Modern Technologies in Education Management

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Abstract: Today, modern is considered as one of the main resources of social development and modern systems and technologies are as a means to improve the performance and efficiency of the people. The most common modern systems and technologies are used in the production, management and financial operations, although, progress began in the minds of people employed in other areas, on the need for their implementation and active use. Modern technologies have existed for a long time, so with the development of computers and communications, they began to appear in different variations: "Modern and Communication Technologies", "Computer Modern Technologies", etc. Modern technology is the integration of computers, electronics and communications. Almost every educated person has known the word "management". In a simplified understanding of the management is the ability to achieve the set goals, using labor, intelligence, motivation of human behavior. Management means "control" and function, type of activity in leading the people in a variety of organizations. Manager all the time is to make decisions under conditions of great uncertainty. Computers act as consultants, the corresponding modern system is a system of decision support and decision-making rests with the manager. Modern technologies have properties that are useful for the management economist as they: help to overcome the gap between economics and mathematics; are the most effective carriers of modern methods solving economic problems; contribute to the coordination procedures with the international economic requirements; connect to a single modern space as economic and educational. An effective solution to control tasks and decision-making in complex economic systems are now inextricably associated with modern technology. Future economists in addition to theoretical training should have practical skills for implementation of various mathematical models and methods with the help of modern software tools. The purpose of this research is to study the necessity of modern technologies in education management and its effectiveness. This research will discuss the issues of modern technologies and its application in sphere of education management. As well as the notion what is modern technology, management and management in education is identified.

Key words: Modern technology, management, education, application, methods, software tools

INTRODUCTION

The rapid changes that have occurred in the last decade in the life of our country, due to the socio-economic and political factors that have affected all aspects of social life including the education system. The relevance of the study of processes occurring in the field of education is increasing as the society realized that the transition to an modern society where knowledge serve as the main social value, leading to an increase in the role of the highly intelligent individual is capable not only to perceive the previously accumulated scientific knowledge but also is to generalize, analyze, create something new in the form of advanced modern technologies, services and products.

As clearly seen social development that as a source of profits increasingly protrude knowledge innovations and methods for their practical application. Modern based on knowledge is becoming the most important and significant commodity available to all individuals, organizations, social groups and society as a whole an inexhaustible reserve of humanity, the fundamental social fact which is the basis of economic development.

With all the variety and large number of developments and trends in the management of higher education management as a knowledge of the industry is in its infancy but the main problems are formulated generally enough. Inadequate study is to consider education as a sociocultural phenomenon, variously interpreted issues of development models and mechanisms of process management software under development is the adoption of an approach to management education. This research, we consider as an attempt to solve the identified problems.

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Relevance of the topic as well as insufficient level of its elaboration in the domestic industry and science marked the aim of the study, its internal logic and structure.

The purpose of the study is theoretical-methodological basis of the essence of education and building on this basis, the concept of management in higher education using modern technology. Achieving this goal results in addressing the following research objectives:

- Generalize and systematize the basic approaches of domestic and Foreign experts at the request of themodern technologies in management of education
- Reveal the essence of the management of education
- Formulate the basic directions of reforming the management system in education at the present stage
- Explore modern technologies for management in education

The decision in modern management review of the educational institution is as a social organization allows to attract to address the challenges of management in the field of management education research and results conducted by Foreign researchers I. Ansoff, S.O. Donnell, M.H. Meskon *et al.* and V. Afanasyev, A.V. Bulgakov, E.E. Vershigora, O.S. Vikhansky, A.I. Naumov, Z.P. Rumyantsev, F.M. Rusinov *et al.* by these management theorists.

In scientific literature management problems in education as well as analysis of various organizational and managerial aspects of the educational activities of the subject of many researchers. However, the vast number of papers on the subject, despite the fact that their authors formulate stated in the research topic as the analysis of administrative processes, reduce or to identify the positive results of our teaching practices with a strong empirical-descriptive dominant or to explain away what is considered management of educational institutions (in this case as a rule, the authors focus their attention exclusively on one of the links in the educational process, explaining the meaning of the categories and concepts related to management issues in education, design tables, about the plans, plots, schemes, etc. (Budanov *et al.*, 2005).

MATERIALS AND METHODS

The main methods of the study were: a theoretical interdisciplinary analysis and synthesis in the study and synthesis of scientific literature including frontier research problems; method of problem-based education management analysis (and managed objects) which is a kind of system analysis; pedagogical modeling in the development of conceptual models of the Shelter management, surveillance, experimental work, peer review and self-esteem, analysis of results and drawing conclusions.

RESULTS AND DISCUSSION

At present, in many countries, policy makers and educational practitioners are trying to integrate modern and communication technologies into their educational systems. This study considers the problem of introduction of modern technologies into the system of management education.

The current stage of society development is characterized by computerization and informatization of education management. In the rapidly changing world, the content of higher education is being updated in accordance with the objectives of continuous training of specialists and their readiness for implementation of professional activity in the conditions of its changing, complexity and perfection. This is due to the difficulty in finding the optimum ratio of the technique of implementation of training programs that combine general and professional personal development. In the new environment, training should be focused not only on the fundamental nature, scope and completeness of specific knowledge but also on the formation of skills to replenish knowledge, identify and solve new problems, comprehend and propose alternative solutions. Computerization is a steady trend of the development of society and education at the present stage (Nikitina and Kulikov, 2012).

