Designing a short-term curriculum in business administration for human resource managers of National Iranian Oil Company (NIOC) on the bases of viewpoint of curriculum experts in 2013

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ABSTRACT

The main purpose of the study is to design a short-term curriculum in business administration for human resource managers of National Iranian Oil Company (NIOC) on the bases of viewpoint of curriculum experts. The statistical population of the present study includes the Iranian curriculum experts with PhD degree that 51 people were taken up by an available sampling method randomly. The research method is an applied type of study and the researchers has applied the scale-based method in implementation of the research in this regard. A questionnaire was also applied in order to gather the related data in the study. The findings showed that the curriculum experts require the status of decentralization in decisions regarding to the elements of purpose, context and its organization, subjects' learning activities, testing method, duration and sessions time, space, subjects' grouping, learning-teaching navigations; they also require the semi-centralized status of decision-making in representing the scientific features of teachers at college-based and industrial section in this pavement. Hence, it is recommended to give higher options for teachers to devote these issues in designing of curriculum affairs.
Key words: curriculum *design, management of business administration, human resources management, complete concentration, semi centralization, decentralization*

INTRODUCTION

The institution of energy international studies has published its own new and modern findings since 2007 as a thinking room of the oil industry in the magazine of management and human resources at oil industry. Since autumn 2012, it has changed its name to the management of human resources in oil industry publishing articles merely in the field of human resources management; based on the obtained results in relation to the systems and human resources management, organizational culture and management of human resources, human investment leadership, challenges of human resources relations, training and development of human resources and the optimization of human resources in oil industry are related to the purposes of the same subject in the study (perspective and purposes of human resources management research-scientific seasonal magazine regarding to the oil industry, 2012) representing the importance of human resources management in oil industry[23]. The human resources is the most essential property of an organization that its management will bring the same organizational success in this path. In Taylor scientific management, the man is subjected to a kind of instrument. By appearing the human relation movement, the human resources along with other financial resources could be considered as a technological and informational issue in this case. However, the man has been considered as the main human investment and property of an organization today. By beginning the new millennium the role of the human resource is being roughly important potentially. In this new era, the man is introduced as the only factor of a sustainable competitive case; in the field of economy sagacity, this reality has been roughly bonded to the truth [2]. The human resources management is mainly bonded into the organizational establishment that Bahugunat (2009) has considered it as the main changing appearance of the human resources management going towards the business administration navigation approach because a business administration collection represents how a company can achieve its own activities timely trying to obtain its own resources in relation to the customer surplus value as well as suitable opportunities for itself [1, 3]. The correct response to these questions makes high potential function for the whole companies bringing better results and consequences for the entire customers because they have been designed in bringing the high potential benefits for a company [1]. According to figure 1 and the elements

of a business administration, it is shown that one of the most crucial factors of a company is subjected to these mentioned resources.

Every investor knows the team of managers and staffs as well as their business activities as a dynamic unit in this case. Without suitable staffs, no any golden and precious opportunities can be created in an organization [5]. The fundamental infrastructure of the whole countries and organizations is subjected to the innovations and creations of human resources potentially. The representation of the suitable courses is subjected to make the necessary optimization and effectiveness of people into an organization. They not only get familiar with their environment, but also they will get ready to represent the suitable courses in this regard [13]. The human resources management is one of the most vital components of people and organization to make their own benefits in this pavement. In a competitive environment, the most successful companies are those ones that have got the highest sustainable competitive benefit [11]. The knowledge-based companies require innovative and creative issues to be survived in the field of competence; the knowledge is a kind of developing factor for these organizations in relation to the Organizational Intelligence [16]. The human resource is one of the most important success factors in making the competence benefit requiring the implementation of systems and development of effective systems of human resources in this regard. The efficacy of the effectiveness is one of these issues that have been struggles in many various organizations. The most precise leadership of human resources in relation to obtain the organizational targets requires the consciousness of other effective factors into an organization to optimize the human investment efficacy [7]. The bilateral importance of the strategy between the business administration and human resources management is an inevitable case in this pavement. The convergence process can optimize the function of management and staffs [11].This research tries to design the curriculum of management of business administration. The researcher tries to design the business administration along with human resources management particularly for the Iranian oil company showing the effectiveness of the training affairs and organizational issues based on knowledge in this study. Sharifi (2009) concluded that the occupational orientation represents the interests and tendencies of a person towards the occupational path and the requirements and abilities of the same person considering the whole environmental opportunities in this case. He specified the effective factors of this orientation in his research including the whole occupational internal input of requirements, values and abilities as well as external output including the organizational factors and environmental mega-factors in this pavement; he evaluated the educational course impact of MBA on this orientation potentially[8].. He has also represented the influence way of this orientation and the pros and cons regarding to the occupational affair (Sharifi, 2009, 5); this has been also given in table 3 [8].

