

Kiril TEMKOV

**UNI VERZI TETSKI OT U^EBNI K
"OBRAZOVEN MENAXMENT#
OD PROF. D-R TRAJAN GOCEVSKI
PREVEDEN VO STRANSTVO**

Vo prvi te broevi od prethodnata serija na "Defektološka teorija i praktika" pišuvame za učbenik kot na prof. dr. Trajan Gocevski "Obrazoven menaxment", koj izleže vo 1997 godina. Togaš može pozitivno ja ocenivme idejata, potrebatata i kvalitetot na ovoj učbenik. Denovi ve se potvrdeni našite stavovi za visokite vrednosti na ova delo so negovoto vtoro, dopolneto i redaktirano izdanie (izd. "Makedonska riznica", Kumanovo), kako i so objavuvaweto na ova delo na bugarski jazik (izd. Univerzitetsko knigoizdatelstvo, Sofija). Ova e prv naš univerzitetski učbenik što se objavljuje vo stranstvo. Učbenikot go privlekuva vnimanieto na akademskite krugovi za koristewe vo specijalističkite istražuvawa i studii kako prva naučna knjiga za ova problematika vo našiot region.

Menaxerstvoto e nezaobikoliva fakt na novite procesi vo ovaeto. Za našata epoha se karakteristični novite fenomene na znaeweto, tehnologijata, inicijativnosta i na organizacijata, što se postignuva uspeh vo dejstvuvaweto. Menaxerstvoto e sinteza na ovie etirivdovi ovek nastojuvawa i aktivnosti. Toa gi proniknuva site sfere na ovekoto dejstvuvawe. Poradi toa menaxerstvoto e predmet na mnogobrojni istražuvawa. Zane go se rasprava vo mnogu naučni i popularni dela, koi ovozmovaat i rewe svesta za suštinata i unapreduvawe na

Adresa za korespondencija:

Kiril TEMKOV
Univerzitet "Sv. Kiril i Metodij"
Filozofski fakultet
Institut za filozofija
Bul. "Krstev Misirkov" bb, 1000 Skopje,
Republika Makedonija

Kiril TEMKOV

**UNIVERSITY TEXTBOOK "EDUCATION
MANAGEMENT" BY PROF. DR. TRAJAN
GOCEVSKI TRANSLATED ABROAD**

In the first editions of the previous series of "Special Education and Rehabilitation Theory and Practice" we write about the text book by Prof. Dr. Trajan Gocevski "Educational Management" which was published in 1997. Then, we very positively evaluated the idea, the need and the quality of this book. Our attitudes towards the **high values** of this work have recently been confirmed with its **second, supplemented and revised edition** (publisher "Makedonska riznica", Kumanovo), as well as with **the publication of this work in Bulgarian language** (publisher Univerzitetsko knigoizdatelstvo, Sofia). This is our first University textbook, published abroad. The textbook attracts the attention of the academic circles for use in specialists' researches and studies as the highest scientific book on this issue in the region.

Management is unavoidable fact of the new processes of humanity. Our era is characterized by the new **phenomena of knowledge, technology, initiative and organization**, which lead to work success. Management is a synthesis of these four types of human commitments and activities. They go deep in all spheres of human activities. Therefore, management has been a subject of a large number of researches. It has been discussed in many scientific and popular works which enable spreading awareness of its essence and improvement of managerial activities. These issues are dealt with in the textbook by Prof. Dr. Trajan Gocevski.

Corresponding Address:

Kiril TEMKOV
University "St. Cyril and Methodius"
Faculty of Philosophy
Institute of Philosophy
Bul. "Krstev Misirkov" bb, 1000 Skopje,
Republic of Macedonia

menaxerski te dejstva. Na ovi e problemi i me posvetena i knigata na prof. dr Trajan Gocevski. Nejzi ni te posebni svojstva se { to vo nea istra`uvawata i soznani jata se odnesuvaat na eden osoben aspekt na ~ove~koto dejstvuvawe-na obrazovani eto, naukata i kul turata, kako mo{ ne zna~ajni, razvieni i nu`ni segmenti na sovrane-noto `iveewe.

So dobra organizacija na rabotata se postignuvaat podobri rezultati. Toa e su{tinata na menaxerskata ideja i ideal. Za taacel se nu`ni soobrazni metodi, inovacii i interesni re{enija. **Menaxerstvoto zna~i kreativen pristap i iskoristuvawe na znaeweta i talentite na rakovoditelite vo sekoja dejnost.** Stanuva zbor ne samo za produktiven ekonomski faktor, tuku i za prvoklasen kulturni element na dene{niot svetski razvito k. Me|utoa, osnovnoto znaewe na ekonomskite dejnosti za ~ove{tvoto i ulogata na menaxerite za dobrite ekonomski rezultati pri kri vaat da se sogleda vo cel osna smi sl a slo`eni ot i ra{iren fenomen na menaxmentot. Za kreativnoto rakovodewe vo drugite op{testveni sferi ima pomalku istra`uwa i vizii. Toj po{irok aspekt na priodot kon menaxerstvoto uspe{no go popolnuva studijata na **prof. dr Trajan Gocevski**, doktor po ekonomija, profesor i dekan na Filozofski ot fakultet vo Skopje, prv civilen ministar za odbrana na Republika Makedonija, avtor na 40 nau-ni dela. Ovaa obemna kniga, napi{ana od eden od najpoznatite rakovoditeli vo na{ata dr`ava, istovremeno e i prva specijalisti-ka studija za organizacijata na obrazovani eto kako najgolemo sovremeno pretprijatie i za rakovodeweto vo nego.

