

Management in the System of Education in Higher Education: Modern Trends

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Abstract: This study discusses the need to introduce management in the system of higher education. An analysis of current trends is being conducted and the educational management of the United States, France and Japan is described. The research focuses on the description of the introduction of management in the Republic of Kazakhstan, dwelling in more detail on the stages and difficulties. Particular attention is paid to the implementation of state support for the introduction of management in higher education. The issue of the role and definition of the head of a higher educational institution in the implementation of educational management is also being considered. The research reveals the issue of the emergence of a new type of head of the university which is called the education manager. The author analyzes the powers of a new type of leader, the conditions for his appointment.

INTRODUCTION

The study is devoted to the study of the introduction of educational management in the structure of a higher educational institution. The issue of the functioning of management in education and the stages of its implementation are considered in detail. A significant part of the work is occupied with the analysis of educational management in the USA, France, Japan and Kazakhstan. The main part of the work is the analysis of educational management trends in the Republic of Kazakhstan.

In the modern education system, management is actively introduced to carry out long-term planning of the university's activities. The introduction of management in the education system is carried out with the aim of

developing higher education^[1]. Schematically, the functioning of management in the structure of higher education can be presented in the following way: the rector sets goals and strategic directions of activity, forms the mission and concept of the organization, creates an internal atmosphere in which the staff of the university is fully involved and is interested in achieving the goals set^[2].

One of the actual functions of leadership, especially important at the moment, development of the education system can be called the development of educational institutions of higher education. Today, the previous methods of leadership and organization of management of the organization's activities do not work. It is necessary to introduce new methods for implementing an effective

management strategy for the university which will create a creative environment for university staff and students^[3]. In this regard, it is necessary to make a number of changes in the system of professional development of the university staff and their re-qualification. This process will orient the staff of the university to search and mastering, the subsequent introduction of innovative methods and means of teaching, effective technologies of university management^[4].

Educational management consists of a number of components. The main ones are. Education-a structurally and meaningfully organized process of developing the abilities of the individual. The basis of education is the development, appropriation and use of cultural achievements to solve social and personal problems.

- Formation and achievement of education goals
- An educational institution is an open system that interacts with the external environment

Innovation and innovative developments, the achievements of science are the basis for the development of an educational institution. Innovation is understood as a concrete result of creative and scientific activity aimed at developing, approbation and introduction of new types of educational services and technologies, their introduction into educational activities with the aim of improving the quality of education. The development of education implies changes in the sphere of education, thanks to which the national education starts to correspond more to the world standards. The organization of education must correspond to the scheme: goal-function-result. To do this, it is necessary to develop and implement appropriate conceptual approaches, methods and principles, the functional composition of management in the education sector, constructed according to the following scheme^[5]:

- Organizational culture is one of the most important management tools. If the activity in the university does not have a strict structure, it is not established, then the effectiveness of management will be extremely low
- Educational management aims at the result of meeting the needs of the university
- The management of the quality of education should promote the change of value orientations, the introduction of personality-oriented education, focus on the cultural and moral components of the sphere
- The formation of a new structure of the organization of the university, taking into account the interests, rights and needs of employees^[6]

Educational management is being introduced into the activities of higher education around the world. This

widespread introduction is due to its high efficiency. Let's analyze the features of introduction to the management organization. The term "pedagogical management" is understood to mean a set of principles, methods, organizational forms and technological methods of managing the educational process which is aimed at increasing its productivity and effectiveness. According to another definition, pedagogical management is an activity system. This system includes the following structural and functional components and system-forming factors. For example, the purpose, subject and object of activity, the content of all activities of higher education, methods and principles of teaching and interaction of participants in the learning process.

Each of the described components is in the process of interacting with other elements of the system. The subject and object of pedagogical interaction are related to the content of the educational process, depends on it. Teaching methods are used by the teacher in relation to students. The interconnection of the components of the pedagogical system is inseparable. The management of the educational process in higher education is a purposeful impact of the head of the university and authorized staff on the teaching staff and students on the content of education and its implementation. This management is carried out through the planning of educational activities, organization and control of their activities^[7]. Educational management originated in the United States where it was first introduced. At that time it could be defined as follows: the process of regular efforts to improve the quality and effectiveness of the educational process^[8].

