

TASKS OF HIGHER EDUCATION MANAGEMENT MODERN METHODS OF MANAGEMENT, RESEARCH AND MARKETING STRATEGY OF INTERNATIONAL STUDIES ON THE INTRODUCTION OF A QUALITY MANAGEMENT SYSTEM IN THE PUBLIC EDUCATION SYSTEM

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Annotation

This article covers the peculiarities of the educational system of developed countries, advanced foreign experience in the field of modern education and innovative technologies: differential education in the blended learning foreign educational experience. The quality management system in the public education system of our country should be implemented using international experience in the introduction of Total Quality Management (TQM), ISO 9000, 9001). In the modern market of Educational Services, a situation has arisen that can be described as follows: the external environment is changing rapidly, becoming unstable; has a high level of uncertainty; the demand for Educational Services is differentiated, and the leading factor in its formation is the needs of students and their parents; educational organizations need the help of additional sources of financing. In order to improve the quality of education, state educational organizations are privatized or new private educational institutions arise. This process, in turn, generates strong competition. And the competitive environment requires a strong marketing strategy.

Keywords: Standardization, Differential Education, Total Quality Management, Blended Learning, Innovation, International Experience, Educational Organization, Modern School, Strategic Management, School Mission, Marketing Strategy, Holistic Marketing

The most basic task in educational management is to work with the teacher, student, parent and society. The presented descriptions of management indicate that, while it means Management, Administrative Command is fundamentally different from economic management. Through the development of educational management, it is possible to change the attitude of people to work, to create moral incentives and friendly relations between colleagues. Today, among other areas, reforms in the field of education are being carried out at this point, several works are being carried out in the field of school management, including more than 5611700 students were admitted in the Chirchik State Pedagogical Institute in the 2019-2020 academic year, while more than 50 students were admitted in the 2020-2021 academic year, if we take as a template from the education system of developed countries, the requirement of today is to properly organize education, which is the reason

Taking a look at the stage of emergence and development of Educational Management has an ancient history, but management theory began to develop only at the beginning of the 20th century. "Management" is translated from the English word olinga in the Uzbek language in the sense of organizing, guiding management. In the general plan, management refers to

management, that is, it refers to the organization and management of one or another type of activity (organization and management) of the economic, financial and other business sphere in human life. In the United States, favorable conditions arose under which the evolution of scientific management schools began at the beginning of the 20th century. A huge labor market has appeared in a democratic country. The presence of education helped many intelligent people to show their qualities. New methods of leadership were required. In 1911, Frederick Taylor's book *Principles*, which laid the foundation for research in the field of New Science-Leadership. It has proven that group influence can change people's attitude towards work. In management, advised to use moral incentives, for example, the employee's communication with colleagues. He urged leaders to pay attention to collective relations, and the school contributed to the separation of Management, which in his opinion has a separate profession and two areas. The first is the study of the problems of enterprise management and the development of modern management concepts. The second is to study the job responsibilities and functions of managers.

Any leader is called upon to perform certain functions: • setting goals for the enterprise and choosing ways of development; • classification of work, distribution, creation of an organizational structure, selection and placement of personnel, etc.; • motivation and coordination of employees, control based on the relationship between managers and the team; • rationing, analysis of the work of the enterprise and all workers working in it; • motivation. Thus, the activities of a modern manager are complicated. The manager must have knowledge in various fields and apply proven methods in practice. The school solved a number of important management problems that appeared everywhere in large industrial production. The most basic task in management is to work with people.

The presented descriptions of management indicate that, while it means management, the economy of Administrative Command is fundamentally different from management. These differences are as follows: the first difference concerns the economy of the market, and administrative command is not a system for conducting a farm on a plan. The second difference-it follows from the first difference, that is, in civilized states, management is a method of economic management. The third difference-the difference of management from the management of the socialist system can be determined on the basis of combining the last four characteristics. It can be said that "management is the science and art of effective management." Such management is carried out at the expense of high qualifications of such labor workers, that is, at the expense of managers, their erudition, active creative work, initiative, and flexibility of thinking, the ability to solve tactical and strategic issues, to be able to work directly with people. In the Oxford Explanatory Dictionary, the description of management is expressed in the following simple word. It says that "management is a special ability and erudition in the performance of administrative work." At the present time, it reflects the various requirements for management and management, that is, the method of work, the ability to carry out work, the art of correctly directing the movement of people in joint activities and the requirements for science, the fulfillment of a goal set without strict administrative requirements. In addition to the above qualities, it is appropriate to cite 2 descriptions of the current state of Management in civilized countries: the orientation of the

activities of the 1st management corps to obtain a high-quality product that corresponds to consumer demand (marketing approach in management). 2-the orientation of the work of the manager to increase the awareness of the team members of the organization (humanization of management activities).

