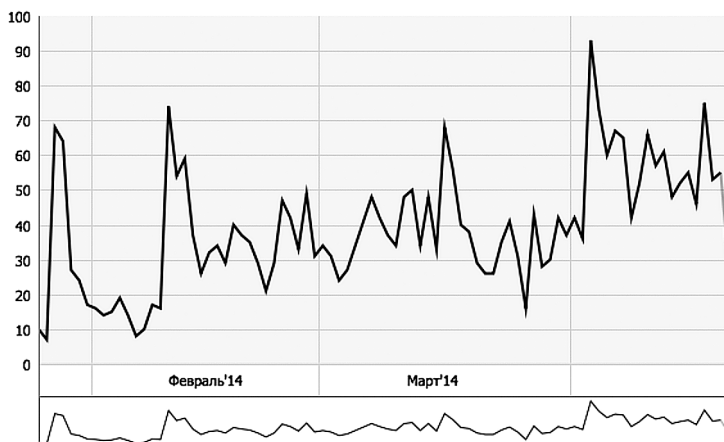
- Creating target audience at university and social networks;
- Providing participants with the venue and technical possibilities;
- Video recording of presentations and trainings (for self-analysis and work on the mistakes);
- Providing with a social platform on the internet with constantly update information and useful content;
- Providing with a cloud service where members can find a lot of additional and useful information for self-development (books, guides, manuals, video, audiobooks, videos with the performance of students).

General description of the event concept:

Every evening mainly consists of three parts, two of which are going to be invariable. These meetings will be held every week and last for about 2–3 hours. *First part* — presentations that are prepared by participants (from 2 to 4 for every meeting) on the topic that they interested in. They have up to 15 minutes to present it. Their presentation is recorded on video. After this meeting any participant can find his or her recording on the cloud service and analyze it. *Second part* — discussion and analysis. After every presentation speakers receive the feedback from the audience (mistakes that were made in the information part, gestures, audience perception of information, etc.). *Third part* — is variable. This part consists of trainings, exercises, case studies and debates with the goal of developing different skills.

The results after 3 months of Business Intelligence Club existence:

- Number of evenings that was held — 10;
- Number of students that took part in those evenings at least once — 135;
- Number of presentations that was made — 20;
- Number of participants in social networks — more than 300;
- Number of unique users that visited our page in social networks and got interested in it — 2600.



In conclusion, I can say for sure that the idea of creating a community for students' self-development is refreshingly different, innovative, motivating and essential for modern young generation. Such communities can help create a better future for the participants of such clubs.