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### MODERN AND INNOVATIVE METHODS OF APPLICATION OF EDUCATION MANAGEMENT IN HIGHER AND PRIVATE EDUCATIONAL INSTITUTIONS



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**Annotation.** This article considers the organization of education management in higher and private educational institutions, improvement of education quality, innovation implementation, staff development and training, financial stability, international cooperation and integration, marketing and branding, support services, quality management and such directions. such as cooperation of public and private sectors, modern innovative methods and directions of application of education management in higher and private educational institutions, theoretical and comparative and comparative analysis of educational management in higher and private educational institutions.

**Keywords:** education management, education quality, financial stability, international cooperation, integration, marketing, branding, support services, quality management, public and private sector.

**Аннотация.** В данной статье рассмотрены организация управления образованием в высших и частных учебных заведениях, повышение качества образования, внедрение инноваций, развитие и обучение персонала, финансовая стабильность, международное сотрудничество и интеграция, маркетинг и брендинг, вспомогательные услуги, менеджмент качества и такие направления. как сотрудничество государственного и частного секторов, современные инновационные методы и направления применения управления образованием в высших и частных учебных заведениях, теоретический и сравнительный SWOT-анализ современных инновационных методов применения практической информации управления образованием.

**Ключевые слова:** менеджмент образования, качество образования, финансовая стабильность, международное сотрудничество, интеграция, маркетинг, брендинг, вспомогательные услуги, менеджмент качества, государственный и частный сектор.

**Annotatsiya.** Usbu maqolada oliy va xususiy ta'lim muassasalarida ta'lim menejmentini tashkil etish, ta'lim sifatini oshirish, innovatsiyalarni joriy etish, kadrlar rivoji va malaka oshirish, moliyaviy barqarorlik, xalqaro hamkorlik va integratsiya, marketing va brendlash, yordamchi xizmatlar, sifat menejmenti hamda davlat va xususiy

sektor hamkorligi kabi yo'nalishlar, oliy va xususiy ta'lim muassasalarida ta'lim menejmentini qo'llashning zamonaviy-innovatsion usullari va yo'nalishlari, ta'lim menejmentini qo'llashning zamonaviy-innovatsion usullari qiyosiy SWOT tahliliga oid nazariy hamda amaliy ma'lumotlar izohlab berilgan.

**Kalit so'zlar:** ta'lim menejmenti, ta'lim sifati, moliyaviy barqarorlik, xalqaro hamkorlik, integratsiya, marketing, brendlash, yordamchi xizmatlar, sifat menejmenti, davlat va xususiy sektor.

### **Introduction.**

The Strategy of Uzbekistan-2030 covers the main concepts related to the organization of education management in higher and private educational institutions, such as improving the quality of education, innovation, staff development and development, financial stability, international cooperation and integration, marketing and branding, support services, quality management and cooperation between the public and private sectors. These concepts are aimed at developing the education system in Uzbekistan and increasing its competitiveness. The higher education system of Uzbekistan has experienced significant processes of development and expansion in 2020-2024. During this period, the number of higher education institutions has increased significantly.

In 2020, there were 127 higher education institutions in Uzbekistan. by 2024, this number has reached 156. These institutions include state universities, technical institutes, pedagogical institutes, medical institutes, higher education institutions of economics and management. The number of private higher education institutions in Uzbekistan increased significantly in 2020 - 2024. in 2018 the number of private schools was only 58, by 2024 this number reached 293. This figure is the result of reforms that have been introduced in the development of the private sector and the education system.

### **Literature review.**

The scientific-theoretical views of local and foreign scientists on modern-innovative methods of applying educational management in higher and private educational institutions can be classified as follows: Akhmedov and Kholbotaev in their scientific works, regional and local they researched their specific characteristics. They emphasize the need to introduce new technologies into the education system and take cultural and social factors into account in the process. Rakhmatov conducted research on the use of digital educational resources and their effectiveness. He analyzed the role of digital platforms in improving the quality of education and recommended their widespread introduction into the educational process. Sh. Askarov has conducted research on adaptive teaching methods and their adaptation to the individual needs of students. He studied the benefits of flipped classroom and blended learning methods.

Of the foreign scholars, Clayton Christensen's theory of "Disruptive Innovation" can also be applied in the field of education. He emphasizes the need to fundamentally change the education system through new technologies and approaches. In her research, Sugata Mitra emphasizes the need to create student self-study environments. He learned through the Hole in the Wall experiment that children learn by themselves using technology. Eric Mazur developed the Peer Instruction method, and this method encourages the exchange of knowledge among students. He has shown that students' collaborative learning and helping each other produce effective results. In his research, John Hattie studied the effects

of various teaching methods and analyzed their effectiveness. He proposes to make the results visible in the teaching process through a "visible learning" approach. Sal Khan has made a significant contribution to the popularization of education through an online education platform.

