

EDUCATIONAL ADMINISTRATION AND MANAGEMENT



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Educational Administration and Management

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CHAPTER-3

The Importance of Educational Management and Administration

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ABSTRACT

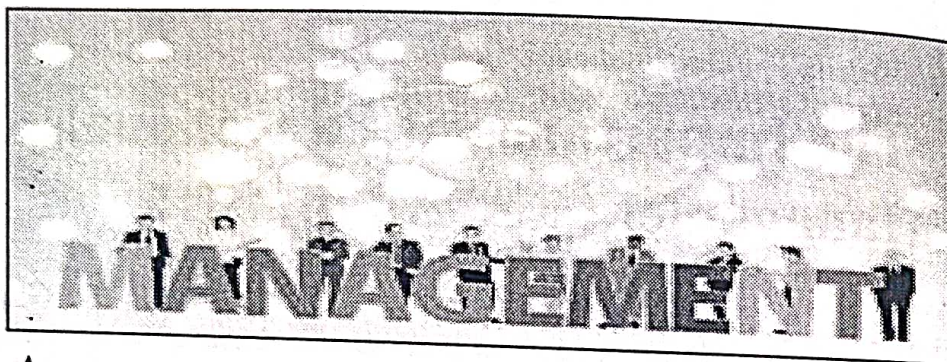
There is no substitute for effective management and administration when it comes to the development of an organization, and the economic progress of western nations is not just a result of their rich material resources but also because they are effectively managed and utilized. However, many developing nations do not fully appreciate the importance of management & administration. It is a truth that educational institutions have received recognition from a number of international organizations for their successful expansion over the past three decades and for providing effective services throughout the world. Some fundamental aspects of the educational management and administration system were presented in this study.

Keywords: *Educational management, Administration, Management, Institutional Planning etc.*

MEANING AND DEFINITION OF MANAGEMENT

Management is a common occurrence. It is a fairly well-known and frequently used phrase. All organizations, whether they are commercial, political, cultural, or social, engage in management since it aids and guides the diverse activities toward a certain goal.

According to Harold Koontz, "Management is an art of getting things done through and with the people informally organized groups. It is an art of creating an environment in which people can perform and individuals and can co-operate towards attainment of group goals".



A management action has a purpose. It is something that focuses teamwork on achieving specific pre-established objectives. It is the practice of collaborating with and working through others to accomplish organizational goals while making the most of scarce resources in a rapidly changing environment. Of course, these objectives may differ from business to business. E.g. It might be the introduction of new items after completing market research for one business, and profit maximization after cutting costs for another.

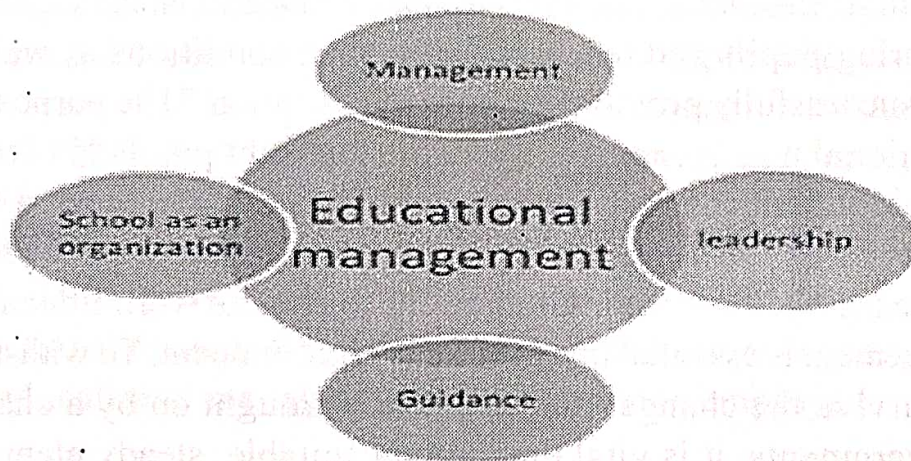
Creating an internal environment is a component of management. The management is the one who uses the many production aspects.

Therefore, it is the duty of management to establish environments that encourage maximal effort so that workers can do their tasks successfully and efficiently. It involves making sure that raw resources are available, setting wages and salaries, making rules and regulations, etc.