Knigata "Obrazoven menaxment# na dr Trajan Gocevski sega se zdobi so me|unarodna priznatel nost. Naukata i soznani jata se internacionalni pojavi, no na{ite iskustva ne se mnogu ra{ireni vo svetot. Skromni se rezultati te od objavuvaweto dela na na{ i nau-nici i stru-waci vo drugite zemji; poprisutna e praktikatani e da gi koristi te tu|ite iskustva, duri

The research and knowledge which characterizes this textbook refer to a special aspect of human activity – education, science and culture, as very important, developed and necessary segments of contemporary life. Good organization of work leads to better results. That is, the essence of managerial idea and ideals. It requires appropriate methods, innovations and interesting solutions. **Management means a creative approach and use of knowledge and talents of managers in any activity.** It is not only a productive economic factor, but a first-class cultural element of present worldwide development. However, the basic meaning of economic activities of humanity and the role of management in achieving good economic results hide the complexity and widely spread phenomenon of management. For creative management of other social spheres there are fewer researches and visions. That wider aspect in the approach towards a management is successfully dealt with in the study of **Prof. Dr. Trajan Gocevski**, a doctor in economics, a professor and a dean of Faculty of Philosophy in Skopje, first civilian Minister of defense in the Republic of Macedonia, the author of four scientific works. This enormous book, written by one of the most experienced managers in our country, at the same time is a specialist's study on organization of education as the largest contemporary enterprise and its management.

The book "Education management" by Prof. Dr. Trajan Gocevski has achieved international recognition. Science and knowledge are international phenomena but our experiences are not worldwide spread. The results are modest when publications of scientists and expert's works in foreign countries are in question; more often practice is vice versa, we use foreign experience even

i da ne gi i spolzuvame { i roko oni e soznajna koi se razvieni kaj nas, tuku da anga`irame stranci da ne poduvuat vo se. **Objavuvaweto na knjigata na prof. dr. Trajan Gocevski vo Bugarija kako univerziteti i najavite na promocijata na ova delo vo Sofija na Univerzitetot "Sv. Kliment Ohridski" deka knjigata se koristi { i roko vo obukata na menaxerite i na pedagozite pretstavuva iskluzitelno priznanie za avtorot, no istovremeno i za makedonskata nauka voop{to. Vo prvot del od knjigata se zboruva za menaxmentot i za negovata uloga, a posebno se prikani aspektite na menaxmentot kako profesija i kako ve{tina i negovite slo`eni funkcii, koi se odnesuvaat na planiraweto, organiziraweto, koordiniraweto, motiviraweto i kontroliraweto na aktivnostite. Vo ovoj del uspe{no se pretstavuvaat duhot i su{tinata na op{tiot menaxment.**

Vo vtoriot del dr. Gocevski gi prezentira svoite originalni iskustva od istra`uvaweto i nastavata po obrazoven menaxment, { toj go vovede kako nov predmet na fakultetot kade {to se obrazovata nastavnici i idni rakovoditeli vo obrazovnite institucii. Avtorot najnapred go pretstavuva obrazovanieto kako sistem i ukauva na su{tinski aspekti na ekonomijata vo obrazovnata dejnost. Ova e nov pogled kaj nas za efikasnoto sproeduvawe na slo`enata dejnost na edukacijata. Dr. Gocevski insistira deka i na ovi aspekti treba da im se obrne golemo vnimanie dokolku o`ekuvame na{ite obrazovni, nau- i kulturni institucii da ostvaruvaat podobri rezultati. Tuka se ukauva na nu`nosta i na realnosta od pazarnovladeewe na vospitno-obrazovnite institucii, vo {to spa|aat cenata na obrazovanieto, kako i ponudata i pobaruwata vo ova barana usluga. Pretstaven e i problemot na investiciite i na produktivnosta vo obrazovanieto, kako i praweto na raspredelбата vo ova oblast.

if we have not used the knowledge and experience of our own scientists and experts, but we prefer engaging foreigners to teach us everything. The publication of the book of Prof. Dr. Trajan Gocevski in Bulgaria as a University textbook and the announcement of this book's promotion in Sofia at St Kliment Ohridski University that the book will be used for training managers and pedagogues is an exceptional recognition of the author, as well as of Macedonian science in general.

The first part of the book is about the management and its role, showing the aspects of management as a profession and skills and its complex functions which refer to planning, organization, coordination, motivation and control of activities. The spirit and the essence of general management are successfully presented in this part.

