

# **An Investigation into the Strategies to Increase Effectiveness of English Language Teaching Approaches in Service Classes among the South National Oil Company Staffs**

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## **ABSTRACT**

*This study will explore the ways to increase the effectiveness of teaching English language skill among staffs of South National Oil Company in service courses who were participating in English language teaching courses in 2015 who were 1096, a sample of 185 people were chosen by simple random sampling method. Effectiveness of training course questionnaire which was developed by Abbas Arab a PhD student of Semnan university management field in 2014 which was developed based on KerekPatric and included 45 items was used. In order to analyze research hypotheses inferential statistical methods were used including Pearson correlation one. Results how that the applied in- services courses had a positive effect on the increase of professional performance, job knowledge level, and improvement of employees behavior.*

**KEYWORDS:** effectiveness; in- service courses; efficacy; job knowledge

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## **INTRODUCTION**

Paying attention to employees as the biggest and most important prosperity of organization is a phenomenon which had a great amount of development in the past decades. Nowadays, considering the great progress of information and more complicated ness of jobs the importance of employees has increased either. Tafler considers education as the most important activity and way to face the great reforms of the future time. Effective and good education helps people to be able to achieve enough development and progress in their workplace and work more effectively. It is quite clear that the more people enjoy from education and knowledge in their workplace and have better job performance and they will continue to present new ideas and more effective thoughts (Al-hassani, 2000). In the current world the subject of development and preparation of effective workforce is one the most important subject in developed societies and developing ones of great education scientists. Due to this reason in a great number of developed societies, educating organization staffs is considered as a part of continuous and everlasting education and all of the staffs will benefit from specific types of education in their service period in order to be able to do their tasks in the best way and do their responsibilities better and in an ideal way. Nowadays educating and improvement of effective human resources is one the main strategies of organizations in order to adapt positively with the changing situation. The life of organizations to a great degree depends on the knowledge and skills of employees and the more this situation is provided, the more adaptability power organization will achieve to the changing environment (Samkhanian, 2005). In service courses is one the most effective tools of managers in order to face the environmental changes and it is supporting presentation of proper services especially in service and governmental organization, which if they are applied in an ordered and planned manner and in line with real needs of employees and customers will happen either. According to this reason to revitalize and innovate along with empowerment of employees they will act things and plans that will lead to increase of capacity and power of employees. One of the acts is programming, applying and analyzing in service courses which will lead to increase of skills and power. One of the acts of planning is holding and measuring in service courses education. In service courses from organizational

points of view mentions to the kind of education which is done after employing an individual to the organization (Fathi&Ejaratgah, 2004).

Professionalizing activity, the need to increase efficacy, increase of production costs, and reforms in thought toward education in line with some challenges such as increase of competition, strategic reforms, and technological ones, and many other causes and reasons resulted in paying attention to professional education courses and in services courses for staffs. So if these educations are planned in line with real needs they can result in increase of awareness level and professional knowledge, qualitative and quantitative increase of production, reduction of costs, increase of human motivation and etc. (Chaichi, 2012).

Nowadays most of the active companies in various production and service industries hold multiple education courses in their educational centers which are present at their country or overseas, in order to increase the knowledge level and professional level of their employees and holding each course needs high investment and spending the working hours of active human workforce. So awareness of the effectiveness of education courses and effectiveness resulting from that is of great importance for managers. Evaluation is one of the most important level of programming training which correct way of doing that provide us with a great degree of useful information about the way the plan and hold educational courses and it is a beneficial basis for evaluation of educational performance of centers (Chaichi, 2012).

The human knowledge development speed is as high as organizations need to reform in order to sustain and work along with the fast environmental changes, a situation which its main characteristic is fast reform and diversity. In such a condition human resources education and training of any organization is a key strategy to answer environmental needs and changes. Education and reform is the continuous programmed training by the management in order to improve the proficiency level of organization performance. Employees also need to receive needed education in order to deal with the complicated issues resulting from fast changes of organization environment, so that they become able to make use of their skills and help organization to catch its goals.

