

ABSTRACTS

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THE ROLE OF RESEARCHING THE ENVIRONMENT IN EDUCATION INSTITUTIONS STRATEGIC MANAGEMENT

Focusing on providing long-term success of secondary schools in the changing environmental conditions justifies transition to strategic management as one of the most promising innovations in management education. This defines the increasing relevance of the theory of strategic management in education.

The strategic management of a comprehensive educational institution includes a very difficult problem of analyzing the external environment, primarily in order to reveal the threats and opportunities that an educational institution should consider when defining its strategy.

In modern conditions, a secondary school must be able to adapt to the environment and to actively shape the external conditions of its activities, constantly revealing potential threats in the environment. On this provision strategic management is based.

I want to emphasize that general education as an object of management and is influenced by complex external factors that make up its environment. Measuring the appropriateness of these factors creates the foundations for the prestige of an educational institution. That creates pre-conditions for characterization of environmental factors of an educational institution: demographic, socio-cultural, legal, political, scientific, technological, economic, natural, and environmental resources.

The analysis of the environment in all the above-mentioned factors is necessary for successful operation of secondary schools in the system of strategic management and will anticipate changes in the educational environment and society, so as to respond to them.

Key words: strategic management, strategic management of general educational institutions, organization's environment, external organization's environment, the external environment of general educational institutions.