



Strategic Management In Education: Concept, Practice, And Impact On The Quality Of Education

Abstract

This paper explores the concepts, practices, and implications of strategic management in education. Strategic management is the ability to set an educational organization's vision, mission, goals, and strategies that meet the needs and challenges of the future. Strategic management also includes the skills to manage resources, collaborate, and create a conducive learning culture. This article outlines several models and theories of strategic management and examples of strategic management practices in several countries. This article also deals with the impact of strategic management on the quality of education, both in terms of the learning process, student learning outcomes, and the effectiveness of educational organizations. This paper argues that strategic management is an essential factor that can improve the quality of education in an era of globalization and rapid change.

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1. Introduction

Education is one of the most important and strategic sectors in the development of the country. Education creates quality, competitive, and positive human resources that contribute to the nation's development. Therefore, the quality of education must be further improved and adapted to the needs and challenges of the time. One factor affecting the quality of education is leadership. Leadership is a process of social influence carried out by a person or group to achieve a common goal. Leadership can be practiced in education by various stakeholders such as boards, supervisors, principals, teachers, students, parents, communities, and others. Good leadership can improve the performance of educational organizations, motivate organizational members, create a positive climate in the organization, and improve student learning outcomes. However, not all leadership types are suitable for coaching.

The necessary management in education is strategic management. Strategic management is the ability to set an educational organization's vision, mission, goals, and strategies that meet

the needs and challenges of the future. Strategic management also includes the skills to manage resources, collaborate, and create a conducive learning culture. This paper explores the concepts, practices, and implications of strategic management in education. This article consists of four main parts. The first part is an introduction explaining the background, problem-solving, purpose of writing, and systematic writing. The second part is a literature review, where several models and theories of strategic management and examples of strategic management practices from several countries are presented. The third part is a discussion that deals with the effects of strategic management on the quality of education in terms of the learning process, student learning outcomes, and the effectiveness of educational organizations. The fourth part is the conclusion, which includes conclusions and suggestions.

2. Materials and methods

The materials used in this article are various literary sources related to strategic management in education. Books, magazines, articles, reports, and official documents of various national and international educational institutions are used as literary sources. The literature sources used are selected based on the criteria of reliability, validity, relevance, and relevance to the research topic. The literary sources used are also cited and cited according to the current rules of scientific writing. The method used in this article is a descriptive qualitative method. A descriptive qualitative method is a research method that aims to describe and Explain the phenomenon under study using data in the form of words, pictures, or symbols. Descriptive qualitative methods are suitable for studying the concepts, practices, and effects of strategic management in education because the phenomena are complex, dynamic, and contextual. The descriptive qualitative method uses literature research techniques to collect data. Literary research is a data collection technique done by reviewing and analyzing various literature sources related to the research topic. Literature research can help researchers obtain information, data, theories, concepts, models, and examples related to educational strategic management. In descriptive qualitative methods, data analysis is performed using content analysis techniques. Content analysis is a data analysis technique that identifies, classifies, interprets, and presents information obtained from literature research in words, images, or symbols. Content analysis can help researchers find the material's patterns, themes, connections, and meanings.

3. Results

The results and discussion of this paper are divided into two subsections. The first subsection deals with the concept and practice of strategic management of education. The second sub-chapter deals with the impact of strategic management on the quality of education.

3.1 Concepts and practices of strategic management of education

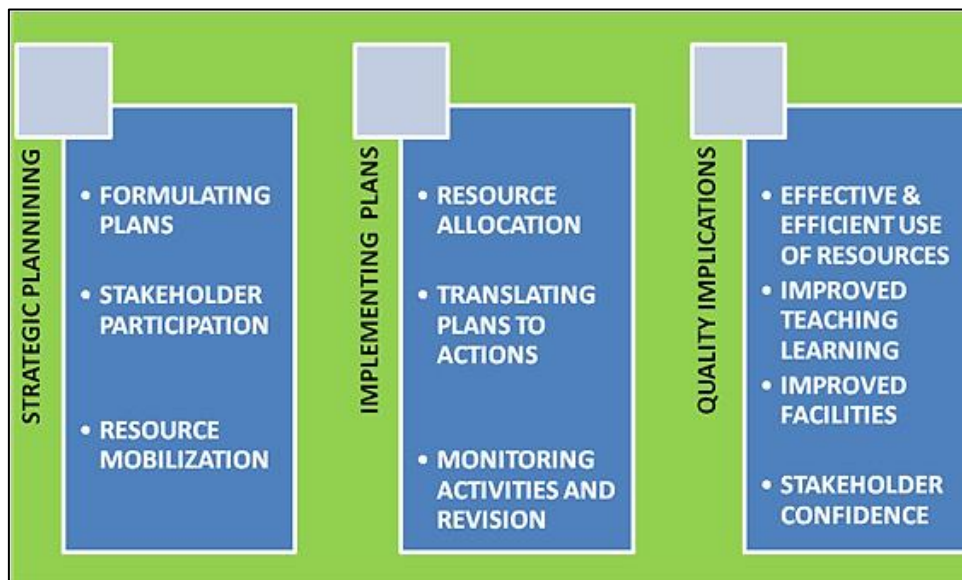


Figure 1. Strategic Planning for Quality Education

Strategic management is the ability to set an educational organization's vision, mission, goals, and strategies according to future needs and challenges. Strategic management also includes the skills to manage resources, collaborate, and create a conducive learning culture. Several strategic management models and theories that can be used as a reference in training include:

- Balanced Scorecard (BSC) model developed by Kaplan and Norton (1996). This model measures the performance of educational organizations from four perspectives, namely the customer perspective (students, parents, community), the internal process perspective (learning, curriculum, assessment), the learning and growth perspective (teachers, staff, facilities), and the financial perspective (budget, money sources). This model helps strategic managers to set balanced and integrated strategic goals, indicators, targets, and initiatives.
- Transformational Leadership Theory developed by Bass (1985). This theory describes leadership as a change process that affects organizational members' behavior and motivation. This theory identifies four dimensions of transformational leadership, namely charisma or ideal influence (communicating an attractive and inspiring vision and mission), achievement motivation (setting high-performance standards and providing positive feedback), mental stimulation (encouraging creativity and innovation), and consideration. individual (pay attention to the needs and potential of each member).
- Spillane et al. Developed by Distributive Leadership Theory. (2004). This theory emphasizes the importance of cooperation and sharing of responsibilities between different stakeholders in educational organizations. This theory views leadership as a collective activity involving interactions between leaders, followers, and situations. This theory also recognizes the existence of various sources of leadership such as school principals, senior teachers, regular teachers, students, parents, society, and others.

3.1.1 The following are examples of strategic management practices in several countries.

- Practices of School-Based Management (SBM) in Indonesia. SBM is a school management system that gives schools the autonomy to define vision, mission, goals, programs, budget, human resources, and assessments according to local needs. The goal of SBM is to improve the quality of education with the active participation of all school stakeholders. SBM also encourages schools to conduct strategic planning based on SWOT (Strengths, Weaknesses,

Opportunities, Threats) analysis and use the BSC as a performance measure.

- School Improvement Program (SIP) internship in Singapore. SIP is a school improvement program implemented by the Singapore government

4. Discussion

Strategic management can improve the quality of learning in schools in the following ways:

- Create a curriculum that is consistent with the school's vision, mission, goals, and strategies and considers the needs and interests of students.
- Effective, innovative, and versatile learning methods are developed, such as problem learning, project learning, cooperative learning, etc.
- Improves teacher professional competence through ongoing training, coaching, mentoring, and evaluation.
- To create a favorable, safe, comfortable, and pleasant learning environment for students and teachers.
- Involvement of students in learning as active, critical, creative, and independent learners.
- Use of information and communication technology (ICT) as a learning tool that can enrich learning resources, facilitate interaction with learning and increase learning efficiency.

1. Strategic leadership can improve the quality of student learning outcomes in the following ways:

- Students are set high and realistic learning outcomes according to their potential and abilities.
- Use of a variety of valid, reliable, and authentic assessment instruments to comprehensively and objectively measure student learning outcomes.
- Give students constructive and motivational feedback to help them improve their weaknesses and develop their strengths.
- Recognize and evaluate student achievement, both academic and non-academic, by providing awards, certificates, scholarships, or other services.
- Encourages students to continue learning throughout life by promoting a positive attitude towards learning, curiosity, inquisitiveness, and responsibility for learning.

2. The effect of strategic management on the results of educational organizations

Strategic management can improve the quality of performance of an educational organization in the following ways:

- Create a clear, measurable, and manageable school strategic plan that reflects the school's vision, mission, goals, and strategies.
- Manage school resources efficiently and effectively, taking into account the principles of accountability, transparency, participation, and balance.

5. Conclusions

Strategic management in education is an important key to improving the quality of education in the face of challenges and rapid change. With the ability to set a vision, mission, goals, and strategies that are in line with future needs, strategic management also involves skills in managing resources, collaborating, and creating a conducive learning culture. Various strategic management models and theories, such as the Balanced Scorecard, Transformational Leadership Theory, and Distributive Leadership Theory, can guide education practitioners in formulating balanced and integrated strategic goals, indicators, targets, and initiatives. The implementation of strategic management practices, such as School-Based Management (SBM) in Indonesia and the

School Improvement Program (SIP) in Singapore, can contribute positively to student learning outcomes and the performance of educational organizations. Thus, strategic management has great potential to improve the quality of education through effective learning processes, optimal student learning outcomes, and the overall effectiveness of education organizations.

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