

Основной проблемой введения подобной практики в нашей стране является сравнительная новизна и непривычность подобного рода технологии. Так же, остается открытым вопрос финансирования подобных программ в связи с ограниченностью ресурсов государственных ВУЗов. Тем не менее, некоторые программы виртуальных миров предоставляют возможность взаимодействия со студентами различных стран вне зависимости от расположения, что открывает некоторые перспективы знакомства с данной технологией уже сейчас.

## **TIME MANAGEMENT AS AN IMPORTANT ELEMENT OF SELF-MANAGEMENT**

**Zarina Simonova**

In today's world success depends not only on how well manager controls other people.

No less important the ability to control the managers themselves and organize their own work. Being organized it means to be prepared, regardless of whether it refers to the surrounding space or your time. It means to feel organized, control the situation, be prepared to use all available opportunities and to cope with any surprises that life creates in your way. We live in a complex, fast-paced world that is full of endless possibilities [1].

Relevance of the topic "Self-management" determined by the fact that sometimes there are situations when managers use their time wasted, not organized, etc.

Self-management, first and foremost – is self-organization, the ability to manage themselves, manage the process of governance in the broadest sense – in time, space, communication, business world. The manager should be able to organize his work, to make the efficiency maximal.

The main purpose of self-management is to maximize their own opportunities, consciously control over their lives (to define themselves) and to overcome the external circumstances both at work and in personal life [2].

To make efficient use of time, above all, you need to know for what it is spent and why it is not enough. Reasons for lack of time are closely related. To get out of this vicious circle we can only be starting to plan our time, and it needs to find out for what the time is spent and to identify the main causes of shortage of time.

There are several methods of planning time. The popularity got the Pareto analysis (ratio 80:20). Its point is that if all the operating functions considered in terms of their effectiveness, it appears that 80% of the outcomes achieved in 20% of time spent, while the remaining 20% of the total of "absorb" 80% of the time.

No less famous has the Eisenhower method: depending on the urgency and importance, the tasks are divided into four groups:

1. Urgent / important tasks. Should be done immediately and personally.
2. Urgent / less important tasks.
3. Less urgent / important tasks. They don't have to be carried out urgently. But we need to verify that they are not moved into the category of urgent cases.
4. Less urgent / less important tasks [3].

Analysis of time can help to identify the time of loss, to show the strengths and weaknesses of the practiced style of working. Such analysis is obligatory if you don't know for what all the time is spent, it is unknown how long it requires the execution of various cases, it is unknown what factors promote or limit the functionality.

POSEC method. POSEC is an acronym for Prioritize by Organizing, Streamlining, Economizing and Contributing. The method dictates a template which emphasizes an average individual's immediate sense of emotional and monetary security. It suggests that by attending to one's personal responsibilities first, an individual is better positioned to shoulder collective responsibilities. Inherent in the acronym is a hierarchy of self-realization which mirrors Abraham Maslow's "Hierarchy of needs".

- Prioritize – Your time and define your life by goals.
- Organizing – Things you have to accomplish regularly to be successful. (Family and Finances).
- Streamlining – Things you may not like to do, but must do. (Work and Chores).
- Economizing – Things you should do or may even like to do, but they're not pressingly urgent. (Pastimes and Socializing).
- Contributing – By paying attention to the few remaining things that make a difference. (Social Obligations).

Implementation and organization involves preparation of the daily routine and organization of the labor process in order to achieve their goals. The organization of the working day shall comply with the basic principle: "The work must obey me, and not vice versa".

Control over the results is improved, and in ideal case it helps to optimize the work process. It is necessary to check at regular intervals their own plans and organization of work analyze their own activities and their own time and make a piece of daily noise.

Information and communication are the heart of self-management, which is constantly rotating around the other functions. The flow of information falls every day on manager. In real life, on the manager handles much more

information than it is necessary. To save time manager needs to develop a rational approach to acquire information.

It can be concluded that the time management concern in a great degree of organization of working time. Manager should strive to the proper distribution of time, based on personal interests and business interests. Learning to manage time – task not for a weak man. Power over time is only given in a continuous struggle with the "time waster", namely meetings, discussions, telephone calls and letters, which are totally unnecessary. So, how well the manager will implement the principles of their work efficient use of time, depends primarily on himself and on his willingness to work rational.

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## **HUMAN CAPITAL: ASSETS OR LIABILITIES?**

### **Sabina Svirskaya**

The object of my scientific research is human capital. To be precise, people's attitude to it (whether it is an asset or a liability).

In my scientific research I have highlighted the definition of the term human capital, which is a measure of the economic value of an employee's skill set.

As for the attitude to human capital, there seems to be two distinct camps when it comes to how people are viewed within an organization. They are considered primarily as assets or liabilities (costs). When most people think about asset classes, things like stocks, bonds, real estate and commodities come to mind. It is the camp that believes its human resources are costs, overhead expenses much like any other expense that can be reduced or eliminated for short term gain. However, most organizations would loudly protest! After all, they go to great lengths to communicate how they value their employees and make every effort to "do the right thing" by them. But I believe the ultimate test is in how people are accounted for in the firm's financials – salary expense, headcount, benefit expense, training expense, etc. all of which are costs typically most affected by "belt tightening" when last quarter's (or last year's) earnings turn out to be less than expected. That is why, I have also pointed out the necessity of investment in human capital and human resources as well, because human resources and human capital are tightly integrated.