

МЕНЕДЖМЕНТ В ОБРАЗОВАТЕЛЬНЫХ ОРГАНИЗАЦИЯХ

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Аннотация

В статье «Менеджмент в образовательных организациях» рассматриваются вопросы, связанные с применением менеджмента в образовательных организациях. Также даются определения основных понятий и методов управления в образовательной сфере, а также конкретных внутренних особенностей организационного процесса, таких как управление образовательным учреждением, организация образовательного процесса, финансово-экономическое управление в образовательной сфере.

Ключевые слова: управление экономикой, образовательные учреждения, технический персонал, потребности рынка.

MANAGEMENT IN EDUCATIONAL ORGANIZATIONS

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Abstract

The article « Management in educational organizations» examines issues related to the application of management in educational institutions. Definitions of the basic concepts and methods of management in the educational sphere are also given, as well as specific internal features of the organizational process, such as the management of an educational institution, the organization of the educational

process, financial and economic management in the educational sphere and personnel management are discussed.

Keywords: economic management, educational institutions, technical staff, market needs.

Introduction

In today's culture, educational organisations play a critical role. The fields of pedagogy and theory of social management gave rise to the theory of pedagogical management. As is well understood, the production of science involves multiple stages: information acquisition, generalisation of empirical data, theoretical knowledge derivation, and finally, application of established technologies back to practice. Nowadays, management is a complicated socioeconomic issue that has an impact on practically every facet of societal life. Among the popular categories of management (banking, strategic, innovative, administrative, etc.) It engages with a range of social groups, including parents, teachers, students, trade unions, and students. As a result, managers need to be able to implement social policy, foster social interaction, and consider the needs and preferences of all parties involved.

Research results

An analysis of the specifics of management in the educational sphere shows that its features are related with the fact that the goal of organizations in this industry is not only to generate income, but and implementation of the educational process, which requires taking into account a number of features:

Value orientation.

1. Instead of focusing on making money, control educational organisations are developing their programmes around the principles found in both science and society. Distinguishing themselves from the management of other economic sectors, the management aims in these areas are tied to the provision of educational services, building scientific and technical capability, and human resources country.

2. Specific type of activity. The process of teaching is a distinct endeavor that transcends the final product. Thus, it is crucial to take into account a wide range of

other aspects while managing educational institutions, including their mission, training initiatives, organisation accessibility, and high-quality instruction. etc.

3. Social character. This area is directly related to public interests and expectations, which means that there is a need for dialogue with the public, and taking into account citizens' views and participation in public discourse on issues related to education.

4. High degree of responsibility. Educational organisations engage in socially conscious and responsible activities. This implies that a thorough control and evaluation of educational quality must be conducted as part of the process of administering this field.

5. Complexity and variety of tasks. In management of educational organizations presents complex and diverse tasks that require skills in developing and implementing training programs, monitoring the quality of teaching and forming educational standards.

6. Uniqueness of the selection and personnel management process. Certain standards must be met in this field for the hiring, training, and supervision of employees' professional activities.

Analysis of the specifics of management in in the educational field reveals that value orientation, a particular kind of activity, being public, a high level of responsibility, complexity and diversity of tasks, and the distinctiveness of the hiring and personnel management processes must all be taken into consideration during the management process. Let's present a few figures characterizing the importance of the role of management in the educational field:

- On average, there are from 3 to 10 employees per student at the university administrative and technical staff. Management must develop optimal organizational structures and processes to ensure efficient the work of all services of the institution.

- According to research, in higher educational institutions for each teacher accounted for 12.1 students in 2005, then in 2016 this figure amounted to 11.2

students. In tough conditions competition in the labor market, the management of educational institutions must provide high quality education and focus on market needs.

Assessing the effectiveness of the personnel management system in the educational sector can be produced based on advance certain criteria.

This includes the following steps:

1. Development of a strategy and plan for personnel management and educational process that should reflect the goals and the objectives of the institution, its mission and development strategy.

2. Determination of an educational process and personnel management strategy and plan that takes into account the institution's mission, development strategy, and goals and objectives, etc.

3. Development of a personnel performance assessment system, which should take into account not only professional skills and qualifications, but also the results of their work and contribution to the educational process.

4. Planning, coordination and control of the educational process, including curriculum development and plans, organizing events aimed at developing personal qualities of students.

5. Support and development of staff members by holding training sessions and seminars on innovative approaches to teaching and training, drawing in outside specialists and seasoned educators.

Conclusions

It should be mentioned that striking a balance between reaching financial objectives and raising educational standards is one of the biggest problems facing administrators of schools. An educational institution has to aim for both profit maximisation and efficient use of resources, just like any other business. Conversely, an educational institution's primary objective is to give pupils a top-notch education. Enhancing management procedures in the field of education can boost the organization's productivity and guarantee that development metrics rise.

One of the most important components of management in the educational field is paying attention to the institution's employees. In order to attract and retain qualified employees, educational institutions should consider motivating staff, establishing qualifying requirements, and implementing an incentive system.

Thus, ensuring the institution runs well and serves the requirements of both students and society at large is the aim of management in the educational sector. Ensuring the best possible education at the lowest possible cost is the fundamental tenet of management in the field of education.

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