As a result, we may assert that effective and efficient management practices are necessary. Being effective involves carrying out the proper assignment, or putting round pegs in square holes and vice versa. Being effective means completing the task in the most cost-effective manner feasible with the least amount of resource waste.

MEANING AND DEFINITION OF EDUCATIONAL MANAGEMENT

Many academics believe that education is what propels both social and economic progress in a nation. A strong management and administrative structure must be established for an educational institution to operate efficiently. By overseeing its daily operations, educational administration assures the efficient operation of an educational system. Another important part of educational administration is planning, which helps to eliminate any problems that can arise in the near future. The major ideas of management and administration were reportedly established in line with the educational system by the twenty-first century.



Various ideas were adapted from the business sector in order to satisfy certain educational standards. As a result, it is possible to say that education, management, and planning first began as an area of study that depended on other environments before eventually becoming a recognized field with its own principles. Later, these concepts evolved into different models, such as the systems approach and many others, as a result of observations and experiences made at various educational institutions.

While educational management is the process of planning, organizing, directing, and controlling the activities of an institution in order to effectively and efficiently carry out functions of teaching, extension work, and research, educational management is the provision of a series of learning experiences

to students in order to impart knowledge, values, attitudes, and skills with the ultimate goal of making them productive members of society.

“Management implies an orderly way of thinking. It describes in operational terms what is to be done, how it is to be done, and how we know when we have done. Management is not an arcane mystique. It is a method of operation. Good management should result in an orderly integration of education and society -*Shelley Umana* : (1972)

REQUIREMENT OF EDUCATIONAL MANAGEMENT

In his essay on the goal of educational management, Kandel states that “fundamentally the purpose of educational management is to bring pupils and teachers under such conditions as well as more successfully promote the ends of education.” The purpose of educational management is to enable the right pupils to receive to the right education from the right teachers, at a cost within the means of the state, which will enable pupils to profit from their learning,” states Sir Graham Balfour quite well. Education management is essential in a democracy like our own. To withstand and survive the changes and upheavals brought on by a change in governments, it is vital that certain suitable, steady elements are adequately motivated and organized in the machinery.

In reality, effective educational management is essential to the successful operation of democracy. While mistakes in judgment are recoverable in a farm or industry, they can be deadly when it comes to shaping the ideals and values of society. In fact, the foundation of a strong democracy is an effective and sound system of educational management.

NATURE OF EDUCATIONAL MANAGEMENT

Fostering teaching and learning is the responsibility of educational institution management. It shares several characteristics as a practice area with other management specialties like public administration, hospital administration,

and company management. As a discipline of study, it originally established at the Columbia University Teacher's Training College and was quickly followed by graduate programs at Stanford University, the University of Chicago, and other American institutions. Indian Universities first began to provide it in the 1960s. Since the 1950s, educational strategy has grown into a distinct academic discipline. It shares many characteristics with other applied fields, including engineering, medicine, and others. It builds on behavioral sciences such as psychology, sociology, economics, and political science.

The growth of theory and research in educational management has received more attention over the last 20–30 years. There is still more to be done in terms of improving understanding of educational organizations and the people who work in them. A new era in school management has begun with the start of the 1970s. All of its elements, both operational and conceptual, have been changing. New terms, notions, and methodologies are being used at the conceptual level. Even the terminology used in the profession appears to be evolving. In place of educational management, the phrases educational organization and educational management are sometimes employed.

SCOPE OF EDUCATIONAL MANAGEMENT

While Education is the provision of a series of learning experiences to students in order to impart knowledge, values, attitudes and skills with the ultimate aim of making them productive members of society, Educational Management is the process of planning, organizing, directing and controlling the activities of an institution by utilizing human and material resources so as to effectively and efficiently accomplish functions of teaching, extension work and research.

Determining the scope of educational management will therefore be done under the following headings:

- a. The scope of educational management is extremely broad and encompasses management science history and theories,

educational manager tasks and responsibilities, as well as managerial abilities.