Table 3: impacts of MBA course on requirements, values and abilities of students [8]

Requirements	Values	Abilities
Increasing expectation levels of the self in relation to requirements	Increasing expectation levels of the self in relation to the values	Increasing knowledge and skill of business
Increasing success requirement	Attention to excellent requirements	Increasing availability to knowledge of business
Attention to excellent requirements	Making new values by paying attention to the morality in business	Increasing self confidence
		Complete insight towards management
		Having non-formal communications with other managers

According to Awareness Desire Knowledge Ability Reinforcement (ADKAR Model), one of the primary activities of the changing projects is subjected to the development of the knowledge because the managers and leaders of a project know the education and occupation-learning issues as the basic key of processes, systems and new occupational establishments success in this regard. Some managers even begin their own work without paying attention to both factors of ADKAR Model [22]. In the other hand, the organization is one of the most essential six factors of the human investment organizational affair overlapping other elements of an organization [2].
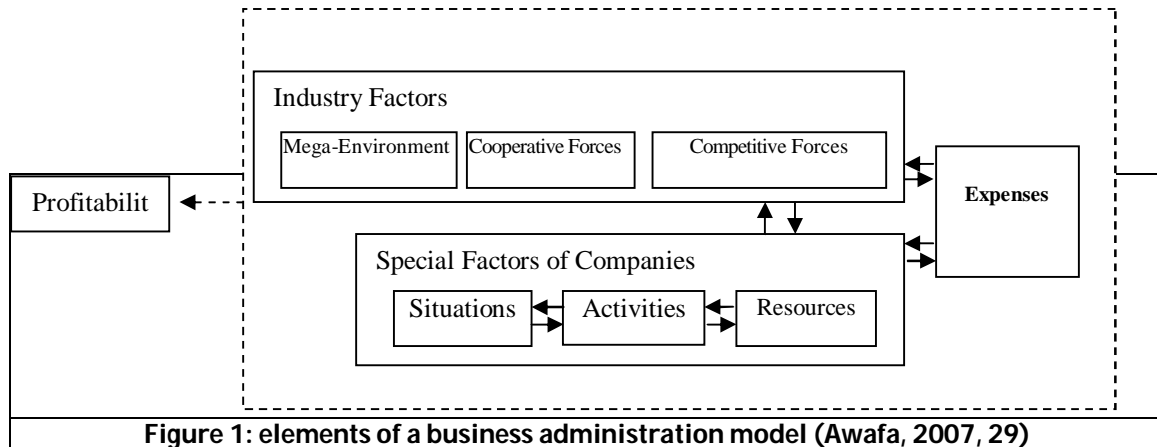
Figure 1: elements of a business administration model (Awafa, 2007, 29)

The curriculum is one of the most essential elements of the educational system providing the knowledge, experience and skill of the whole students for social services [19].

The elements experts have stated different curriculum and they do not agree in many other elements in this relation; Johnson represented a one element and Taylor indicated four elements as following:

1- Educational targets
2- Experiences with learning (context)
3- Organization
4- Evaluation [20].

Taba indicated seven elements; Eisner and Elliot showed the following curriculum elements:

1- Target
2- Content
3- Different learning opportunities
4- Organizing the context
5- Evaluation

However the most well-known perception of these curriculumelements is subjected to the Klein pattern including nine elements as following:

1- Target
2- Content
3- Learning activities
4- Evaluation
5- Learning resources and material
6- Time
7- Learning space
8- Student grouping
9- Learning strategies [5].

According to Klein (1991) the curriculum designing includes the represented formation or structure of a curriculum. The lesson plan is being formed by the help of two decision making settings including the value-based basics and the special level of these technical decision-making affairs. In the learning level, it should be affected by the selection of the related pattern or a lesson plan pattern in this regard. The lesson plan focuses on what skills and values should be learnt to the students [1]. The importance of curriculum in higher education level is coming from the fact that there has been established an important factor in optimizing the quality of the higher education [22]. About 100 years ago, the main question has been represented in the field of countries educational affairs whether these related decisions should be represented by someone or no [15]. Hence, there have been two approaches of concentration and decentralization represented in the curriculum of the whole countries making a challenging setting in this pavement. The way of decision makers regarding to the curriculum and abilities of teachers as well as college scientific board members using the most flexible plans can determine the degree of concentration and decentralization affairs in this case [16]. Many different studies have been carried out in this relation and the researcher has carried out the related studies due to the issued legislation of research and technology of sciences organization. For example, it can be pointed to a study being carried out by Ghahramani (2005) as a scientific board member of Tehran University and ministry of education [10]. The findings represented that most decentralization of the related system is necessary in the education system suggesting the semi centralization system in this regard. Kirkgoz concluded that the recent curriculum is

