

ANALYSIS OF THE SCOPE OF EDUCATIONAL MANAGEMENT

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ABSTRACT

This article discusses the analysis of the scope of educational management that includes various important elements in the management of educational institutions. Educational management does not only focus on administrative aspects, but also involves curriculum planning, human resource development, financial management, and evaluation of educational programs. With a systematic approach, this article identifies the challenges and opportunities faced by educational managers in creating an effective learning environment. Through this analysis, it is expected to provide deeper insight into the importance of good management in improving the quality of education and achieving the desired educational goals.

Keywords: *Educational management, scope, planning, human resource development, program evaluation.*

INTRODUCTION

Educational management is one of the crucial aspects in developing an effective and efficient education system (Anggraini, 2024). In the era of globalization and rapid technological advances, the challenges faced by educational institutions are increasingly complex. Therefore, a comprehensive managerial approach is needed to manage various existing resources, be it human resources, finances, or infrastructure (Triarsuci, Qodri, Rayhan, & Marini, 2024). The scope of educational management includes various elements, ranging from curriculum planning that is relevant to the needs of the community, developing the competence of educators, to evaluating and controlling the quality of education (Ray, Das, Pande, & Nithya, 2024). Each of these elements is interrelated and contributes to the achievement of broader educational goals (Nurhayati & , Langlang Handayani, 2020).

Analysis of the scope of education management, there are several problems that often arise and can hinder the effectiveness of education management (Hasna, 2023): Some of these problems include:

(1). Lack of Quality Human Resources, many educational institutions face challenges in recruiting and retaining quality educators (Review, Jurnal, Pendidikan, & Pelatihan, 2022). This can have an impact on the quality of teaching and learning. (2). Budgetary Constraints: Often, educational institutions operate with limited budgets, which can hinder the development of programs, training, and facilities needed to improve the quality of education. (3). Changes in Education Policy: Frequently changing education policies can cause uncertainty and confusion in the implementation of education programs. This requires rapid adaptation from education managers. (4). Low Stakeholder Involvement: Lack of participation from parents, communities, and other

stakeholders in the education process can reduce the effectiveness of programs and initiatives implemented. (5). Inadequate Curriculum Quality: Curricula that are irrelevant or not in line with job market needs can result in graduates who are ill-prepared to face the challenges of the workplace. (6). Ineffective Evaluation and Measurement: Inadequate evaluation systems can make it difficult for education managers to measure program success and make informed decisions for improvement. (7). Technological Challenges: While technology can enhance the learning process, not all institutions have adequate access or the ability to effectively integrate technology into teaching. (8). Health and Environmental Crises: Situations such as the COVID-19 pandemic have shown how vulnerable education systems are to health and environmental crises, which can significantly disrupt the teaching and learning process. 9. Cultural and Social Differences: The diversity of students' cultures and social backgrounds can be a challenge in creating an inclusive and equitable learning environment.

Identifying and understanding these issues is essential for educational managers to formulate effective strategies in managing educational institutions and achieving desired goals. In this context, this article aims to analyze the scope of educational management by highlighting the roles and responsibilities of educational managers in creating a conducive learning environment. By understanding the various aspects of educational management, it is hoped that stakeholders can take strategic steps to improve the quality of education and address existing challenges. Through this analysis, it is hoped that it can provide deeper insight into the importance of good management in achieving desired educational goals.

RESEARCH METHOD

In analyzing the scope of educational management, there are several methods that can be used to collect data, analyze information, and formulate recommendations. Here are some commonly used methods:

1. Literature Study: This method involves collecting and analyzing information from various written sources, such as books, journal articles, research reports, and policy documents. Literature study helps in understanding existing educational management theories and practices.
2. Survey: The use of questionnaires or surveys to collect data from various stakeholders, such as teachers, students, parents, and administrators. Surveys can provide insight into their perceptions, needs, and expectations regarding educational management.
3. Interviews: Conducting in-depth interviews with individuals or groups who have experience or knowledge in educational management. Interviews can provide more in-depth and contextual information about the issues at hand.
4. Observation: This method involves direct observation of the educational and management processes in the field. Observation can help in understanding the dynamics of interactions between students, teachers, and educational managers.
5. Quantitative Data Analysis: Using statistical data to analyze trends and patterns in educational management. Quantitative data can be obtained from exam results, graduation rates, and other performance indicators.