The founder of scientific management is Frederick Winslow Taylor who developed the direction in the early twentieth century. The ideas of F.U. Taylor had an impact on the further development of educational management and its dissemination. Also, the science of the management of production began to develop actively the study of the on-line method of organizing labor was systematized. F.U. Taylor first tried to systematize the process of managing education and thereby improve its effectiveness. Approximately 100 years have passed since, the foundation of the concept of educational management but the main provisions have remained unchanged^[9]. Such unchanging provisions include the 4 basic principles of scientific management formulated in 1911:

- Obtaining necessary knowledge about the education process
- Selection and training of teachers
- Use of the acquired knowledge in solving educational problems
- Organization of cooperation between teachers and administration in order to achieve the set goals^[10]

Scientific management at the time of introduction was an interrelated set of concepts and methods developed by F. Taylor himself and his followers. Without these developments, world education could have felt the crisis of the system much earlier. Now, using the tools developed by him the modern education system is actively developing^[11]. A distinctive feature of the introduction of management in the education of higher education is the opportunity to increase the competence of teachers, develop the activities of the university and expand the powers of managers of education^[12].

MATERIALS AND METHODS

The methodological basis of the study was the fundamental research and scientific publications devoted to the problem of the introduction of educational management. For example, foreign researchers Rube V.A., Maslow. A., Adorno, Theodor W., Studying the history of the emergence of educational management and its implementation. Domestic researchers Silin A.N., Kolunin V.M., Aukun V.M. study the features of educational management and its trends. Monobayeva A.I. in her works examines the stages of introduction of educational management and its features in the Republic of Kazakhstan, paying attention to the difficulties of introducing and implementing the process of managing higher education.

One of the main reasons for the introduction of management in the system of higher education is the need to manage the organization. If you look at the business sphere where management came from you can see that each organization has a long-term development plan and a forecast of expected results. If long-term planning is not conducted, there is no strategy then the enterprise is unprofitable. So, with the organization of education: the clearer and clearer the strategy of managing education, the more transparent and organized it is the better the results are the higher the quality of education, the more students enter the university. Let us analyze the features of the introduction and functioning of educational management in the system of higher education in different countries.

The American model of management in the university differs from other autonomy of universities, decentralization. In the management of US universities, attention is focused on the integration of science and industry, business. To provide future specialists with work. Management of the university is carried out by the Board of Trustees which has broad powers and makes various decisions: personnel appointments, management of the content of training, etc.,. In the French model, educational management also has a number of features. First, the leading place in the management training system is assigned to specialized educational institutions which are called higher commercial schools. Secondly, the

existence and functioning of such institutions is interesting. Commercial schools exist and carry out their activities under the regional chambers of commerce and industry which play a primary role in determining specialties and specializations in determining the direction of development of these schools^[13].

The French model of management of higher education institutions does not differ autonomy and freedom in making strategically important decisions. The Japanese model of higher education management is distinguished by a special process of training professional personnel for professional activities. Students are trained in the university and at enterprises. Within the framework of university courses, students study certain disciplines that are aimed at developing the student as an individual, rather than training a narrow specialist. Special knowledge students receive during the passage of practice. The described features of scientific management in developed countries have influenced the introduction of educational management in the Republic of Kazakhstan. But educational management is being introduced into the system of higher education, taking into account not only Western tendencies but also national cultural traditions and mentality^[14].

In today's world, university management is guided by strategic development priorities. In 2011, the order of the Minister of Education and Science of the Republic of Kazakhstan No. 241 was adopted which describes the requirements for implementing changes in the management of high school activities. An example of the necessary changes is the following. Clarification of the duties of the university staff. Changing the qualification requirements for teachers and employees of the higher school organization. Now, it is necessary to have a certificate or certificate of passing the refresher courses on the management of education among employees of the education organization. This applies to both the manager and teachers. Educational management should help to restructure the national educational organizations, build the concept of universities, establish a dialogue between teachers, students and administration, bring the management of the university closer to international standards which will simplify the integration process^[15].