In the second part Dr. Gocevski presents his own experiences acquired through research and teaching education management, new subject introduced by him at the faculty for future teachers and managers of educational institutions. The author, at first, presents education as a system and points out the essential aspect of economics in education. This is a new approach for efficient implementation of complex educational activity. Dr. Gocevski insists that we should pay attention to these aspects if we expect our educational, scientific and cultural institutions to realize better results. That indicates the necessity and the reality of market managing of educational institutions which include the price of education, the supply and demand of this required service. The problem of investments and production in education, as well as the allocation is presented in this part.

Vo tretiot del od knigata se zboruva za potrebatata od obrazoven menaxment, kako i za toa { to treba da raboti menaxerot vo obrazovani eto, kakvi treba da bi dat negovite sposobnosti, koi vi dovi akti vnost se o~ekuvaat od nego, koi se elementi te na negovata uspe{ nost, kako se o~ekuva da ja rakovodi upravata na obrazovnata insti tucija i kakvi treba da bi dat negovite odnosi so op{ testvoto i vo sistemot na so cijal noto opkru` uvawe. Osoben pri dones pretstavuva origi nal noto iska` uvawe na d-r Gocevski za pretpriemni { tvoto vo obrazovani eto i vo nau~nata dejnost.

Vo natamo{ ni te del ovi detal no se razgl e duva procesot na menaxmentot vo obrazovni te insti tucii, najnapred plani raweto vo obrazovani eto i mnogubrojni te sovremeni metodi na plani raweto na kadri te, kako i plani raweto razvojot na obrazovani eto i principi te na plani raweto na kadri te. Organizacijata na rabotata se prosleduva so nejzi na posebna anal i za vo predu~ili { noto, osnovnoto, srednoto i vo vi sokoto obrazovani e. Spored stepenot na u~ili { tata e razraboteno i upravuvaweto so obrazovni te insti tucii. Koordi nira weto i motiviraweto se istra`eni so ogle d na faktori te od koi zavis i uspe{ - nosta na dejnosta, a menaxerot e pretsta ven kako motivator na obrazovnata akti vnost.

Knigata "Obrazoven menaxment# od prof esorot dr Trajan Gocevski e delo na is klui telno upaten nau~nik, eden od najplodni te avtori kaj nas vo razli ~ni te oblasti na ekonomijata, edukacijata i na odbranata. Sekoj del od knigata pretsta vuva, po sebe, ubav i obemen pri kaz na odelni te pra{ awa na menaxmen tot i na osobeni ot menaxment vo obrazovani eto. Ova isklui telno delo na sovremenata ekonomsko-pedago{ ka misla kaj nas e neophodno za sekogo koj saka da gi razbere ogromni te problemi { to stojat pred obrazovani eto kako edna od najrazvi eni te i najsl o`eni dejnosti vo sovremenoto ~ove{ tvo.

The third part of the book is devoted to the education management need, what managers have to do in education, what abilities they have to possess, what kind of activities they are expected to undertake, what are the elements of success, how they are expected to manage the administration of education institution and what their relations have to be with the society and in the system of social environment. A great contribution to this is Dr. Trajan Gocevski's discussion on entrepreneurship in education and in science.

Furthermore, he presents in details, the management process in education institutions, planning in education and the contemporary methods of planning of staff, planning the development of education and the principles of planning of staff. The organization of work is given through its special analysis of preschool, elementary, secondary and higher education. The management of educational institutions according to the level of the school is also presented. Managers are presented as motivators of the educational activities since motivation and coordination are important factors for success.

The book "Education management" by Prof. Dr. Trajan Gocevski is a work of an exceptionally successful scientist, one of the most fruitful authors in our country in different areas of economics, education and defense. Each part of the book is a wonderful and enormous performance of certain issues of management and special management in education. The exceptional work of the contemporary economic-pedagogical thought in our country is necessary to any one who wants to undertake the most complex activities in contemporary humanity.

No deloto istovremeno gi poka`uva i patitata po koi obrazovni te dejci mo`e i treba da odat vo planiraweto i vo izveduvaweto na obrazovanieto za toa da dade gol ema pol za.

Kako moderno, pionersko delo knjigata "Obrazoven menaxment" od prof. dr. Trajan Gocevski e mo`ne korisno i za teorijata i za praktikata na site vidovi edukacija, kako i za nau~noto i za kulturnoto dejstvuvawe voop{to. Objavuvaweto na ovaa kniga vo Bugarija kako na{ prv univerzitet ski u~ebnik, preveden vo stranstvo, e nau~no priznane za negovi ot kvaliteti i neophodnost, za avtentitnost na pogl edite na negovi ot avtor, od koi mo`e mnogu da se nau~i.

It also indicates the paths which the educators can or have to take in planning and implementing education in order to have benefit of it.

As a contemporary, pioneer work, the book "Education management" by Prof. Dr. Trajan Gocevski is beneficial for the theory and practice in any education, as well as for scientific and cultural activities in general. Publication of this book in Bulgaria as our first University textbook, translated abroad is a scientific recognition for its quality and necessity, for authentic attitudes of its author everyone can study from.