John F.Y in the definition of in service education mentions that" in service training is the programmed and continuous improvement of staffs in terms of knowledge, skills, and behaviors which can help to the improvement of their welfare and the organization they work in' (Abtahi, 2002). In service training in traditional concept has a long history which means transform of a set of skills and technologies in teacher training manner.

What has provided the prerequisites of fundamental attention to in service training to new achievements especially in technology issues (Woodhal, 2001). In service courses for staffs is undoubtedly one the most important and effective factors in order to improve the organization state and increase the productivity. In service courses will lead to deeper insight, higher awareness, and more power in work forces and it is necessary for every society thinking to development to keep in service courses as the top of its short term and long term programs and at the time that such a perspective is made, whether we want or not, some issues such as the quality of training, and effective factors in human resources and school, teachers motivation, teachers job satisfaction, proficient work force, proper educational environment and etc. will be improved and since education is expensive it just is presented at the time that first it be an answer to a known needs and secondly it be the best solution for some questions which can be solved in this way. Training courses which are designed and done without considering the situation in fact will be wasting precious energy resources (Abbas Zadegan&Torkzade, 2002).

Organized education system must be shaped in a way that the latest information about technical knowledge of the work, skills, and insight is presented to the employees. In service courses is not only for improving employees skills and profession to do the work, but it is a kind of knowledge to prepare them and their knowledge for doing higher job tasks (Sadeghpour&Besharat, 1994).

As it has been mentioned in service education and some of its effects on the employees is of great importance also teaching English language as an international one is of great importance in improving and strengthening quality of employees, and the importance of this language is quite clear especially for the south oil national company staffs.

Chang (2010) in empirical investigation of Patrick wool evaluating model in hoteling industry having the aim of evaluating the results of training staffs regarding knowledge, skill, job performance, and the effect of organization training and they concluded that trained staffs job performance was much better. Anderson and Hoang (2013)in order to identify the educational needs of graduated librarians of Illinois university, who were working in university libraries showed that in service courses is much more practical than the knowledge that librarian gain

from classrooms. The graduated ones believed that the experience of working with OPEK, data bases, CD-ROMs and modern technologies is a great part of their educational needs.

In a similar study named as investigation into the continuous education needs of librarians in Spain, 188 questionnaire were distributed randomly among the 333 population of librarians in public libraries, universities, and exclusive seminary ones. The important issues of in service education from this group point of view were organizing materials, management, atomicity, reference services, and management of resources. But the priority of future training contexts from respondents' points of view was as following: atomicity: management, reference services, organizing materials, and languages. A great percent of them mentioned that they had never participated in such courses. 121 of the respondents' were also believed that their work is related to technology and according to this the information technology training in courses must be improved. In this study two factors of personal interest and quality of courses were of great important factors to participate in in service courses.

Motaharnejad (2003), stated that in service courses of employees is a process which is used to adapt people with the always changing organizational environment and it is the result of organizational adaptation and external environment. So in service courses will lead to deeper insight and belief, knowledge, skill, and proficiency among organization staffs in order to do their job tasks and duties.

Sadr (2004) mentions that in service courses include all of the efforts which are done in order to change cognitive, skill and belief structures of employees in an organization, in a way that the level of knowledge, awareness, and skill is developed and lead to proper behavior among them in order to become ready to do their tasks and duties.

### RESEARCH QUESTIONS

1. From south national oil company staffs point of view, whether the applied in service courses were effective on developing their professional performance or not?
2. From south national oil company staffs point of view, whether the applied in service courses were effective on developing their job knowledge or not?

### FINDINGS

#### FIRST RESEARCH HYPOTHESIS

From south oil national company the applied in service courses were effective in improving their professional performance.