- b. Its scope also include a study of institutional planning and educational administration at the micro level as well as educational planning at the macro level, including its objectives, guiding principles, methods, and procedures.
- c. It also aids in decision-making and problem-solving.
- d. The planning of extracurricular activities and the creation of schedules fall under the purview of educational management.
- e. Educational management encompasses motivating staff and students.
- f. Its purview also encompasses organizing employee gatherings and handling stress and disagreement.
- g. Creating a positive and supportive school climate is another aspect of educational management.
- h. The organization of health and physical education, as well as that of exhibitions and fairs, is included in the scope of educational management.
- i. Its purview also encompasses keeping track of academic records and rating student performance.
- j. Budgeting and financing fall under the ambit of school management.

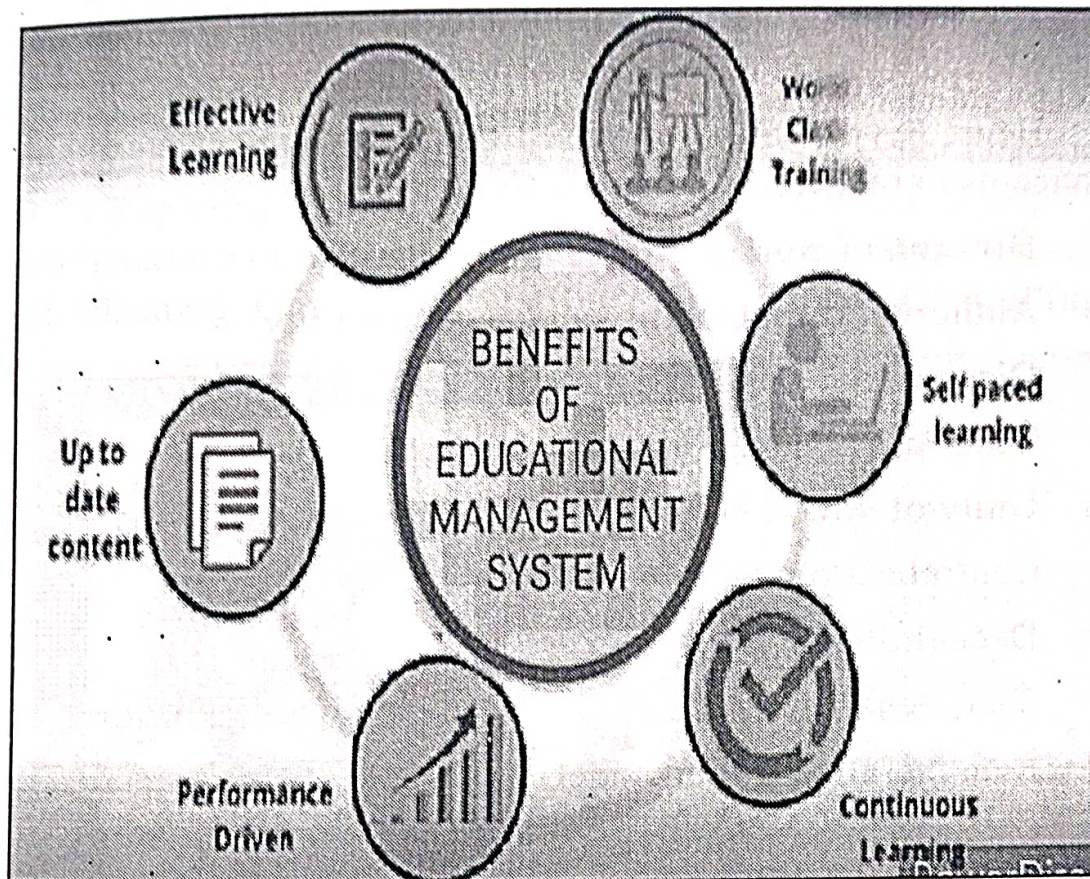
REQUIREMENT OF EDUCATIONAL MANAGEMENT

National policy prioritizes social, economic, and cultural growth. Education and human resource development are the best ways to accomplish development in these areas. The only way for society to benefit from the immense technological advancement is through education.

As a result,

- Education must effectively and efficiently adapt its curricula to better meet the needs of a changing society.

- Therefore, education must be dynamic in order to support the achievement of national development goals.
- Additionally, education must give students the tools they need to effect positive social change.



The necessity to manage education professionally and go beyond the traditional role of educational institutions is also present in order to fulfill the aforementioned duty of education successfully and efficiently. As a result, understanding educational management is essential due to the following factors:

1. The effective and efficient operation of educational institutions will result from the application of knowledge of educational management theories, principles, ideas, techniques, skills, and strategies.
2. To bring about qualitative improvements in the educational system, administration of educational institutions must be scientific and systematic.

