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Наталія Здоровило

*магістрантка природничого факультету
Полтавського державного педагогічного університету
імені В. Г. Короленка*

MANAGEMENT CULTURE OF EDUCATIONAL ESTABLISHMENT

The problem of management of educational establishment culture remains among the most urgent ones for the reason that the principal heads of many establishments of education do not have any special professional training as top managers. The question to solve is determined by the contradictions between the necessity of management of educational establishment culture forming and the absence of practical recommendations concerning its decision.

Management is an aggregate of theoretical and practical positions, principles and norms of general character connected with various aspects of human activity, as well as with the influence over consciousness, behaviour, thoughts and desires of the subordinates.

Culture, unquestionably, is connected with organization, regulation, co-operation of different spheres of society: industrial, social, political, spiritual. That is why self-education as “culture of management” means the new quality and the measure of administrative structures organization and functioning [1–3].

Management of culture is in need of:

1. Planning of human resources of educational establishment, determination of its demands for the staff, choice of the sources of labour manpower reinforcement, development of guidance management strategy.
2. Staff forming as the selection, hiring, holding a post, staff reduction, discharging, working out and development of the qualifying requirements.
3. Work organization is dislocation of skilled personnel, conditioning for productive labour, organization of training, further education, self-education of inferiors.
4. Distributing of functional duties and rights of the inferiors, determination of the production schedule.
5. Evaluation of activity (attestation and re-attestation) of the staff, determi-

nation of its possibilities. Payment and financial stimulation of labour.

6. Labour- and health-of-the-staff protection.
7. Forming of the system of inside communication at the organization. Anxiety is about a socially psychological climate, education, decision of conflicts.
8. Taking care of the socially psychological climate, upbringing, decision of conflicts.
9. Conducting of information-analytical work with the staff [4, p. 11–12].

Culture of management is the significant sphere of influence on consciousness, actions of the inferiors, their thoughts and desires. At the same time it is one of decision factors of success in management and enterprise as a business unit. The high standard of management, as well as personality's culture, is linked up with harmony of knowledge and moral-ethic qualities in general which definitely depend on personal intellectually-cultural qualities of the top manager.

Concrete conditions are determined by: the quality and the level of social development; by the structure of public relations and connections; by the level of spiritual culture, knowledge, accumulated experience of humankind creation. All suchlike circumstances have decisive influence on scientific knowledge in the sphere of educational management and its culture. It being known that the last one will be determined by the circumstances which characterize an object of management, the society on the whole, and the structure of object, which is managed by in particular, according to the law of their functioning and development. The above mentioned includes the following leading principles:

- the choice of replicable behaviour form;
- the style and tactics of behavior from the viewpoint of moral and aesthetic values;
- personal behavior, the measure of its tact, and responsibility as indices of expression and development of personal inner world and culture;
- the spheres and the levels of behavior according to the generally recognized moral standards.

In other words, our behaviour is perceived as approving or is not perceived at all if it does not offend the others.

The certain system of guidance depending on the leader's culture is a very significant thing as each leader masters it on the base of thousand-years experience of the society. As a matter of fact, culture management is the same as the management by virtue of culture, if one considers culture to be the system of available values of the society, social community and personality.

Thus, management is not carried out in a vacuum. It exists among the people with long since formed ideals, views, stereotypes, etc. That is

why the principal head of modern educational establishment should made his acquaintance with the values of organizational environment.

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Дмитро Калашник

*магістрант природничого факультету
Полтавського державного педагогічного університету
імені В. Г. Короленка*

ORGANIZATION OF EDUCATIONAL WORK OF WOMEN-TUTORS

Vast majority of tutors at Ukrainian higher educational establishments are women. Their educational influence over the young men is a question of urgent importance. The matter is male students follow the example of women-tutors inconstantly. Such attitude is determined by sex difference.

Each of women-tutors, depending on the quality of relations with male students, attained different results. Those who attained authoritarian discipline by means of strictness were respected only under the circumstances of self-exactingness. Some students perceive strictness with understanding, if it was caused by self-evident necessity. The students realize the importance of law regulation and its social function. Though the ones whose parents have a range of harmful habits perceive strictness in their own way: as a possibility of odious consequences. The students who have bad habits repeatedly have it in mind to get out of ones. Negative influence over health perturbs by taking into consideration the public consciousness and relationship with parents. Some of the students confessed that they used to reproach their parents.

Women-tutors with low level of self-exactingness could not perceive as an example of self-discipline. To maintain the leadership among the male students such tutors are not exacting. The initiative in such groups is directed on mainly the search of methods of self-expression, so the academic discipline was rather poor. The most negative results have had the tutors who skillfully accuse their students, marking the rehabilitation achievable but out of this world.