**Table 1.***Effectiveness of in service training*

Variable	Frequency	average	Standard variation	t- test	Freedom degree	Sig.
<b>Effectiveness of in service training</b>	185		0.47	10.74	184	0.001

According to table on investigating the effectiveness of in service courses on south national oil company staffs professional performance and emphasizing the point that ( $t=10.745$ ) on the level of ( $\alpha=0.05$ ) it is significant from statistical point of view, so having the 95 percent degree of possibility it can be concluded that From south oil national company the applied in service courses were effective in improving their professional performance.

#### SECOND RESEARCH HYPOTHESIS

From south oil national company the applied in service courses were effective in improving their level of job knowledge.

**Table 2.***Effectiveness in improving their level of job knowledge*

Variable	Frequency	average	Standard variation	t- test	Freedom degree	Sig.
<b>Level of learning</b>	185	3.578	0.651	8.467	184	0.00

According to table on investigating the effectiveness of in level of knowledge on south national oil company staffs professional performance and emphasizing the point that ( $t= 8.476$ ) on the level of ( $\alpha=0.05$ ) it is

significant from statistical point of view, so having the 95 percent degree of possibility it can be concluded that From south oil national company the applied in service courses were effective in improving their level of knowledge.

### THIRD RESEARCH HYPOTHESIS

Third research hypothesis from south oil national company the applied in service courses were effective in improving their job behavior .

**Table 3.**Effectiveness in improving their job behavior.

Variable	Frequency	average	Standard variation	t- test	Freedom degree	Sig.
<b>Level of learning</b>	185	3.57	0.57	9.46	184	0.001

According to table on investigating the effectiveness of in level of knowledge on south national oil company staffs professional performance and emphasizing the point that (t= 9.460) on the level of (alph+0.05) it is significant from statistical point of view, so having the 95 percent degree of possibility it can be concluded that From south oil national company the applied in service courses were effective in improving their job behavior

### CLARIFICATION OF RESEARCH HYPOTHESES FINDINGS

The first research hypothesis results is in line with other research findings which shows the improvement of qualitative and quantitative effectiveness of employees and due to which the organization one. At the same time it is different from other research which shows that the held in service courses in national Gas Company is ineffective.

In clarification of research results it can be said that holding in service courses was effective on the amount of satisfaction and development of professional performance of staffs. Researchers suggestion is that the in service courses be designed in a way that they are in line with the profession of trainers and be able to accelerate their professional performance.

In clarification of second research hypothesis it can be said that there has been always a relationship between education and learning which cannot be broken. As long as inappropriate education is provided we must not expect positive and effective learning from the learner.

Results of this study showed that from organization staffs about the level of learning has been positive and effective which it can be the result of the fact that considered resources has been some beneficial, related, and effective ones. The findings of this study were in accordance some other research, increasing the amount of learning from the participated employees in short-term training courses. Also, a result of present study was not in accordance with Zarei (2000) study which shows the ineffectiveness of educational courses on increasing the knowledge of learners.

The result of third study was in line with related research. So the researcher suggestion is that a part of time be spent on behavioral consultant which is related to job performance of teachers along with the training related to each course. Researcher suggestion is that teachers be categorized based on their job knowledge in order that trainers be able to present their trainings in order to increase their job knowledge level.

### SUGGESTIONS

1. Making use of master degree people in educational administration fields, making educational plans and educational researches in different parts of human resources management and managing training especially in different parts of human resources management, providing regular reporting systems, holding classes and workshops in an interesting and attractive environment based on dynamic and cooperative methods, choosing proper time to hold classes, making use of different methods of training and its models in planning courses, do not holding crash courses and in one or two days, making polls from workers and making use of them.

2. According to the results of study on the effectiveness of training courses in improving companies staffs job behaviors it is suggested that a higher budget in order to increase the quality and quantity of these courses and we look these courses as a kind of investment.
3. It is suggested that we pay attention to investigation and validation of different models of in service courses and among them the best model which is fitted with employees and special structure of organization must be chosen.

#### Conflict of Interest

The authors declare no conflict of interest.

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