Modern technologies act as a technical aid in the elaboration of new models and instruments of learning and teaching in educational establishments. Zandvliet and Straker (Gurina, 2004) emphasized that theapplication of modern technologies is increasing in almost all fields and in many schools around the world. However, according to some scholars, schools have been slowly adopting these technological changes (Kolodochka, 2003; Kolshansky, 1990). This contradiction demonstrates that whatever modern and communication technologies promise for society, their successful and effective integration into the school systems cannot be guaranteed. The successful implementation of technologies is complex as far as it depends on many interweavingvariables. Brummelhuis and Plomp describe the integration of computer technologies in the educational process as a complex and multifacetedinnovation having a lot of issues which need to be addressed successfully before it is possible to talk

about effective innovation. They may result in slow adaptation being an expensive and time consuming tool for users and learners which can frustrate and confuse them (Bobryshov and Kolosov, 1999). Furthermore, educational practitioners have extra needs because they are commended to instantly and competently carry outthe new learning to educational applications in their classrooms. Therefore, a successful integration of modern and communication technologiesdepends on overcoming problems with personnel development, investment in software and hardware, leadership, curriculum, teacher's attitudes and teacher commitment.

Management of the education system in the works of some contemporary authors appears as: focused, organized systematic process influences its structural components and connections between them, ensuring their integrity and efficient implementation of the functions of its optimal development (Slastenin *et al.*, 1977; Simonov, 1997).

Scientific and organized management with unique hierarchy: the first level is the management of the teaching staff activities, the second is control activity of pupils (Bespalko, 1989).

A set of principles, methods, organizational forms and methods of teaching process management systems, aimed at improving the efficiency of their operation and development (Baymoldaev *et al.*, 2007).

All the analyzed literature relating to the management of education can be divided into three areas: the first is management education process (some researchers the training or formation of the person); the second is the management of educational institutions; third direction is management systems (programs, projects) education.

Management in education is a specific Branch of Management Science which incorporates the origins of Pedagogy, Psychology, Sociology, Management, Management and Marketing. Education Management has its own specific and unique to its laws. Professional knowledge management are responsible for awareness of managers associated with the formation of three different management tools.

Organization, management hierarchy, the primary means here is the human exposure from above with the help of the motivation, planning, organization, control, incentives, etc.; Management culture, i.e., produced and recognized by society, organization, group of people of values, social norms and attitudes of the behavior. Market, market relations, i.e., relations based on the balance of the interests of the seller and the buyer.

In Kazakhstan, according to the Law of RK "On Education", "management education institutions is in accordance with the legislation of the Republic of Kazakhstan, model regulations of educational organizations of the appropriate type and charter education organization on the principles of unity of command and collegiality".

The effectiveness of management in the sphere of education is to smooth functioning of educational institutions to provide quality education in terms of the real economy through implementation of the idea of continuous education, the expansion of choice trained trajectory of education in the conditions of reduced mobility.

The solution of management problems in education is a prerequisite for the formation and development of the current system of education as a social institution, adequate pressing needs of contemporary society.

Currently, widespread efforts to improve management in the field of education, the organizational basis is the state program for development of education of the Republic of Kazakhstan for 2011-2020. The main objective in the field of management education is the formation of public-public education management system. Among the main tasks in this area were the following:

Improvement in the management of education, including the introduction of corporate governance principles, the formation of a system of public-private partnerships in education. Improving the education of the monitoring system including the national education statistics in accordance with international requirements.

Kazakhstan has identified the development of education as a priority for long-term economic development. Today, the state pays special attention to the development of education as a key indicator of the human development of the country as the most important is our goal it is education of Kazakhstanis new formation and transformation of Kazakhstan into a country with competitive human capital.

In this regard, the state policy in the sphere of Kazakhstan education is a set of interrelated activities covering changes to the structure, content and technology education and training, organizational and legal forms of subjects of educational activities and financial and economic mechanisms and of course in the system of education management.

CONCLUSION

Education is one of the decisive factors determining the effectiveness of a social society, its update and progress. Neither economics nor political ambition nor military power and education and culture most clearly

define the face of modern society. In them lies the creativity on which depends the success of progressive social change.

Going to the socio, cultural, student-centered education is largely determined by knowledge of the need for active implementation of management as the comprehension of art management of educational institution, a hook and education in general.

This study has been further development of quality management concept of education which is regarded as control over the results, providing modeling, achievement and control of the quality of the educational process as a whole and the level of training of future specialists.

The present research does not pretend to be complete and categorical conclusions in the field of management education as its control process is in constant and dynamic development can simultaneously evolve and develop to control the object.

IMPLEMENTATION

Prospects for further studies we see in the development of control systems, depending on the its features, process management approaches with the use of computers for performance monitoring, finding ways, means and conditions for the implementation of these technologies.

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