

PROFESSIONAL HIGHER EDUCATION: THEORETICAL PRINCIPLES MANAGEMENT

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The basic changes in the field of higher education are examined in the article, the quality of higher education strategic management is analyzed.

Higher education institutions face complicated problems nowadays. Recently the system of higher education in Russia has changed. The state wasted the monopoly for training specialists. The number of non-governmental institutions has temporarily raised, comparing with registered higher state schools. The competitive media has been already set up in the field of different status higher institutions activities. To stand the competition educational institutions had to react quickly to economic and social changes.

Permanently the educational institutions face the number of problems: Where do you find volunteers to study, able to pay? What to teach? What educational fees should be? What advertising should be made? Etc. It is possible to assist responding similar questions only applying to the methods of strategic management in the field of education.

Strategic management mechanisms should be applied to solve the problem of raising the quality of education as a type of educational activity.

The basic idea of ISE (Institution System of Education) 9000:2001, successfully applied in education presently, is directed to the customer. Due to this idea the main element in managing the quality of education is the consumption of all the parties interested: the students, teachers and the state.

The main strategy, reflecting the core of strategic management transfer is the idea of the necessity to focus the authority attention on the environment in order to react to the current changes respectively and in time.

Strategic approach to management came already in the being of the 20ies - 30ies of the XX century. The term "strategic management" was introduced in the 60^{ies} - 70^{ies} to fix the difference between the current industrial management and high level management.

The scientists mainly follow the Ansoff's principal concept, who introduced the idea of strategic management, according to which the tasks of long-term organization development are set due to the analysis of current situation and tendency of external development. One of the most important sides of this problem solution is to work out the long-term mechanisms of reasonable decision making which define the strategic effects of organization functioning.

Strategic management of quality affords the university to react to current changes, to get a high-rank position, taking responsibility for raising the quality of education. Strategic management can be treated as a dynamic sum total of five interconnected managerial processes: media analysis, setting up the mission, foreseeing the future, strategy and aims, analysis and choice of strategies, strategy management and management control.

The media analysis is usually considered as a starting procedure of strategic management as it supplies both the base for mission set up and aims of the firm, as well as the work out of the behavior strategy, allowing the firm to exercise its mission and gain the results. One of the key functions of any management is to keep the balance of interaction between the organization and media. Each organization is involved into three procedures: gaining the external media resources (input), turning the resources into a product (transformation), product transfer to the external media (output).

In order to define the strategy of the organization and bring this strategy into life, the authority must obtain a deeper knowledge about both internal media of organization, its potential and development tendencies and also about external media, its development tendencies. Therefore, the internal media is studied in order to discover strong and weak sides of organization and external environment is studied by stra-

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tegic board, first of all to find out the threats and opportunities the organization has to consider the aims and means of hitting the target.

On the base of multiple investigations of the market demands of education services, labour force market, other customers and interested parties, a doctrine must be formulated in the field of education quality management, which contains the mission set, foreseeing the future, strategy and aims in the field of quality. After the definition of mission and aim, then comes the stage of analysis and strategy choice.

The main task of the stage of exercising the strategy is to compose preconditions, necessary for successful assertion of the strategy.

The main aim of strategic management is the potential development and a higher institu-

tion strategic ability support to survival and effective functioning in unstable external media.

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