Today, the main goal of education is not the transfer of information to students but the disclosure of its capabilities, assistance in the implementation and mastery of professional skills, the upbringing of a competitive personality, ready for professional and social adaptation^[16]. It is also necessary to answer the main question of management in education: the head of an educational institution is a manager or a teacher? For today in the Kazakhstan education system it is possible to observe the appearance of a new type of manager-manager in education. The modern head of an educational institution must possess academic management skills,

know the nature and nature of the changes implemented, their legal and regulatory framework and legislative base and not only have professional pedagogical competences. In this regard, it is appropriate to call the manager a manager and not a teacher, since, this position implies, first of all, mastering the skills of management and then pedagogical skills^[17]. In the domestic education, its own unique educational management is formed, combining the western tendencies and the Kazakhstan mentality^[18].

Thus, the modern head of the university should not just have a certain pedagogical experience but be the manager, know the laws governing the organization, plan and make a strategy, implement it and anticipate the results. Also, the leader should be active, mobile, stress-resistant be able to navigate in the rapidly changing conditions of a dynamically developing environment, make strategically important decisions and be responsible for them. The next topical question is the time of appointment of the head of a higher school a training period for a teacher claiming a leadership position? According to a number of researchers, teaching experience is not an indicator of a candidate's qualifications and his professional qualities. A great length of teaching experience is not a guarantee of successful leadership. When appointing to a management position, developed leadership qualities, ability to lead and make decisions, work in a team should be taken into account.

It is necessary to clarify that the presence of pedagogical experience is a prerequisite for appointment to a management position in an educational institution but its duration does not play an important role^[19]. An important point is the constant improvement of the qualification of the head of the university. This is due to the fact that environmental conditions change rapidly and the methods used for management quickly become obsolete and lose relevance become ineffective. In order to avoid ineffective management, it is necessary to encourage employees and heads of educational organizations to improve their skills. In the Republic of Kazakhstan, the "Manager of Education" program has been developed, according to which the heads of higher educational institutions in higher education institutions of higher education can increase their level.

DISCUSSION

Let's analyze the structure of management of higher education in more detail. Management of higher education includes: Management of various activities of the university. The university as an educational organization carries out different types of activities. For example, economic, social, educational. Each of the activities must be regulated by means of special tools. Management and coordination of activities of structural

units. The university is a complex structure, consisting of many departments and units. Each of them carries out a certain type of professional activity, the management of which will help to increase the effectiveness of the educational activity of the university^[20]. Strategic planning and management. The activity of the university should not simply be planned but carried out long-term planning of the activities and results of this activity. Developing a policy on the quality of higher education. The developed policy will help structure and organize the activity of the university, determine the goals and mission of the organization. Development of quality management and its integration with general management of the university. Management of the university must interact with all departments and departments of the university, otherwise its effectiveness is reduced.

Raising the professional level of teachers and staff of higher education. This is necessary to maintain the level of professionalism of the university staff at the proper level, not allowing its obsolescence. Providing social protection and support for teachers, staff and students of the university. Management education should not only monitor but also provide support to employees, create favorable working conditions for professional activities and leisure activities. For this purpose, many trade unions operate in the country^[21].

As it was noted earlier, management in education is being actively introduced in the post-Soviet space by analogy with Western trends. But there are a number of shortcomings that are common for educational management in the CIS. Here, are the main of them. The university is not responsible for the final results of its activities. In other words, the university is not responsible for the quality of knowledge of its graduates legally. The question of responsibility can only be considered from the moral point of view. Insufficient integration of the educational process with scientific activity and business. The educational process in our country exists autonomously without interaction with the labor market and the business environment.

The contradiction between education and the labor market increases: universities release specialists of unclaimed specialties who can't find work in their specialty; the labor market lacks a certain category of specialists. This problem began to be fought in Russia. For example, the labor market in the Russian Federation is oversaturated by dentists. Some medical universities do not allocate grants for this specialty for the last 2 year, some universities have closed the recruitment for a specialty for an indefinite period. In the education system in the CIS, the development of student's personal qualities, their outlook and communication skills are almost not paid attention.

