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Do skills development and training promote professional and organisational development in the broadcasting information technology (BIT) unit of a broadcasting company?

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DO SKILLS DEVELOPMENT AND TRAINING PROMOTE PROFESSIONAL AND ORGANISATIONAL DEVELOPMENT IN THE BROADCASTING INFORMATION TECHNOLOGY (BIT) UNIT OF A BROADCASTING COMPANY?

ABSTRACT

The information technology (IT) industry in South Africa has undergone major technological changes, and continues to do so. These changes are dynamic and demand significant interventions on the part of the workforce. If an organisation is to change, then systemic and sustainable changes are essential. Hence, a prerequisite is that employees within this industry need constantly to improve their knowledge and skills. The study was conducted within the broadcasting information technology (BIT) unit of a broadcasting company in South Africa. The aim of the research was to determine if skills development and training promotes professional and organisational development. A case study methodology within the qualitative paradigm was employed. Data was collected through a questionnaire, interviews, observations and document analysis. The research explored crucial issues in training and development in relation to professional and organisational development. The research findings indicated that perceptions of the success of skills development programmes far outweighed perceptions of failure. The research concluded that skills development and training programmes promote professional development. Organisational development, however, was promoted only to the extent that employees remained in the employ of the organisation. In addition, this research suggests that there is scope for future research in this field.

KEY WORDS

Skills Development

Training

Professional Development

Organisational Development

Workplace Education

Skills Programmes