

EDUCATIONAL MANAGEMENT

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THE ROLE OF EDUCATIONAL MANAGEMENT

- Elementary education, being the focus of the whole community for its development needs to be universalized by adopting the rules and regulations formulated and implemented by the Government.
- Operation of the rules depends on the managerial skills of tail-end functionaries, such as elementary school teachers.

Significance of having Educational Management :

- **Now-a-days in developing society, the need for management is essential.**
- **Teacher as a manager has to organize his classes and contribute to the total organization of his school.**
- **The relationship between the School and the community around has to be fruitfully maintained by using appropriate managerial skills of a school teacher.**

SCHOOL TASKS

- **Every school should have the necessary data, resources to be collected, organized and recorded by teachers.**
- **All such competencies are grasped under this subject of educational management.**

What is Educational Management? :

- Educational management is a field of study and practice concerned with the operation of educational organizations.
- Educational management has to be centrally concerned with the purpose or aims of education.

What is Educational Management? :

- These purposes or goals provide the crucial sense of direction to underpin the management of educational institutions. Unless this link between purpose and management is clear and close, there is a danger of “managerialism . . . a stress on procedures at the expense of educational purpose and values” (Bush, 1999, p. 240).

What is Educational Management? :

- **What is Educational Management?**
“Management possesses no super-ordinate goals or values of its own. The pursuit of efficiency may be the mission statement of management – but this is efficiency in the achievement of objectives which others define” (Newman & Clarke, 1994, p. 29).

What is Educational Management? :

- What is Educational Management? The process of deciding on the aims of the organization is at the heart of educational management. In some settings, aims are decided by the principal, often working in association with senior colleagues and perhaps a small group of lay stakeholders. In many schools, however, goal setting is a corporate activity undertaken by formal bodies or informal groups.

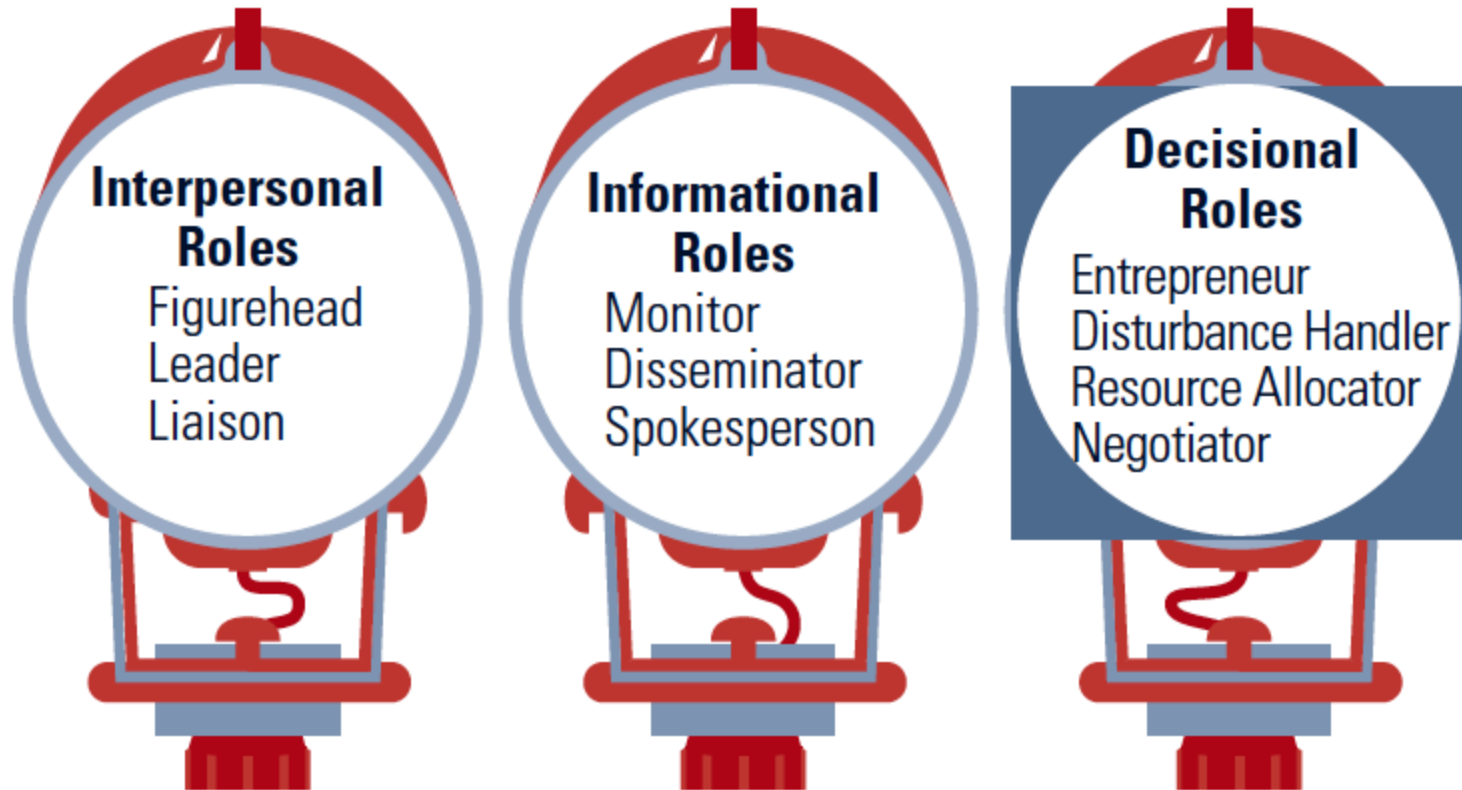
Definition:

