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FORMATION OF STRATEGIC MANAGEMENT SYSTEM IN HIGHER EDUCATION INSTITUTIONS

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ABOUT ARTICLE

Key words: Pedagogical technology, competence, competence, criterion, principle, method, innovation.

Abstract: This article provides information on the formation of a strategic management system in family educational institutions.

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INTRODUCTION

The necessity and urgency of studying the problem of the quality of higher education is explained by the growing importance of the concept of "strategy" in philosophy, sociology, economics and other social and humanitarian sciences. The reason for this is that the life of a modern person is determined by parameters such as quality of life, quality of work, quality of personality, quality of products, quality of education, quality management. All over the world, quality has become the main lever of the economic development of individual organizations and countries in general. Quality permeates all spheres of material and spiritual production, social relations, including education.

Quality problems require systematic study and require a strategy of further socio-economic understanding. Since higher education is one of the effective factors of economic and socio-cultural development, spiritual and moral renewal of society, the role of knowledge in the socio-economic development of the countries of the world is rapidly increasing. In the conditions of modern competition in the intellectual labor market, the role of higher education is increasing, and the requirements for its quality are also increasing.

It is impossible to build a knowledge-based society without ensuring the quality of knowledge, the quality of its acquisition, and the quality of accompanying processes. Therefore, the most important task of the society is to form a culture of quality, especially in the field of higher education. At the end of the 20th century, issues related to the study of the quality of education and its role in the life of society became particularly acute. In the context of the formation of the civilization of the next century, the issue of educational strategy has become very relevant. Trends in the development of the economy and the higher education sector lead to the realization of the need to use modern technologies and

implement a quality management strategy in the management of a higher education institution. Today, effective strategic management of higher education is possible only if it is imbued with the ideology of quality. Further improvement of individual universities and the higher education system as a whole is impossible without a comprehensive approach to solving planning, quality assurance and quality management issues.

Thus, the idea of "quality of education" has become an integral part of human development. Modernization of the higher education system is a complex management task. The main management principle of the modernization of higher education is to create a management strategy in universities as a basis for organizing the educational process and to direct it to achieve the highest efficiency of the activities of higher educational institutions.

The reform of the educational system should not be limited to its structural restructuring, strengthening of administrative methods of management, which includes deep changes, without philosophical reflection of its foundations, success cannot be achieved. Philosophical analysis of the quality of educational activities of universities should form the basis of modernization processes, choose a development strategy and have an innovative character. Ensuring the quality of training of competitive personnel in the labor market is the most important task of higher education. A sharp increase in the volume of scientific information and significant complexity of its structure, a further increase in the rate of development of science and technology, an increase in the requirements for professional and social mobility, a natural increase in the share of any type of intellectual factor. Inevitably, quality management of higher education leads to the need to improve old forms and methods of education and develop new forms and methods.

Today, the demand for a quality educational philosophy is determined by the orientation tasks in a rapidly changing world and the formation of new ideological concepts of education. The urgency of the problem of educational management strategy is also related to socio-cultural changes in society and changes in the state's educational policy.

The problematic nature of the philosophical and socio-economic analysis of the quality of education requires the study of a multifaceted educational system, the identification of the responsible subjects - the stakeholders of higher education, their level of satisfaction and, based on this definition, including educational strategy. university in order to ensure the quality of educational services provided. Apparently, the analysis of general philosophical categories such as quality allows us to fully reveal the problem of forming an effective strategy for quality management of higher education. It is the main task of the national education policy to maintain its fundamental essence, to provide high-quality education based on the current and future needs of our time (society and state). The successful implementation of this task by higher educational institutions depends on a number of factors, the most important of which is effective management.

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