He argues that with digital resources, every student should be able to learn at their own pace. Diane Lorillard's Conversational Structure model emphasizes the need for increased interactivity and teacher-student communication in the educational process. Ways to improve the educational process with the help of digital technologies are suggested.

Scientific and theoretical views of domestic and foreign scientists on education management are of great importance in the introduction of innovative approaches in the educational system. Their research is aimed at improving the quality of education, increasing its efficiency and facilitating the learning process of students. These approaches serve to further develop the education system and increase its global competitiveness.

### **Main part.**

Modern and innovative methods of applying educational management in higher and private educational institutions include the following areas:

1. Digital technologies and platforms. Learning Management Systems (LMS): managing and controlling student learning through systems such as Moodle, Blackboard, Canvas. Online courses and MOOCs: creating and delivering courses on platforms such as Coursera, edX, Udemy.

2. Flexible learning methods. Flipped classroom: alternating between lectures and hands-on activities, creating opportunities to review materials in advance so students come to class ready. Blended learning: combining traditional and online learning methods.

3. Big Data and analytics. Learning analytics: Provide individualized approach and personalized learning by monitoring and analyzing student activity. Predictive Analytics: Analyze data to predict student success and problems.

4. Gamification. Games and simulations: Motivating and engaging students by incorporating game elements into the learning process. Gamified Assessments: Organization of tests and assignments in the form of a game.

5. Mobile technologies. Mobile Learning Apps: Creating and Using Custom Learning Apps for Smartphones and Tablets. QR Codes and AR Technologies: Quick access to educational resources using QR codes and augmented reality technologies.

6. Virtual reality (VR) and augmented reality (AR). VR and AR Simulations: Simulations that bring students closer to real-world situations and provide hands-on experience. Immersive Learning: Enabling students to learn more deeply by teaching them in a virtual environment.

7. Self-Training (Self-Paced Learning). Student-adapted courses: Tailored courses and materials for students to study at their own pace. Adaptive Learning Technologies: Providing teaching methods that suit each student's individual needs.

8. Collaborative teaching. Group projects: Assignments and projects based on students working as a team. Virtual collaboration platforms: working together on platforms like Microsoft Teams, Slack, Google Workspace.

9. Network technologies. Providing educational resources: Sharing and managing educational materials through cloud technologies. IoT (Internet of Things): Network management of devices in educational institutions for students and teachers.

10. Professional development. Teacher Training: Regular teacher training in new technologies and teaching methods. Professional networks: Exchange of experience and strengthening of cooperation between teachers and specialists.

These modern-innovative methods help to improve the quality of education in higher and private educational institutions and create a more effective and interesting educational process for students.

Comparative SWOT analysis of modern-innovative methods of applying educational management in higher and private educational institutions.

Table-1.

### Higher education institutions

Strengths	Weaknesses	Opportunities	Threats
Resources and infrastructure: Comprehensive technological infrastructure and resources. Opportunities to support academic research and innovation.	Bureaucratic processes: Bureaucratic obstacles and longterm adoption of resentment. Slowness in innovation implementation.	Partnership and sharing of experience: Opportunity to develop international and national cooperation. Access to a global audience through online courses and digital learning platforms.	Competition: Increasing competition with private educational institutions and foreign universities.
Personnel capacity: Experienced and highly qualified teaching staff. Implementation of academic scientific research.	Flexibility: Difficulties in quick adaptation of educational programs.	Scholarships and funds: Access to international grants and funding resources for research and innovation.	Financial constraints: Limited financial resources and their dependence.

Table-2

<b>Private educational institutions</b>			
<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
Flexibility and speed: Rapid introduction of innovations and rapid adaptation to the market. Rapid introduction of new educational technologies.	Resources and infrastructure: Limited financial and technological resources. Lack of scientific research and academic resources.	Innovation and new markets: Exploring new markets by introducing innovative educational technologies. Access to an international audience through digital education.	Competition: Strong competition with higher education institutions and other private educational institutions.
Market direction: Adaptation to market requirements and student needs. A focused approach to improving student experience.	Personnel readiness: Difficulties in attracting experienced professors.	Partnership: Opportunity to cooperate with higher education institutions and industry.	Law and regulatory requirements: Frequent changes in legislative and regulatory requirements.

### **Conclusion.**

Comparative SWOT analysis summary.

1. Similarities. Capacity: Both types of educational institutions have access to digital technologies and the global market.

Threats: Both types of institutions face strong competition and financial constraints. Differences. Flexibility: Private educational institutions have an advantage in introducing innovations faster and adapting to the market, while higher education institutions face problems related to bureaucratic processes and slow decision-making.

Resources. While higher education institutions have a wide range of resources and scientific research opportunities, private educational institutions are limited in terms of resources and infrastructure.

This comparative SWOT analysis helps to identify strengths and weaknesses in the introduction of modern-innovative methods of educational management in higher and private educational institutions, to use available opportunities and to eliminate threats.

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