3. In order to prepare the current instructors to teach and manage educational institutions properly, knowledge of educational management is also important.

MANAGEMENT PRINCIPLES FOR EDUCATION

A principle is an established reality that is founded on knowledge that has been gathered over time and experience.

Henri Fayol (1916) proposed the following management concepts in relation to human activities:

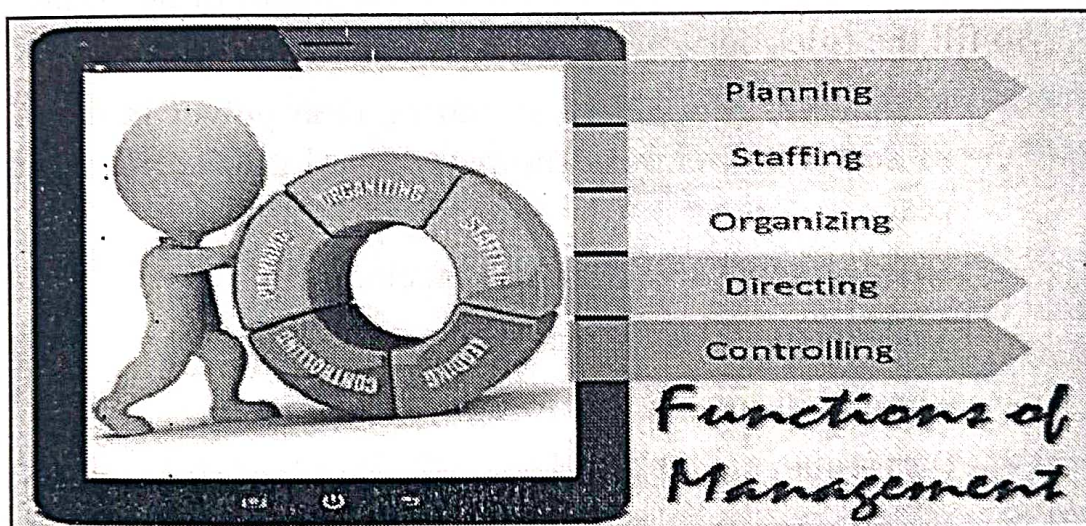
- Division of work
- Authority, responsibility and accountability
- Discipline
- Unity of command
- Unity of direction
- Centralization
- Decentralization
- Scalar chain (the chain of command in an organization)
- Remuneration of personnel
- Subordination of individual interest to general interest
- Equity
- Stability of tenure of personnel
- Initiatives

FUNCTIONS OF EDUCATIONAL MANAGEMENT

Management has been defined as a social process that includes accountability for economical and effective planning and regulation of an enterprise's operation to achieve specific goals. It is a dynamic process made up of several components and actions. These tasks are distinct from operational duties like as marketing, finance, purchasing, etc. Rather, regardless of his rank or prestige, these tasks are shared by every manager.

Management functions have been categorized by many specialists. According to George & Jerry, "There are four fundamental functions of management i.e. planning, organizing, actuating and controlling".

According to Henry Fayol, "To manage is to forecast and plan, to organize, to command, 'to control". Where as Luther Gullick has given a Keyword 'POSDCORB' where P stands for Planning, O for Organizing, S for Staffing, D for Directing, Co for Co-ordination, R for Reporting' B for Budgeting. But the most widely accepted are functions of management given by Koontz and O'Donnell i.e. Planning, Organizing, Staffing, Directing and Controlling



1. **Planning:** It is the fundamental duty of management. It has to do with planning a future course of action and choosing ahead of time the best path of action for achieving predetermined goals. According to KOONTZ, "Planning is deciding in advance - what to do, when to do & how to do. It bridges the gap from where we are & where we want to be". It fills the gap between our current situation and our desired situation. A plan is a set of future steps. It is a decision-making and problem-solving activity. Choosing a path of action to accomplish desired goals is planning. Planning is therefore the deliberate consideration of methods and approaches to achieve predetermined goals. Planning is required to guarantee effective use of both human and

non-human resources. It is an intellectual activity that permeates everything.