not sufficient for providing the whole students requirements and it necessarily needs to be changed in this path. Vaziri (2008) indicated that the scientific board members and students of various colleges do not consider the curriculum as the most efficient case scientifically and they have to be used in order to progress to the related purposes [21]. Abadi et al (2012) using nine elements of curriculum based on Frances Klein theory showed that the professors require the semi decentralized status in decision making process regarding to the elements of target, content, evaluation, space and location. Also they require the status of decentralized decision making in four elements of learning, teaching methods, grouping and resources as well as learning instrument[3]. The mean score of the curriculum experts show that they required the status of semi centralized decision making in the elements of target, content, evaluation and time [3]. According to the background of the research, it is specified that the carried out studies in relation to the related field shows the necessity of evaluating and changing the curriculum affairs and the scientific board members play key role in this field potentially. Due to the lack of any carried out studies, there was no found any comments in this regard. Hence, in this research, we decided to carry out and find the experts' viewpoints in relation to the curriculum designing affairs trying to assess the structure of a suitable decision making process in this case. This made us to get aware of what curriculum can be conducted by the researchers and experts.

MATERIALS AND METHODS

This research is an applied based research and the researcher has also applied a scale-based method in the study. The statistical population of the present study includes the Iranian curriculum experts during ten years (2002-2012) with PhD degree in this regard. About 51 people were taken up as an available sampling method in this study. A questionnaire was applied in order to gather the related data in the study. About 32 elements of the questionnaire along with curriculum basics and ten elements of various perspectives of lesson plan patterns were represented showing the viewpoints of every element from the experts viewpoint towards the decision making process in a five ranged domain from semi centralized status to decentralization status in the study.

From these five options, two options in complete centralization and one option showing semi centralized status and two other ones indicate the decentralization status that have been given in table 1. Specifying the centralization status for every score has been determined by the viewpoints of the curriculum and statistics as well as research methodology experts' viewpoints (table 1).

Table 1: options and domains of questionnaire

Value	Option	Centralization status	
1	Decision making with oil central training without course professor explanation	Complete concentration	1.01-----2
2	Decision making with oil central training along with struggles for course professor explanation	Semi centralization	2.01-----3
3	Given professor suggestion and decision making with oil central training		
4	Representation of framework for oil central training with professor decision making	Decentralization	3.01-----5
5	Decision making with course professor		

The viewpoints of the related field professors were asked to determine the validity of the research instrument based on the designing instruction and five experts of the same field. Every seven people submitted the validity of the questionnaire. Cronbachs' Alpha was also applied in order to obtain the reliability of the questionnaire using SPSS21 software. Crnbach alpha regarding to the questions of managers was 0.775, experts 0.884 were obtained in the study. Due to the fact that the confidentiality is higher than 0.70, it is a suitable case in this regard; therefore, it can be stated that this test has higher confidentiality [6].

RESULTS

1- Findings of table 2 show that the mean scores of curriculum experts in relation to design are 3.45. Due to the table 1, the experts considered the decentralization curriculum as the most suitable case of the related element.
2- Findings of table 2 show that the mean scores of curriculum experts in relation to content and its organization is 3.53. Due to the table 1, the experts considered the decentralization curriculum as the most suitable case of the related element.
3- Findings of table 2 show that the mean scores of curriculum experts in relation to subjects' learning activity are 3.71. Due to the table 1, the experts considered the decentralization curriculum as the most suitable case of the related element.

4- Findings of table 2 show that the mean scores of curriculum experts in relation to evaluation method are 3.43. Due to the table 1, the experts considered the decentralization curriculum as the most suitable case of the related element.

5- Findings of table 2 show that the mean scores of curriculum experts in relation to resources and learning instrument is 3.77. Due to the table 1, the experts considered the decentralization curriculum as the most suitable case of the related element.

6- Findings of table 2 show that the mean scores of curriculum experts in relation to time and duration of sessions is 3.49. Due to the table 1, the experts considered the decentralization curriculum as the most suitable case of the related element.

7- Findings of table 2 show that the mean scores of curriculum experts in relation to space are 3.44. Due to the table 1, the experts considered the decentralization curriculum as the most suitable case of the related element.

8- Findings of table 2 show that the mean scores of curriculum experts in relation to subjects' grouping are 3.82. Due to the table 1, the experts considered the decentralization curriculum as the most suitable case of the related element.

9- Findings of table 2 show that the mean scores of curriculum experts in relation to learning-teaching approach are 3.98. Due to the table 1, the experts considered the decentralization curriculum as the most suitable case of the related element.

