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**CASE TECHNOLOGIES IN THE SYSTEM OF TRAINING
OF SPECIALISTS FOR THE SPHERE OF AGROBUSINESS**

Abstract. In this article the efficiency of application of case technologies at educating of specialists of agrarian profile is substantiated. On the example of concrete enterprise an algorithm and methodology of realization of practical lesson are shown with the use of case.

When carrying out researches the following methods are used: scientific abstraction, analysis and synthesis, monographic.

When performing scientific research the following results are received: firstly, the algorithm and methodology of the use of case when carrying out a practical lesson are proved; secondly, SWOT – analysis of the meat-processing enterprise is carried out and also signs of market segmentation of meat and meat products are revealed; thirdly, advantages of the use of case technologies are shown when training bachelors for the sphere of agrobusiness.

Keywords: case, technology, interactivity, discussions, interest, modeling

Recently, cases have been actively introduced into the educational process in the training of specialists in the agricultural profile. This is due to the fact that, in contrast to traditional methods of teaching, case studies allow to model professional activity, to develop practical skills in solving problem situations and are very exciting for students.

The study of literature has shown that the scope of cases is very extensive. Leading domestic and foreign universities successfully master innovative teaching technologies, acquire ready-made cases or develop them on their own. It should be noted that there are a certain methodology, technology and algorithm for the application of cases.

The algorithm of the case technology consists of several stages:

- Studying of literary sources, enterprise data, problem situations, interesting actual events, case development;
- Choosing a moderator, forming working groups;
- Familiarization with the theme and content of the case;
- Situation analysis and discussion organization;
- Summarizing, presenting the results and evaluating the correctness of the decision making [1-5].

It should be noted that the advantages of cases are that in this situation the practice is harmoniously combined with theory, all students are actively involved and immersed in the cognitive process, learn to think creatively and find the optimal solution.

But in order for the case to fulfill its functions as an interactive method of training, it is necessary preliminary preparation of the material that should be relevant, provoke discussions and arouse the interest of students.

Thus, when teaching the "Organization of Agrobusiness" discipline, the authors use both traditional and innovative teaching methods popular in foreign countries and dictated by the requirements of the time.

The application of this or that method depends on the level of the teacher's qualifications, the topic being studied. In some cases, it is justified to solve the economic problems necessary for the development of practical skills for students in carrying out economic calculations. To check the degree of mastering the conceptual construct of discipline, the solution of crossword puzzles in game form is offered.

Anyway, practiced innovative methods and technologies of training should complement each other. With this system approach, the effectiveness of mastering the discipline increases, the cognitive work of students becomes more active.

In our opinion, for the study of such a topic as the "marketing system of agrobusiness", case development is justified, because of the urgency of marketing and marketing research of the food market. We are all worried about the physical and economic accessibility of foodstuffs that meet the physiological needs of people.

In order to increase the effectiveness of the case, we suggested using the materials of the domestic producer, one of the leading enterprises of the meat industry in Kazakhstan, Becker and Co. This enterprise has been operating on the domestic market of Kazakhstan since 1991. Its products are recognizable, are in favor for many years [6].

For the purposeful conduct of the exercise using the case technology, extensive material was prepared according to the enterprise data, a moderator was selected among the students - a person who has the ability to lead a discussion dispute, to evoke and maintain interest in the problem, who can summarize opinions and direct the studies in the right direction.

After acquaintance of students with the history of creation, mission and values, directions and performance indicators of "Becker and Co", the following tasks were formulated:

1. Make a SWOT-analysis of Becker and Co, identify strengths and weaknesses, as well as opportunities and threats.

2. Identify the signs of segmentation of meat products consumers.

3. Make a portrait of a meat products consumer

4. 4. Substantiate the company's development strategy for further extension.

Since the "Becker and Co" company is well known to all residents of our city, students quickly identified the strengths, such as the presence of the recognizable brand; high qualification of the personnel; effective system of staff motivation; introduction and use of innovative technologies; availability of its own extensive sales network; product competitiveness; availability of customers; long-term presence in the market; image of a reliable producer of environmentally friendly high-quality foodstuffs.

To the weaknesses, students attributed the short period of sale of goods; relatively high prices for products; dependence on the supply of meat raw materials; the restriction of the marketing of meat products to the place of production; limited scope for expanding sales markets; lack of own raw materials base.

The enterprise had the following opportunities: expansion of the product assortment in depth and breadth; increase in market share; reduction of the cost of production due to cheaper raw materials; the development of new markets in Kazakhstan and the CIS countries; attracting new customers.

Threats, according to students, are as follows: tougher competition in the market; the emergence of new competitors; increase in prices for raw materials and energy resources; high level of inflation; the drop in the purchasing power of the population for meat delicacies; decrease in the number of consumers and unfavorable demographic trends in the reproduction of the population.

As it turned out, the "Becker and Co" company has quite strong positions in the meat market. Now, based on the results of the SWOT analysis, students will have to move on to the second task.

