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STRATEGIC MANAGEMENT IN THE EDUCATION SYSTEM

Strategic management at present functioning of educational institutions are the main means of preserving the competitiveness and integral part of their development. This type of control determines the rate of growth of education throughout the country and prospects for social development. The current stage of development of management education institution objectively necessitates resolving the new problems based on a search of adequate methods and ways to achieve and maintain a competitive position, develop strategies and tactics to ensure long-term success and more. Thus, the task of strategic management is to implement the goals of an educational institution based on the available capacity and environmental requirements for achieving sustainable competitive position.

Strategic management for many educational institutions is a new, unusual, but one that is gaining momentum phenomenon. Its importance stems from the fact that the pace of environmental changes in speed ahead manifestations often respond educational institution and therefore increasing frequency of unexpected, unforeseen difficulties. Strategic management is designed to expand the horizons of anticipation, create opportunities timely reaction educational institution to environmental changes in the educational, scientific, social and political spheres.

Features strategic management are as follows: strategic management is a set of quality characteristics of educational institution concerning its future state, but do not give a detailed description; strategic management can not be reduced to a set of specific rules, procedures and diagrams and is a philosophy or ideology; the management should not be allowed any mistakes, as it leads to the defeat in the competition.

In education strategic management allows to achieve the following results: help achieve goals, create a positive image of an educational institution, establishing effective strategic positions that ensure the future viability of the institution in unstable conditions, to provide comprehensive, systematic look at the educational institution and its external environment, facilitate decision strategic decisions on the basis of specific concepts, methods and approaches to data collection and processing, to help cope with the changes and make changes, allow to predict trends in the development of an educational institution, to help make strategic choices and implement strategy.