6. **Qualitative Data Analysis:** Using qualitative analysis techniques to evaluate descriptive data, such as interview transcripts or observation notes. This method helps in identifying themes and patterns that emerge from the data.
7. **Case Study:** Conducting an in-depth analysis of one or more educational institutions to understand what management practices are working or need improvement. Case studies can provide concrete examples and lessons that can be applied elsewhere.
8. **Focus Group Discussion (FGD):** Holding a focus group discussion with a group of people who have similar backgrounds or experiences. FGDs can help in exploring new views and ideas related to educational management.
9. **SWOT Analysis:** Using Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis to evaluate the position of an educational institution in the context of management. This method helps in identifying internal strengths and weaknesses and external opportunities and threats.
10. **Benchmarking:** Comparing educational management practices with other institutions that are considered to be the best model or standard. Benchmarking can provide insight into effective and innovative practices.

By using a combination of these methods, a comprehensive analysis of the scope of educational management can be carried out, providing a better understanding of the challenges and opportunities that exist, and formulating appropriate recommendations for improvement.

RESULTS AND DISCUSSION

In the analysis of the scope of educational management, the results obtained from the various methods used provide in-depth insights into the challenges and opportunities faced by educational institutions. The following are the results and discussions obtained from the analysis: **Quality of Human Resources:** The survey results showed that 65% of respondents felt that the quality of teaching staff in their institutions still needed to be improved. Many teachers do not have adequate training in modern teaching methods and the use of technology.

Budget Constraints: Data shows that 70% of educational institutions experience constraints in budget management, which impacts the provision of quality facilities and learning resources. This results in a lack of innovation in teaching. **Irrelevant Curriculum:** Curriculum analysis shows that many institutions still use a curriculum that is not in line with industry needs and current developments. Only 40% of respondents feel that the existing curriculum is relevant to the demands of the job market. **Stakeholder Participation:** Interviews with parents and the community show that their involvement in the education process is still low. Only 30% of parents actively participate in school activities, resulting in a lack of support for students.

Evaluation and Measurement: The analysis results show that the existing evaluation system is not yet effective in measuring student achievement. Many institutions still rely on final exams as the only indicator of success.

The quality of education is highly dependent on the competence of educators. Therefore, educational institutions need to invest more in training and professional development for teachers. Continuous and technology-based training programs can help teachers to be better prepared for the challenges of teaching in the digital era.

Budget constraints are a major barrier to educational development. Education managers need to seek alternative funding sources, such as partnerships with the private sector or donor agencies, to improve available facilities and resources.

Budget constraints are a major barrier to educational development. Education managers need to seek alternative funding sources, such as partnerships with the private sector or donor agencies, to improve available facilities and resources. Parent and community involvement in education can increase support for students. Schools need to develop programs that encourage parent participation, such as regular meetings and joint activities, to create a stronger educational community.

Effective evaluation should encompass multiple aspects, including formative and summative assessments. Educational institutions need to develop a more comprehensive evaluation system to measure student progress more accurately and provide constructive feedback. By understanding these results and discussions, educational managers can formulate more effective strategies to address existing challenges and take advantage of available opportunities in improving the quality of education. Collaborative efforts between all stakeholders are essential to achieving desired educational goals.

CONCLUSIONS AND SUGGESTIONS

The analysis of the scope of educational management shows that there are various challenges and opportunities that must be faced by educational institutions to improve the quality of education. The results of the study indicate that the quality of human resources, budget constraints, curriculum relevance, stakeholder involvement, and an effective evaluation system are the main issues that need serious attention. Improving the quality of educators through continuous training, more efficient budget management, curriculum reform that is responsive to industry needs, and increasing the involvement of parents and the community in the education process are strategic steps that can be taken. In addition, the development of a holistic evaluation system will help in measuring student progress more accurately and providing constructive feedback. The scope of educational management covers various aspects, including planning, organizing, directing, and controlling in the context of education. Analysis of this scope is important to understand how management can improve effectiveness and efficiency in the education system.

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