In Kazakhstan, almost all residents are consumers of meat products. The proportion of vegetarians is insignificant. The students identified the following criteria for segmenting the meat and meat products market:

- Region of residence (in view of climatic features, the level of consumption of meat products of the population of the northern and southern regions is different);

- Demographic (by age);

- By gender (male and female population);

- Size of household (number of family members);
- Occupation (housewives, students, employment in public and private enterprises, entrepreneurs);
- Economic (income);
- Marital status (single, married, divorced);
- Education (Higher, secondary);
- Behavioral characteristics: the frequency of purchase of meat products, the volume of a single purchase, the place of purchase, the attitude towards the company's trademark;
- Psychographic characteristics: values and life stance, lifestyle and motivation to buy.

Since Kazakhstan is a multinational state, a religious sign was taken into account (Orthodoxy, Islam, Catholicism, etc.). Halal production is developed in Kazakhstan. Manufacturers need to take into account the preferences of the Muslim and Christian part of the population and cover different segments.

Here, as the main feature of segmentation, students have identified an economic character - the level of income. Some part of the population does not have enough money to buy meat products, they are forced to limit consumption and settle for cheaper products of vegetable origin.

So, according to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan, per one member of the household, the population with incomes above the minimum living wages consumed 6.2 kg of meat and meat products per month. For comparison, per one household member in a population having incomes below the minimum wages, the value of the above indicator was 3.0 kg [7]. In other words, food rations for well-off and socially vulnerable segments of the population are not comparable, which must be taken into account when segmenting the meat and meat products market.

The essence of the third task is to compile a comprehensive portrait of the consumer of meat products. The students discussed it vigorously, so this problem worried them all. They are all active consumers of meat products. However, they lamented the high prices of the company's products. Since students consider themselves to be a low-income part of the population, they occasionally consume "Becker and Co" products.

Finally, the fourth task is to justify the company's development strategy. As was evident from the above material, all assignments are organically related to each other and are aimed at solving a single task - studying the marketing system of agrobusiness. The "Becker and Co" company was offered as recommendations to expand the range of products, to master new segments and markets, to increase the image in the eyes of consumers, to use the strategy of differentiated marketing.

In conclusion, we would like to note the advantages that the development and analysis of the case gave us. Firstly, the material was developed on the example of a domestic manufacturer. Secondly, during the session all students were involved in the discussion. Thirdly, students developed analytical skills in discussing the situation and offered various answers. Fourthly, as a result, under the guidance of the moderator and the teachers leading this course, they mastered the methodology of case studies and learned to choose the right solution.

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АГРОБИЗНЕСТИҢ САЛАСЫ ҮШІН МАМАНДАРДЫ ДАЯРЛАУ ЖҮЙЕСІНДЕ КЕЙС ТЕХНОЛОГИЯЛАРЫ

Аннотация. Бұл мақалада аграрлық профильдегі мамандарды оқыту кезінде кейс технологияның пайдалану тиімділігі дәлелделген. Нақты кәсіпорын мысалында кейс пайдалану арқылы сабақты өткізу алгоритмі және жүргізу әдістемесі көрсетілді.

Зерттеу жүргізу кезінде келесі әдістері пайдаланылған: ғылыми абстракция, талдау және синтез, монографиялық.

Ғылыми зерттеулерді орындау кезінде келесі нәтижелер алынды: біріншіден, сабақ жүргізу кезінде кейс қолдану әдістемесі және алгоритмі негізделген; екіншіден, ет өңдейтін кәсіпорындардың SWOT – талдауы жүргізілді, ет және ет өнімдердің нарықтың сегменттеу белгілері анықталған; үшіншіден, агробизнес сфера үшін бакалаврларды дайындауында кейс технологиялардың пайдалану артықшылықтары көрсетілген.

Тірек сөздер: кейс ,технология, интерактивтілік, пікірталас, қызығушылық, модельдеу

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КЕЙСОВЫЕ ТЕХНОЛОГИИ В СИСТЕМЕ ПОДГОТОВКИ СПЕЦИАЛИСТОВ ДЛЯ СФЕРЫ АГРОБИЗНЕСА

Аннотация. В данной статье обоснована эффективность применения кейсовых технологий при обучении специалистов аграрного профиля. На примере конкретного предприятия показан алгоритм и методика проведения занятия с использованием кейса.

При проведении исследований использованы следующие методы: научной абстракции, анализа и синтеза, монографический.

При выполнении научных исследований получены следующие результаты: во-первых, обоснованы алгоритм и методика использования кейса при проведении занятий; во-вторых, проведен SWOT – анализ мясоперерабатывающего предприятия, а также выявлены признаки сегментирования рынка мяса и мясо-продуктов; в-третьих, показаны преимущества использования кейсовых технологий при подготовке бакалавров для сферы агробизнеса.

Ключевые слова: кейс, технология, интерактивность, дискуссии, интерес, моделирование

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