- A Manager is the person responsible for planning and directing the work of a group of individuals, monitoring their work, and taking corrective action when necessary. For many people, this is their first step into a management career.

Management Roles

- Role
 - A set of expectations of how one will behave in a given situation.
- Management Role Categories (Mintzberg)
 - Interpersonal
 - Figurehead, leader, and liaison
 - Informational
 - Monitor, disseminator, and spokesperson
 - Decisional
 - Entrepreneur, disturbance handler, resource allocator, and negotiator

Ten Roles Managers Play



Managers play various roles as necessary while performing their management functions so as to achieve organizational objectives.

Management Roles

Identify each of the managerial activities as part of one of the three role categories:

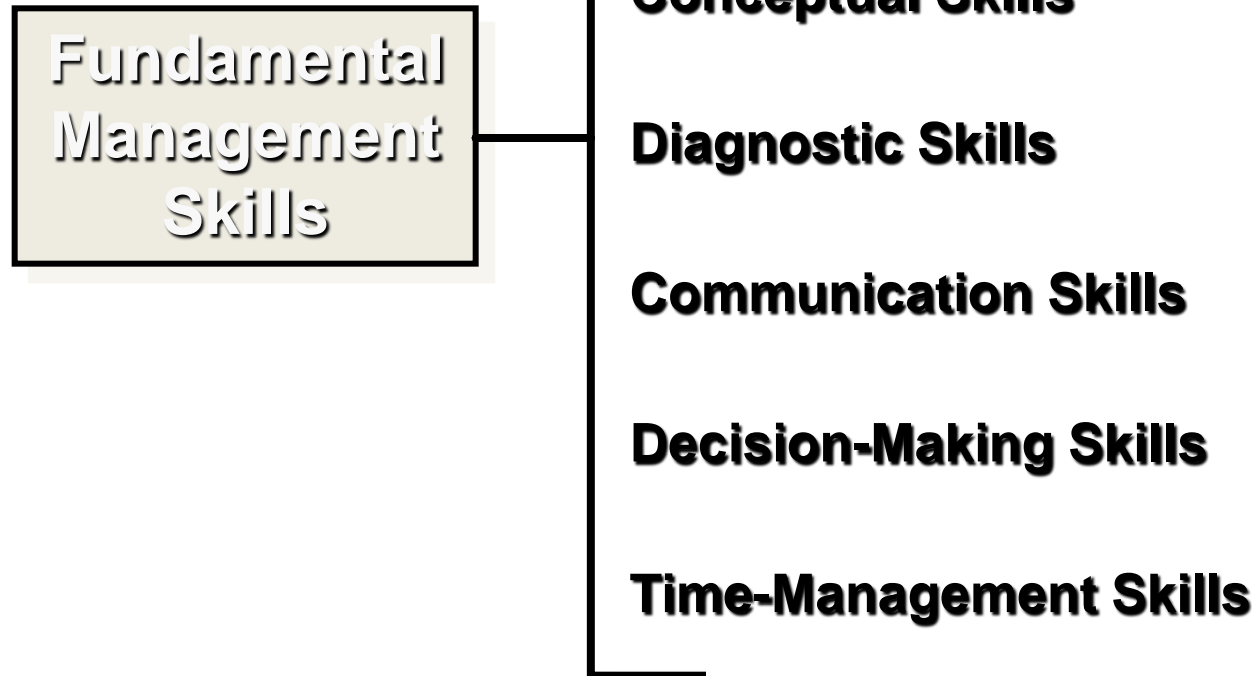
- a. interpersonal role
- b. informational role
- c. decisional role

- ___ 11. The manager discusses the new union contract with union representatives.
- ___ 12. The manager shows an employee how to fill out a form.
- ___ 13. The manager reads the *Wall Street Journal* while having coffee first thing in the morning.
- ___ 14. The manager develops new total quality management (TQM) techniques.
- ___ 15. The sales manager discusses a complaint with a customer.

