



## Syllabus Course Program



# Educational management

### Code and name of the specialty

011 - Educational, pedagogical sciences

### Institute

ESI of Social and Humanitarian Technologies

### Educational program

Pedagogy of higher education

### Department

Pedagogy and Psychology of Social Systems Management named after Academician I.A. Zyazyun (301)

### Level of education

Master's degree

### Type of discipline

Elective

### Semester

2

### Language of instruction

English

## Teachers, developers



### Alina Khrypunova

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Ph.D. of Pedagogical Sciences, Associate Professor, Associate Professor of the Department of Pedagogy and Psychology of Social Systems Management named after Academician I.A. Ziyayun, NTU "KhPI".

She has 25 years of experience. Author of more than 100 scientific and educational works. Leading lecturer in the disciplines: "Pedagogy and Psychology of Higher Education", "Educational Management", "Fundamentals of Scientific Research", "World Experience of Higher Education".

More information about the teacher on the department's website

<https://web.kpi.kharkov.ua/ppuss/uk/portfolio-vorobjovoj-yevgeniyi-vyacheslavivni/>

## General information

### Summary

The discipline "Educational Management" allows students to master modern approaches to the management of educational institutions, features of management in higher education, the possibility of effective interpersonal interaction, the ability to take into account diversity, individual characteristics of students in the planning and implementation of the educational process in an educational institution, the ability to carry out expertise and provide advice on educational policy and innovation in education.

### Course objectives and goals

The aim of the discipline is: - mastering by master students of modern managerial thinking and a system of special knowledge in the field of educational management; formation of understanding of the conceptual foundations of system management of educational institutions; the ability to apply the functions and principles of management in education, making adequate management decisions.

## Format of classes

Lectures, practical classes, independent work. Final control - credit.

## Competencies

GC2: Ability to search, process and analyze information from various sources.

SC1: Ability to design and research educational systems.

SC6: Ability to manage the strategic development of the team in pedagogical, scientific and pedagogical and scientific activities.

## Learning outcomes

PLO5. To organize the educational process on the basis of student-centered, competence-based, contextual approaches and modern achievements of educational and pedagogical sciences, to manage educational and cognitive activities, to objectively evaluate the learning outcomes of students

PLO10. To make effective, responsible decisions on management issues in the field of education/pedagogy, in particular in new or unfamiliar environments, in the presence of many criteria and incomplete or limited information.

## Student workload

The total volume of the discipline is 180 hours (6ECTS credits): lectures - 32 hours, practical classes - 32 hours, independent work - 116 hours.

## Course prerequisites

To successfully complete the course, you need to know: psychology of decision-making in education/pedagogy, monitoring the quality of education in higher education, pedagogy and psychology of higher education, etc.

## Features of the discipline, teaching methods and technologies

Lectures are conducted interactively using multimedia technologies. Lectures include: story, explanation, demonstration, discussion. In practical classes, students perform group and individual tasks.

According to the sources of knowledge, the following teaching methods are used: verbal - conversation, discussion, lecture, work with the book; visual - illustration with practical examples, presentation; gaming - role-playing, business games; documentary - work with documents, analysis, preparation of documents; interactive - selection and discussion of video materials, cases, speech with presentation; self-study - processing of lecture material and professional literature; research - theoretical analysis of scientific sources, empirical research.

By the nature of the logic of knowledge, the following methods are used: analytical, synthetic, analytical-synthetic, inductive, deductive.

By the level of independent mental activity, methods are used: problematic, partially exploratory, research.

Learning materials available to students in Google Disk and One Drive cloud environments.

## Program of the course

### Topics of the lectures

**Topic 1: Understanding organizations and their functions.**

The concept of organizations and their functions. Basic approaches and principles of analysis of organizations in modern conditions Features of educational organizations

**Topic 2. Innovation management in educational organizations.**

Management of the innovative educational process in educational institutions. Scientific and regulatory features of innovation management. Implementation of innovations in educational institutions. Innovative educational projects and their management.

**Topic 3. Fundamentals of pedagogical management.**

The essence and characteristics of the main system-forming elements of pedagogical management. Goals and objectives of pedagogical management. Functions, methods and principles of pedagogical management. Results of activities of subjects of pedagogical management.

**Topic 4. Management in higher education.**

Management in modern higher education institutions. Features of management in the university. Functions and principles of higher education management. System of key performance indicators (KPI) in higher education institutions.

**Topic 5. Leader in an educational institution.**

The concept of leadership and management. Adaptive management in modern educational institutions. Basic skills and roles of leaders. Leader in higher education: features and differences. Characteristics of the main leadership styles.

**Topic 6. Management of personnel of educational institution.**

Basic scientific approaches in the theory of personnel management of educational institution. The need and main stages of introducing changes in the work with scientific and pedagogical staff. Selection and recruitment of staff of an educational institution. Performance analysis and staff evaluation. Staff development. Motivation of staff.

**Topic 7. Organizational culture of a modern educational institution.**

Self-development of scientific and pedagogical staff of higher education institutions in the context of organizational culture. Organizational culture as a basis for the development of an educational institution. Professionalism and organizational culture. The experience of the head of the institution in the implementation of organizational culture.

