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CREATING CONDITIONS FOR COMPETENCY APPROACH IMPLEMENTATION IN PERSONNEL TRAINING AND DEVELOPMENT

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Abstract. The article is devoted to the study of the competence approach to the future and existing workers' training and development. The main attention was paid to the soft skills formation. The article proves the developing soft skills importance both for employees and for business. Further, the author conducted the practices analysis on the soft skills formation in some Russian universities: Moscow Polytechnic University, Tomsk State University and Russian-British Institute of Management. In order to identify the soft skills formation problems among university students, the author conducted a sociological survey among students and school graduates. The analysis of the survey results showed that mistaken choice a higher education institution or a future profession by students hinders the soft skills development, as well as shortcomings in the learning process organization at the university. In order to improve the soft skills development system, the author proposed to Russian-British Institute of Management a project to create a unified platform for training and master classes; developed its step-by-step implementation plan, proposed a trial event, identified the resources needed for implementation the proposed activities. The implementation effectiveness analysis of the project was carried out by the SWOT-analysis method.

Keywords: competence development; soft skills; personnel training; trainings; master classes; a unified platform for competencies development.

JEL codes: M 53; D 82.

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