Ultimately, the term "management" has one more, or rather two common meanings. It is used in the sense of greater accumulation, when the entire organization determines the team of managers or the Corps of higher managers. In meanings like this, the word "manager" is usually used when there is a certain contradiction between 2 different activities: managers (managers) and producers (workers). We see that the content of this science is an interaction between the management system and the management object, the main task of which is to teach students modern methods of management, the secrets of the art of leadership. The teaching of science consists in instilling in students an interest in management problems, a passion for practical organizational activities. Because students who are now studying the basics of management will become employees of the future management system, leaders of small and medium, large communities, specialists who are encouraged to develop projects, events for managing various aspects of the economic, social, organizational and technical activities of enterprises and firms. Management, on the other hand, in most cases depends on the ability of the leader, his ability to work with people, his personal initiative, and his intelligence. Being able to use all this in management is an art. The art of management is the ability, mastery, creativity of a manager, leader. Thus, as any creative activity, management has jamul-Jamul elements of Science and art in itself. In summary, we can see that the student is one of the guaranteed systems of educating young people and students as competitive personnel in each area in the future. In the era of the intensification of technological revolutions taking place in the world, the issue of improving the quality of education and improving it in the context of the Information Service is of particular importance. In this regard, mechanisms are being developed that should be considered as a means of organizing all the links of education in a modern form, improving the quality of educational services within the framework of state goals, as well as ensuring the development and well-being of the vital activity of schools.

In the rapidly developing states of the educational system, large-scale work is being carried out on the organization of a new modern form of management, diagnostics of the quality of centralized education, ensuring cooperation with non-governmental and non-profit organizations in the organization of its forecast and control, and the creation of an electronic monitoring system. An example of this is the innovative management method based on Smart Technology, Management based on quality assessment – SWOT-analysis, gross quality management – TQM and management methods based on international quality standards ISO 9000, 9001. In scientific research aimed at improving the quality of education in the world in the conditions of current market relations, priority is given to the development of marketing-Entrepreneurial, economic-legal and information-analytical competencies in the activities of management personnel of educational organizations. In the conditions of New Uzbekistan, reforms aimed at introducing modern educational management and improving the quality of education are aimed at increasing the level of coverage of the population's demand for educational services, as well as increasing the competitiveness of all educational organizations.

The reforms set out such important tasks as the introduction of a modern management system that can withstand sharp competition today, the establishment of a national education system that will improve the productivity of professional skills and activities of pedagogical workers and improve the quality of Education. In many countries, many efforts are being made in order to introduce a quality management system to educational institutions through modern management methods. Information technology offers various new manifestations of education, in particular, the principle of a complex approach in the system of modular education is gaining momentum in later times. In it, the placement of various forms, methods adapted caused mixed education to enter as an innovation. This is what Declan Bern says about Blended learning (mixed learning) –“this education is aimed at the effective use of rich pedagogical experience.” Such an approach can be based on the use of various methodologies in the presentation of information, the creation of education in a modern form and Information Technology in the educational process, the organization of traditional activities in a single way and in groups. Such a varied approach will not tire the student and will strengthen his motives for studying. The main issue is to ensure the mutual proportionality of the selected methodologies and achieve high efficiency based on low cost. In the modern management of the educational system and the organization of siftli, many developed countries used different approaches.

For example: the United States has one of the most modern educational systems in the world. In the United States, since 1988, the annual Presidential Award Program (presidential Quality Award Program) has been operating for achievements in the field of quality. The award is awarded to the Most Effective Organizations of the Federal Government. The main objective of the program is to encourage activities to develop systematic techniques to improve and coordinate the planning of activities of federal agencies, state governments, the education system, local authorities and organizations representing the private sector. Japan, on the other hand, is a very fast developing country, and this situation is largely due to the hard work and businesslike nature of the Japanese. In Japan, for a very long time, there has been a policy of applying science and techniques that take advantage of the mental capabilities of the people. In the current period, Japan ranks 2nd in the world in terms of the amount of investment that went to scientific research. The formation of Japanese education began between 1867 and 1868. Japan set itself the question of introducing 2 tasks: enrichment 1, modern technologies of the 2nd west into Japanese production, and realized that in order to carry out this work, it was necessary to radically change the educational system in the first place. The Japanese government maintains a strict selection policy in the appointment of graduates of higher educational yuurts to the position of teacher. Unlike other countries, in order to become a public school teacher, a Japanese citizen must obtain a teacher's diploma and pass the teacher's appointment exam. The Federal Republic of Germany consists of 16 independent federal lands (regions) and has an educational system, each of which differs in shape. Educational institutions are mainly state-owned, for which there are government directives that belong to the educational program. The introduction and management of education is part of the conceptualization of the Government of the Federal lands (FE), but there is also general guidance from the center: first of all, the Ministry of education develops the concept of educational policy, allocates funds for the expansion of higher educational institutions.

