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IT MANAGEMENT ENGLISH: INNOVATIVE TECHNOLOGIES

High educational establishments of Ukraine witness the appearance of new departments and modern specialties these days.

The growth of computer and information technologies is becoming more important and essential in various spheres of life, especially in the sphere of managing people.

In return, at the request of time and market there emerged a particularly new specialty – IT Management.

No matter how large an IT company is, it is actively searching of a qualified employee responsible for IT resources management that is able to optimize various business processes with the help of modern innovative technologies and to adjust IT systems taking into account specific business features.

IT Manager is responsible for setting up tasks, designing and developing IT systems. One of the key tasks is to choose IT tools, prove their economic advantages for the company. In other words, it is to develop a certain business-plan implementation.

A well-qualified IT manager has to be proficient in how any business enterprise work, know its key strategies and innovative activity, be aware of how information resources may affect company's productivity and sure have basic knowledge in economics. IT manager is also responsible for proper and sustainable distribution of target money taking into consideration the importance of all company's IT processes automation improvements.

In the process of globalization and European integration, enhancing business contacts with foreign partners, Ukrainian IT specialist's involvement into international activities is becoming more vivid. One of the top-priority approaches to qualitative and proficient staff training in the sphere of IT management is the study of the English language as the key of modern student competitiveness on the national and foreign labor market.

In accordance with the new tasks – *"English for special purposes"* – teachers of the English language have been given in the certain conditions, first and the most prioritized becomes teaching professional and non-professional speaking English. Relying on everything above mentioned, it is possible to state that traditional methodology in teaching English appears to be ineffective. Therefore, searching of new ways and methods for teaching English for special purposes has become a critical problem.

As soon as present days youth is widely using modern technologies in everyday activities and rapidly react to any changes in the sphere of innovative technologies, it becomes appropriate to get these modern technologies involved into optimization of English language learning.

While investigating the most effective methods of teaching IM Management students English language in Zhytomyr State Technological University a mini-experiment was made. Initially students were provided with available at the university books, schemes, tables, audio tape records and etc. However, it has brought almost no positive results. Later a new modernized approach to English language teaching was about using audio and visual aids: PowerPoint presentations, developed audio and video classes on different management and business topics.

A very effective and productive activity appeared to be collaborative work with native speaker. As practice showed, this variety of activities has got students encouraged to study English. Investigations showed that students improved their speaking and communication skills in English. Besides, communication with a native speaker living far away has helped them bridge the distance and share experiences in IT managements sphere with the help of "Skype" – an international social media.

In this way, attended by students classes on different topics [1]: *"Negotiating-bargaining"*, *"Conflict resolution"* and, in particular, IT management specific topics [2]: *"Digital today, cognitive tomorrow"*, *"Are you ready for robot colleagues?"* and general notion of IT management topics [3]: *"Project management: project manager, project planning and project execution"*, *"Agile, Scrum roles and virtual team"* etc, – became efficient not only for sharing experiences between students and a native speaker but also for their enlarging their vocabulary with new terms and professional lexicon.

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