An important issue of implementing management in education is the issue of autonomy and independence of

the university. In the Republic of Kazakhstan, this autonomy is very conditional. In the US, educational institutions are virtually independent of the state, especially financially, since, public funding is <50%. Higher educational institutions are independent organizations that receive income from various funds, provide paid educational and research services. If we analyze the issue of autonomy and freedom of higher education, it is important to note that in the understanding of the American model of university management, autonomy and freedom correspond with financial freedom and in European interpretation-with academic freedom.

In our country, it is quite difficult to talk about the autonomy of universities. On the one hand, public funding is declining and higher education institutions are profiting from paid education and won grants. On the other hand, the centralized power does not weaken. In the Republic of Kazakhstan, the Law "On Education" is functioning which regulates the content of Kazakh education and the activities of educational institutions. According to him, the management of the activity of education should be strictly regulated, based on the current regulatory and legal framework and standard programs of educational activities. The effectiveness of management of the activities of the educational institution in the introduction of new management methods is due to the competent organization of the functioning of the organization of higher education.

The solution of the existing problems of management in the sphere of education is a necessary condition for the formation and development of a modern education system. As noted earlier without effective management, the system of higher education as a whole can't develop. The development of every higher educational institution in the country has a direct impact on the development of the education system at the state level. At present, research is being widely implemented to improve management in the field of education which is based on the State Program for the Development of Education of the Republic of Kazakhstan for 2011-2020.

The global goal in the field of education management is the formation of a public education management system. There are 3 main tasks. Introduction of principles of corporate governance in educational management. Corporate governance will help make the university management policy more transparent. Formation of the system of public-private partnership in education. Public and private institutions of higher learning should interact with each other and with state bodies. This will strengthen the process of integrating education and improve the quality of education, help in solving existing management problems.

Development of measures to improve the system for monitoring the development of education. The solution of this problem should help the national education to approach the world standards. The government of Kazakhstan determines the development of higher

education as one of the main priorities for the development of the state. This is due to the fact that today the whole world pays attention to the development of man as a person, the formation of a competitive personality. This is one of the priorities of N.A.Nazarbayev which speaks of the importance of improving the competitiveness of our citizens, the development of domestic education.

CONCLUSION

Thus, the current trend of introducing management in the higher education system is: Strengthening the integration between business and an educational institution. This is necessary to improve the effectiveness of training and establish strong links with the labor market for future graduates^[39]. Getting the university autonomy and independence. This can be expressed in partial self-financing which can be observed in the management system of domestic universities. Also, universities should be able to adapt training programs "for themselves".

Increasing the competitiveness of higher education institutions. Thanks to this, the influx of foreign students will increase which will positively affect the financial status of the university, improve the material and technical base, help in recognizing Kazakhstan diplomas of higher education abroad. Management of different types of activities of the university, their adjustment. If one of the activities of the university shows poor results or inefficient methods of carrying out activities are used, then it needs to be adjusted. For example, if the educational activity of the university shows results below the planned ones, it is necessary to find the reason for this and eliminate it with the help of a management strategy, adjust the methods and techniques used.

Increasing the professional level of university staff, competitive selection of personnel. When managing a university it is necessary to pay attention to personnel policy. This is due to the fact that incompetent cadres will not be able to match the level of the university and achieve their goals. To prevent this, it is necessary to employ professionals or young specialists with a good education and observe their activities. The future of educational institutions of higher education for educational management as it will help not only to predict the further development of the educational organization but also to analyze the strengths and weaknesses of the organization of training activities which will help improve the quality of education. It is necessary to introduce educational management in stages but don't drag out this process artificially. It is important to take into account the positive experience of Western countries to avoid perfect mistakes and to adapt competently the existing tendencies towards Kazakhstani education.

Educational institutions of higher education in which management was introduced to manage the activities of the institution, show higher education results. Their activities have become more transparent, long-term goals and objectives contribute to the organization of professional and scientific activities in a measured and stable pace without overloading teachers. The lack of management of the educational process leads to a busy schedule of work, processing, inefficient pedagogical activity.

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