According to the GFR Constitution, each Federal land cooperates in order to ensure unity in teaching courses in all Federal lands and Federal Government Secondary and higher education institutions, despite the self-response on the planning and implementation of school and higher education on its territory. Like many developed countries, private schools are allowed in Germany, among which there are religious schools. About 8% of students study in these schools. Since private schools are free in relation to public schools in the selection of curricula, they carry out an approbation of various pedagogical alternatives. In addition, the state of South Korea is clearly visible to the Turkmen of modern and qualitatively developed countries of the educational system. Koreans believe that the main task that must be fulfilled is the preservation of their traditional culture, the desire to connect political and socio - economic reforms with their own cultural and political identity, traditional values and orientations of the East. The education system of this state, according to the conclusion of UNICEF experts, is recognized as the “most effective” within industrialized countries. The South Korean education system implements one more World principle: it is the integration of education and science. In world practice, academic conglomerates, which include educational 3 Institutions and research institutes, are effectively functioning. Such unification serves as a clear basis for the integration of Science and education and provides an opportunity to pursue a unified scientific, technical and educational policy in the country. The Chilean education system has its own organizational structure. In the Chilean education system, organizational changes were made in 1981, that is, the education system, which was under the centralized control of the government, was transferred to a universal voucher system controlled by local authorities. Currently, educational institutions are divided into socio-economic strata. These consist of Public Schools where the poor study, public schools with vouchers where the middle class study, and private educational institutions where the rich study. Although Chilean schools differ in their sharp stratification, the order in the schools where the rich study is not much different compared to the lower schools.

Companies and firms, enterprises and institutions want to have professionally qualified, communicative specialists who have a positive attitude towards their profession. Students strive to increase their level of education, intellectual level, acquire a profession, be in demand in the labor market, increase their social status, while improving their standard of living. Factors that make it possible to introduce Smt in educational institutions are as follows: - unite employees into a group of like - minded people who are able to effectively solve the tasks set for the benefit of the entire team;-promote the creation of conditions for the training of highly qualified specialists; - constantly improve the qualifications of professors and teachers;-positively solve economic problems in In our republic, 10408 enterprises and organizations have managed to obtain an international certificate by introducing Smt on the basis of the international ISO standard. In a year, about 527 enterprises and institutions are introducing Smt into their activities on the basis of this standard. But in the field of education, development in this area is low, only 2 institutions are known to be successful in obtaining international sertefikat our country is constantly paying great attention to the creation and improvement of its national education policy system. This is manifested in the introduction of large financial investments in education, comprehensive educational plans, in which the main attention is

clearly manifested in policy reforms aimed at satisfying the country's aspirations for harmonious development with education at an international level.

The education system in Uzbekistan can be seen as a model developed to support national development and economic growth. In order to achieve a successful educational quality, education must focus more on the main factors in the field of Management in fact, Strategic Management and strategic planning in school can also be considered as a marketing strategy or process of the formation of the school as a general education, and this requires strategic planning for the activities of the school in Although the effectiveness of strategic planning has been discussed quantitatively and qualitatively, but in the context of Uzbekistan, this system has not yet developed. This study examines strategic management and strategic planning in secondary schools. However, not all institutions succeed in their strategies, so the school has some problems that must be addressed before carrying out strategic management. Does the school justify itself to strategic management and strategic planning? Summarizing various points of view in determining this concept, we believe that education is an important component of the organization in the systematic solution of problems by all its employees. They can be effectively disseminated within the organization through the acquisition and assimilation of new knowledge delivered to each other by customers and members of the organization, continuous learning based on their own experience and the experience of others. The interaction of the results of scientific research and the legal framework allows us to identify a general educational organization as a special type of non-profit authorized organization aimed at the social order of a person, society and the state for the implementation of basic and additional education. General education programs are the creation of conditions for effective cooperation between subjects of the internal and external environment in order to create a competitive educational product that is in demand in the market of educational services. The formation of the school as a general educational organization requires the development of an innovative strategy for its development, which, from our point of view, can be a marketing strategy, which involves determining a mission, a strategic innovative goal, conducting a marketing analysis. The main objective of this study is to analyze the system of implementation of Strategic Management and strategic planning in the school. The results of this micro-study showed that the importance of Strategic Management and strategic planning at school was not fully understood by teachers. A theoretical analysis was carried out on this study, and normative recommendations for educational marketer's literature on "educational marketing" were of a theoretical-normative nature all paper and electronic sources were studied. For the concept of marketing in education, several strategies, similar to the definitions and conceptualization of marketing in the context of companies in the business and service sector, undergo research and analysis stages before forming the proposed Marketing strategy in school marketing, and it is necessary to highlight external opportunities and threats to the educational organization, its strengths and weaknesses, determine the mission Continuous analysis of the needs and expectations of the main consumer groups related to the implementation of development and marketing strategies, the development and provision of the educational services they require, including image, content, technological and service components, which makes it possible to carry out a more complete start-up. The transition to strategic management

is an important management innovation for the school, the leading ideas of which are aimed at focusing on the interests of the client, problems and allow optimal selection based on changes in the external environment, flexibility, comparison of various alternatives. The main component of an integrated marketing system is integrated marketing, which simultaneously receives a stream of two processes-orientation to the improvement and development of Educational Services (creation of new educational services when the activities of an educational institution are aimed at or improving existing ones) - orientation to the Consumer (institutions whose educational activities are aimed at satisfying needs arising from the Marketing functions in an integrated way are carried out not by a specially allocated structural unit or service in the organization, but by all entities. The second component of holistic marketing is Interaction marketing (relationship marketing), which indicates that sustainable cooperation is a competitive advantage of the organization. Socially responsible marketing as the third component of holistic marketing is primarily aimed at solving social problems.

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