

Pomembnost učenja tujih jezikov za študente poslovnih in ekonomskih ved

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Povzetek

Raziskovalno vprašanje (RV): Kakšen odnos imajo študentje in diplomanti poslovnih in ekonomskih ved do učenja tujih jezikov?

Namen: Namen prispevka je pomagati načrtovalcem izobraževalnih programov na področju ekonomskih in poslovnih ved z analizo odnosa študentov in diplomantov na tem strokovnem področju do učenja tujih jezikov.

Metoda: V teoretičnem pregledu je uporabljena deskriptivna oz. opisna metoda, podatki so bili zbrani s pomočjo spletnega orodja Ika, nato pa obdelani s programom SPSS, pri čemer je bila uporabljena deskriptivna statistična analiza, ki je omogočila prikaz distribucije anketirancev po posameznih razredih. Na koncu sta bili z namenom preverjanja odnosov med spremenljivkami uporabljeni še faktorska in korelacijska analiza.

Rezultati: Rezultati, pridobljeni na vzorcu 283 oseb, kažejo, da se proučevana populacija pogosto sooča s potrebo po znanju tujega jezika. Delovno aktivni, med njimi še posebej zaposleni na delovnih mestih, kjer je potrebna visokošolska izobrazba, bolj zaznavajo to potrebo. Ravno tako zaznavanje potrebe po znanju tujega jezika narašča s stopnjo študija. Preučevana populacija učenje jezika zaznava kot sredstvo, ki enakomerno prispeva k razvoju osebnosti in k večji zaposljivosti, obenem tudi meni, da je učni program potrebno sestaviti na način, da bo enakomerno vključeval tako individualne kot skupinske oblike dela.

Organizacija: Študija prikazuje odnos do tujih jezikov po posameznih segmentih; populacijo razdeli na dodiplomske in podiplomske študente ter na diplomante brez statusa, nato preučuje odnos tudi glede na aktivnost na trgu dela, i sicer populacijo razdeli na neaktivne, zaposlene prek študentskih servisov in redno oz. samozaposlene.

Družba: Rezultati študije ponujajo uvid trenutno stanje v segmentu slovenske družbe, ki deluje na področju ekonomije in poslovanja, poudarja pomen učenja tujih jezikov na tem strokovnem področju in postavlja izhodišče za modifikacijo vloge jezikov v poslovnih in ekonomskih študijskih programih.

Originalnost: Prva obsežnejša raziskava o odnosu slovenskih študentov ekonomskih in poslovnih ved v do učenja tujih jezikov v zadnjem desetletju.

Omejitve/nadaljnje raziskovanje: Priporočljive so nadaljnje raziskave med študentsko populacijo skozi daljše časovno obdobje, v različnih okoljih in v različnih strokovnih področjih.

Ključne besede: tuji jeziki, ekonomske in poslovne vede, Slovenija, visokošolsko izobraževanje.

Igor Ivaškovič je diplomiral na področju ekonomije, prava, zgodovine, južnoslovanskih jezikov in književnosti ter pedagogike in andragogike, doktoriral je iz prava, poslovnih ved in politologije ter je trenutno zaposlen na Ekonomski fakulteti Univerze v Ljubljani.

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The Importance of Learning Foreign Languages for Students of Business and Economics

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Abstract

Research Question (RQ): What is the attitude of students and graduates of business and economics towards learning foreign languages?

Purpose: The purpose of this paper is to help planners of educational programs in the field of economics and business by analysing the attitude of students and graduates in this professional field towards learning foreign languages.

Method: Descriptive method was used in the theoretical part, data were collected using the online tool Ika, and then processed with the SPSS program, using descriptive statistical analysis, which allowed showing the distribution of respondents. Finally, factor and correlation analyses were used in order to test the relations between variables.

Results: The results obtained on a sample of 283 respondents show that the studied population often faces the need for knowledge of foreign languages. Employees, especially those in jobs where higher education is needed, are more aware of this need. Likewise, the perception of the need for foreign language skills increases with the level of study. The studied population perceives language learning as a tool which equally contributes to personal development and to greater employability, but also believes that the curriculum should be designed in a way that will evenly include both individual and group forms of learning.

Organization: The study presents the attitude towards foreign languages by segments; it divides the population into undergraduate and postgraduate students and graduates without status, then examines the relationship according to activity in the labour market (divides the population into inactive, employed through student services and regularly or self-employed).

Society: The results of the study offer an insight into the current situation in the segment of Slovenian society which operates in the field of economics and business; emphasizes the importance of learning foreign languages in this professional field and sets the starting point for modifying the role of languages in business and economic study programs.

Originality: The first comprehensive research on the attitude of Slovenian students of economics and business towards learning foreign languages in the last decade.

Limitations / further research: Further research is recommended among the student population over a longer period of time, in different environments and in different professional fields.

Keywords: foreign languages, economics and business, Slovenia, higher education.

Igor Ivašković graduated in law, history, South Slavic studies, pedagogy and andragogy (educational studies), and economics, holds PhDs in law, business administration and political science, and is currently employed at the School of Economics and Business, University of Ljubljana.

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