2. **Staffing:** The task of staffing and maintaining the organizational structure is included. Due to current advancements in technology, growth in corporate size, complexity of human behavior, etc., staffing has become more crucial. Putting the proper person in the correct job, or placing square pegs in square holes and round pegs in round holes, is the basic goal of staffing. According to Koontz & O'Donell, "Managerial function of staffing involves manning the organization structure through proper and effective selection, appraisal & development of personnel to fill the roles designed the structure". Recruiting entails:

- Manpower Planning (estimating man power in terms of searching, choose the person and giving the right place).
- Recruitment, Selection & Placement.
- Training & Development.
- Remuneration.
- Performance Appraisal.
- Promotions & Transfer.

3. **Organizing:** It is the process of combining people, financial, and physical resources and creating beneficial relationships between them in order to achieve corporate goals. "To organize a business is to provide it with everything useful for its functioning," said Henry Fayol, "including raw materials, tools, capital, and personnel." Choosing and delivering both human and non-human resources to the organizational structure is part of the process of organizing a firm. The steps in the organizing process are:

- Identification of activities.
- Classification of grouping of activities.
- Assignment of duties.

- Delegation of authority and creation of responsibility
 - Coordinating authority and responsibility relationships.
4. **Directing:** It is a component of managerial responsibility to activate organizational techniques so they can effectively achieve organizational goals. Because staffing, planning, and organizing are merely steps in the process of getting the work done, it is thought of as the enterprise's "life-spark" that ignites employee action. The inert-personnel part of management known as direction is concerned with directly influencing, leading, monitoring, and inspiring subordinates in order to achieve organizational goals.

The following are elements of direction:

- **Supervision**-The term "supervision" refers to a superior's monitoring of a subordinate's work. It involves supervising and controlling workers and their job.
- **Motivation**-When someone is motivated, it suggests they have been inspired, stimulated, or given encouragement to work hard. The incentives can be positive, negative, monetary, or non-monetary.
- **Leadership**-The process through which a manager directs and influences the work of subordinates in the intended direction is referred to as leadership.
- **Communications**-Information, experience, opinion, and other things are passed from one person to another through communication. It serves as a bridge of comprehension.



5. **Controlling:** It comprises comparing performance to standards and making modifications as needed to make sure business goals are reached. To ensure that everything proceeds according to the rules, controlling is done. It is feasible to foresee deviations before they really occur when a control system is successful. Theo Haimann defined controlling as the process of assessing if the goals and objectives are being properly pursued and taking action, if necessary, to fix any deviations. According to Koontz and O'Donnell, "controlling is the measurement and correction of subordinates' performance activities to ensure that the enterprise objectives and plans desired to obtain them are being achieved." Thus, controlling involves the following steps:
- a. Setting up a performance standard.
 - b. Actual performance measurement.
 - c. Assessing actual performance against standards and identifying any deviations.
 - d. Remedial action

CONCLUSION

Therefore, effective change efforts depend on effective communication, support, technical assistance, and the establishment of a shared understanding of the innovation through the educational management. The benefit that instructors see from implementing an innovation on student learning outcomes is at the heart of effective educational change management. A difficult process that starts with a critical analysis of institutional practices is empowering teachers and students to become global citizens. Therefore, in light of the new challenges posed by globalization, educational institutions need to review and re-frame their goals and vision. To compete in the global market, they must determine how their institute will define, value,

measure, and incorporate diversity into planning, execution, and assessment processes.

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About the Book

Educational Administration and Management ensures the smooth operation of an educational system by managing its day-to-day activities. This Edited Book, **Educational Administration and Management** introduces the students to administration as a process, leadership in educational administration, educational management, educational planning and educational supervision. This book also represents the various concepts and theories of Educational Management. Different Authors also provides their different knowledge and theories for the development of Administration and Management in Education. We hope our future teachers will adopt and adapt the innovation in the practice.

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Dr. Bhupander Kaur is an Eminent Scholar from one of the prestigious University, IFTM University of Moradabad. Her Qualification is B.Ed, M.Ed, MA (Education, Political Science and Hindi), M.Phil, Ph.D in Education. Currently she is working as Assistant Professor in Department of Education of 'IFTM University' Moradabad (UP). She has an excellent expertise in teaching skills for more than 14 years in the field of Education. She has presented papers in National & International Seminars and Conferences. There are many research scholars pursuing Ph.D under her guidance.



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