

ABSTRACTS

UDC 37.014

O.V. Lebid

SOME ASPECTS OF STRATEGIC MANAGEMENT OF GENERAL EDUCATION INSTITUTIONS IN UKRAINE

The importance of strategic management is due to the fact that the change of the environment is often far ahead of educational institutions, and, therefore, unexpected, unforeseen difficulties emerge with the increasing frequency. Strategic management is designed to expand the horizons of anticipation, to give a possibility of timely reactions to environmental changes in the education market, services and technology, scientific, social and political spheres to the administration of a general educational institution.

Strategic management system should provide not only for the formulation of a common goal, but also determine the general direction of development. It should provide for the correct selection of developmental strategies; accurate selection of areas and the corresponding allocation of resources. It should also search for: the combination of opportunities offered by the external environment and internally; efficient use of the resources available to the organization, moving them into profitable areas of activity; management of external relations.

In order to implement this function, it is required to develop a mission and a strategic plan for the development of a general educational institution. The mission of a general educational institution is one of the core ideas of modern efficient functioning of general educational institutions.

Strategic planning is a managerial activity of drawing up strategic plans, i.e. long-term plans of the organization's functioning in a competitive environment.

The strategic plan is created to help general education institutions make the most of everything in the environment that is constantly changing. The strategic plan takes into account, on the one hand, the objectives and priorities of school education and, on the other, – its real possibilities.

Key words: strategic management, strategic management of general education institutions, mission, mission of general education institutions, strategic planning, strategic plan.