**Topic 8: Marketing in education and public relations.**

Content and features of marketing in education. Marketing in modern higher education institutions. Marketing analysis and control. The need and main stages of introducing changes in the work with scientific and pedagogical staff. Public relations in education

## **Topics of practical classes**

**Topic 1: Educational institution as an organization.**

Modeling in the theory and practice of management of educational organizations. Experience of domestic and foreign educational organizations: common and different

**Topic 2. Implementation of innovations in educational institutions.**

Innovative educational projects and their management. Strengthening additional management functions in the context of innovation management.

**Topic 3. Features of school management in modern conditions.**

The concept of intra-school control. Problems of increasing the effectiveness of control in secondary schools.

**Topic 4. Management in a modern higher education institution.**

Interrelation of management functions in educational institutions. Strategic planning in higher education institutions.

**Topic 5. Personnel management of an educational institution.**

Performance analysis and staff evaluation. Staff development. Replenishment and development of human resources of educational institutions. Basic scientific approaches in the theory of personnel management of educational institution. Selection and recruitment of staff of an educational institution. Motivation of staff.

## **Independent work**

The student's independent work is limited to studying the lecture material, preparing for practical classes, performing an individual version of the calculation task (in groups of 3) using the methodological recommendations.

Students are also recommended additional materials (videos, articles, textbooks) for independent study and analysis, preparation for lectures and practical classes.

## Literature and educational materials

### Main literature

1. Readiness for adaptive management of a modern manager in a competitive labor market / Romanovskiy O.G., Chebotarev M.K., Vorobyova E.V., Reznik S.M., Panfilov Y.I., Kostyria I.V. under the editorship of O.G. Romanovskiy - Kharkiv: NTU "KhPI", 2018. - 166 p.
2. Fundamentals of public relations: a textbook / O. Romanovsky, N. Sereda, E. Vorobyova - Kharkiv: NTU "KhPI" - 2018. - 196 p. (recommended by the Academic Council of NTU "KhPI", Protocol No. 2 of 03.03.2017)
3. Lukina T.O. State management of the quality of general secondary education in Ukraine: monograph / T.O. Lukina. - K.: NAPA Publishing House, 2004. - 292 p.
4. Lunyachek V.E. Pedagogical management: a textbook / V.E. Lunyachek. - 2nd edition, revised - Kh.: Harri NAPA "Master", 2015. 512 p.
5. Marmaza OI Management of an educational organization / OI Marmaza. - Kh.
6. Martynets LA. Management activity of the head of the educational institution: [textbook] / L.A. Martynets. Vinnytsia, 2018. 196 p.
7. Development of managerial competence of the head as an important resource for ensuring the quality of work of the educational institution: thematic collection of works / ed. I. Vetrov, O. Vlasiuk; edited by A. Chernii, I. Vetrov - Rivne: ROIPO, 2019. - 147 p.
8. Management of an educational institution: Study guide - K.: Znannya, 2006. - 365 p.
9. Quality of Higher Education: Theory and Practice: Study guide / edited by A. Vasylyuk, M. Day; team of authors: A. Vasylyuk, M. Day, V. Bazeliuk (et al.); NAPS of Ukraine, University of Education Management. - Kyiv; Nizhyn: Publisher of PE Lysenko MM, 2019. - 176 p.

### Additional literature

10. Antoniuk O. Management in the educational sphere: conceptual foundations <http://personal.in.ua/article.php?id=381>
2. Blokhina I. O. Moral and ethical component of the managerial activity of the head of the university / I. O. Blokhina // Philosophy. Psychology. Pedagogy. - No. 1. - 2009. - P. 57-60.
11. Bologna Glossary [Electronic resource]. - Access mode: [http:// bologna.owwz.de/glossar.html](http://bologna.owwz.de/glossar.html).
12. Strategy for the Development of Higher Education in Ukraine for 2021-2031 [Electronic resource]. - 2020. - Access mode to the resource: <https://mon.gov.ua/storage/app/media/rizne/2020/09/25/rozvitku-vishchoi-osviti-v-ukraini-02-10-2020.pdf>. Про вищу освіту : Закон України від 17 січ. 2002 р. № 2984-III (зі змінами та допов.) [Електронний ресурс]. – Режим доступу : <http://zakon2.rada.gov.ua/laws/show/2984->
13. On additional measures to improve the quality of education in Ukraine: Decree of the President of Ukraine of March 20, 2008, No. 244-2008. 2008, No. 244/2008 // President of Ukraine: official website. Internet representation [Electronic resource] - Mode of access: <http://www.president.gov.ua/documents/7618.html>.

## Criteria for evaluating student performance and distribution of points

100% of the final grade consists of the results of the assessment in the form of a test (20%) and current assessment (80%).

Credit: written assignment (2 questions on theory + practical assignment with analytical conclusion) and an oral report.

Current assessment: 4 online tests (60%), and a calculation task (20%)

## Rating scale

Sum of points	National assessment	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (additional study is required)	FX
1–34	Unsatisfactory (re-study is required)	F

## Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management. Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website:

<http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

## Approval

Approved by

Date, signature

**Head of the department**

Nina PIDBUTSKA

Date, signature

**Guarantor of the educational program**

Natalia SEREDA