10- Findings of table 2 show that the mean scores of curriculum experts in relation to features of teachers' representations is .97. Due to the table 1, the experts considered the decentralization curriculum as the most suitable case of the related element.

Table 2: mean and deviation of questions regarding to the curriculum experts

Researcher suggestive viewpoints		N	M	Dev	Mean of total elements
Targets	Determination of total targets of the course	51	3.37	0.77	
	Determination of total targets of lessons	51	3.20	0.57	3.45
	Determination of behavioral targets of lessons	51	3.78	1.06	
Content and its cohesion	Determination of number of lesson units	51	3.49	0.90	
	Determination of number of lesson chapters	51	3.31	0.97	3.53
	Adjusting vertical and horizontal of lessons	51	3.59	1.04	
	Determination of contents' volume	51	3.63	0.89	
	Selection of content based on chapters	51	3.65	1.20	
Learning activities	Type and degree of learners' activities out of class	51	3.67	1.28	
	Type and degree of learners' activities in the class	51	3.88	1.32	3.71
	Designing learning activities	51	3.59	0.94	
Evaluation	Determination of evaluation time	51	3.12	0.86	
	Scoring method	51	3.23	1.01	3.43
	Selection of evaluation type	51	3.53	1.08	
	Selection of evaluation tool	51	3.73	1.13	
Resources and learning instrument	Determination of information sources	51	3.65	0.74	3.77
	Determination of using different resources	51	3.65	1.04	
	Determination of using different resources' methods	51	1.02	0.93	
Time	Session duration	51	2.94	0.99	3.49
	Time of given lesson at every course	51	3.47	1.17	
	Timing of every class session	51	3.59	1.22	
	Timing of learners' learning activities	51	3.96	1.15	
Space	Type of educational space	51	3.04	1.04	3.34
	Formation of educational space	51	3.63	1.17	
Grouping	Grouping method	51	3.67	0.79	3.82
	Number of groups and members	51	3.75	0.80	
	Grouping base	51	3.69	1.07	
	Determination of using group-based education	51	4.16	0.92	
Teaching navigations	Determination of teaching method	51	3.94	1.07	3.98
	Completion steps of different teaching	51	4.00	1.11	
Teachers' features	Training with two skillful teachers	51	2.92	1.02	2.97
	One teacher with bilateral nature (industrial and university)	51	3.02	1.19	

DISCUSSION AND CONCLUSION

The main purpose of the study was to design the suitable decision making structure of MBA curriculum considered as a case study in Iranian national oil company. The research literature showed that most

experts considered the decentralization curriculum as the most suitable case and framework for the central training department of the Iranian oil company emphasizing on their plans and effectiveness roughly in this regard. Lorenberg pointed that the efficacy of curriculum does not get prepared by the package of Desi but it requires the whole teachers' cooperation and partnership in this pavement. In response to the first nine questions of the questionnaire considering the whole fields most suitable in terms of curriculum experts that these include the decision making structure in designing the elements of target, content and its cohesion, subjects' learning activities, evaluation method, time and session duration, space, subjects' grouping, learning-teaching navigations and the status of decentralization in relation to the decision making process; they have asked the fact that the decision making process of these elements could be devoted by the related professors along with a general framework of the same element and the central training department of Iranian national oil company. Also they considered the semi centralized feature for the last element of the professors' scientific features; that is, they have asked the decision making process being as the suggestive element by teachers in the Iranian oil central training department [9].

Due to the meaning of semi-centralization, they have to ask the cooperative issues of professors' bilateral cases in the same training center. This finding is coincident with the research of [10, 21, 3, 12]. It is obvious that the curriculum experts considered the status of the decentralization and semi centralization as the most suitable case in regarding to the decision making affairs because the high potential autonomous options given to the professors made them to be high efficient at their own tasks. Due to the suitable status specified in this research, it is necessary make the professors to participate in the decision making courses potentially. Therefore, the implementation of the Iranian national oil company central training success should be fulfilled based on the participation of professors accurately in the related courses. Thus, the following notes have been suggested to reach to the most suitable level in relation to the curriculuming and decision making affairs regarding to the short term curriculum designing of business administration:

1- The high potential and skillful professors are used in order to reach to most suitable decision making and its elements of target, content and its cohesion, subjects' learning activities, evaluation method, duration of sessions, space, subjects' grouping and learning-teaching navigations in regarding to the short term curriculum courses of business administration and human resources management for the human resources managers of the Iranian national oil company

2- It is suggested to take and employ skillful professors in order to take decision making affair for representing the college scientific features and industrial section in curriculuming of short term in regarding to business administration management and human resources management for the human resources managers of the Iranian national oil company.

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