Individual Management Styles

- What is Your Preferred Management Style?
- 12 Points Possible...
 - Autocratic
 - Consultative
 - Participative
 - Empowerment
 - Combinations or Flexible
- Best Management Style?
 - Adaptive or **Situational Leadership**

Skills and the Manager



Management: Science or Art?

- The Science of Management
 - Assumes that problems can be approached using rational, logical, objective, and systematic ways.
 - Requires technical, diagnostic, and decision-making skills and techniques to solve problems.
- The Art of Management
 - Decisions are made and problems solved using a blend of intuition, experience, instinct, and personal insights.
 - Requires conceptual, communication, interpersonal, and time-management skills to accomplish the tasks associated with managerial activities.

What managers do?

- Managers may direct workers directly or
- they may direct several supervisors who direct the workers.
- The manager must be familiar with the work of all the groups he/she supervises, but does not need to be the best in any or all of the areas.
- It is more important for the manager to know how to manage the workers than to know how to do their work well.

Managing people

- A manager may have the power to hire or fire employees or to promote them. In larger companies, a manager may only recommends such action to the next level of management. The manager has the authority to change the work assignments of team members.

A manager's title

- **reflects what he/she is responsible for. An Operations Manager is responsible for the operations of the company. The Manager of Design Engineering supervises engineers and support staff engaged in design of a product or service.**
- **There are many management functions in business and, therefore, many manager titles.**
- **Regardless of title, the manager is responsible for planning, directing, monitoring and controlling the people and their work.**

Roles of an Educational Manager :

- **Educational managers may have responsibility for a number of activities in the educational sector, ranging from the development of policy to the development and review of course curricula and teaching materials.**
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Roles of an Educational Manager :

- **an advisory role,**
- **preparing reports, information papers and submissions,**
- **advise senior management or interdepartmental committees on education strategies and initiatives.**

Roles of an Educational Manager :

- **They may also be involved in the management of educational systems at a regional, district or state level, and may have to manage financial and physical resources for education, or recruit educational officers.**

Duties and Tasks of an Educational Manager :

- An educational manager may perform the following tasks: provide educational leadership to teachers, principals and administrative officials of education institutions in the development and coordination of educational programs
- oversee educational research aimed at providing new directions for the educational system

Duties and Tasks of an Educational Manager :

- represent the organization on committees to identify present and future needs within the educational system, and plan, develop and modify facilities and programs manage the evaluate the new approaches and development of new courses
- organize and conduct workshops and conferences to train teachers in new programs and methods

Duties and Tasks of an Educational Manager :

- apply for and manage funding for new educational programs
- manage processes to do with school reviews, teacher assessment and education planning in primary and secondary schools
- prepare or oversee the preparation of reports and information papers
- manage the provision of education in rural or remote areas, or within specific institutions.

Personal Requirements :

- Personal Requirements good written and verbal communication skills
- good analytical and problem solving skills
- good leadership and organisational skills an interest in education
- effective people management skills
- able to work under pressure and remain calm in stressful situations

Basic functions of management

- * Planning: Deciding what needs to happen in the future and generating plans for action.
- * Organizing: making optimum use of the resources required to enable the successful carrying out of plans.
- * Staffing: Job Analyzing, recruitment, and hiring individuals for appropriate jobs.
- * Leading/Directing: Determining what needs to be done in a situation and getting people to do it.
- * Controlling/Monitoring: Checking progress against plans.
- * Motivation : If low motivation then employees may not contribute to the other functions).

Five levels of management:

- 1. Senior management (or "top management" or "upper management")
- 2. Middle management
- 3. Low-level management, such as supervisors or team-leaders
- 4. Foreman
- 5. Rank and File

Top-level management

- * Require an extensive knowledge of management roles and skills.
 - * They have to be very aware of external factors such as markets.
 - * Their decisions are generally of a long-term nature
 - * Their decisions are made using analytic, directive, conceptual and/or behavioral/participative processes
 - * They are responsible for strategic decisions.
 - * They have to chalk out the plan and see that plan may be effective in the future.
 - * They are executive in nature.

Middle management

- * Mid-level managers have a specialized understanding of certain managerial tasks.
 - * They are responsible for carrying out the decisions made by top-level management.
 - * finance, marketing etc are comes under middle level management

Lower management

- * This level of management ensures that the decisions and plans taken by the other two are carried out.
- * Lower-level managers' decisions are generally short-term ones.

Foreman / lead hand

- * They are people who have direct supervision over the working force in office factory, sales field or other workgroup or areas of activity.

Rank and File

- * The responsibilities of the persons belonging to this group are even more restricted and more specific than those of the foreman

Sources:

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