

у режимі реального часу вносити зміни у матеріали за допомогою смартфона, планшету або ноутбуку. Непотрібно постійно носити з собою зовнішні носії інформації (USB-накопичувач);

– інтерфейс Google Sites адаптується до смартфона, планшету, ноутбуку або стаціонарного комп'ютера, єдиною умовою для роботи є підключення до мережі Інтернет;

– наявна система безпеки дозволяє визначати перелік осіб, яким відкрито доступ до платформи, шляхом надання доступу тільки зареєстрованим електронним адресам здобувачів вищої освіти;

– за допомогою Google Sites можна збирати аналітичні данні, щодо відвідувань сайту, тим самим аналізуючи активність здобувачів вищої освіти, та своєчасне реагування на відсутність відвідувань;

– робота з Google Sites не потребує специфічних знань або спеціалізованої освіти, достатньо вміти копіювати посилання, відправляти електронні листи та інтегрувати в сайт відео та документи, за допомогою посилання.

Література:

1. Про схвалення Стратегії розвитку інформаційного суспільства в Україні Розпорядж. Каб. Міністрів України від 15.05.2013 р. № 386-р. URL: <https://zakon.rada.gov.ua/laws/show/386-2013-p#Text> (дата звернення: 21.11.2022).

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MANAGEMENT IN EDUCATION

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Today, it is relevant to the management of educational organizations problems have arisen. In order to improve the quality of education, first of all, attention should be paid to the system.

The main reason for the emergence of management problems in education one of the reasons is the sharp changes in society and economy. In short, being stuck with the old management system in modern conditions is one of the main and biggest problems. In order to eliminate the

above problems, first of all, training in management or re-training of personnel it is necessary to undergo training. In particular, managing an educational institution according to today's requirements is actually a complex process. The solution to the problems can be solved with the following ideas:

- Correct selection of management components, goals and tasks;
- To study and analyze the progress achieved to date;
- Planning of future work;
- Organization of modern methods of raising the level of education and training;
- Creating a fundamentally reformed education system in our society.

First of all, management should be aimed at a certain goal. The direction and character of any activity of a person is determined by his goal. The goal, like a law, affects the subconscious mind and determines the quality and method of action. So, it can be seen that management is a unique field of human activity. The essence of the above ideas is that in management correct and precise definition of the goal will motivate its result to be effective and high. Let's focus on the following ideas:

- setting a specific goal at the management level is the basis for determining the general system goal;
- the leader's deep understanding of the goal of the managed system, his ability to coordinate it with the goal of the general society, prepares the ground for determining the perspective, taking into account the tactical and strategic aspects of management;
- determining the management goal, its content and management method, provides an opportunity to optimally determine the means.

It is also necessary to pay serious attention to the continuity of management. The educational system realizes the formation of a person with a common goal, which is interrelated in terms of its continuous tasks. Each joint has its own function.

So, the purpose, function and structure of management determine its form and content. And the content determines the form. In turn, the form affects the content. The control function is implemented in the activity. The existence of the system is characterized by the implementation of its management process. The manager's activity is clear and goal-oriented consists of certain requirements.

The task of management is a set of essential, necessary, repetitive actions aimed at a single content and goal. In this case, management activities include interrelated and separate tasks, in which management

tasks are carried out through actions such as planning, organizing, adjusting, coordinating, controlling, encouraging, searching, activating, calculating.

A management system is established in the educational institution for the implementation of management tasks. This is mainly the subject of management, and in higher educational institutions, the rector, in turn, organizes the management links.

Through these links, it affects the control object. This effect serves to accelerate the development of the existing object. As mentioned above, management is a set of activities of the subjects and is the fulfillment of various tasks.

Conclusion: Purposeful management of the activities of educational institutions is of great importance in the education of the young generation, in the modernization of educational and methodological activities and in the introduction of innovative technologies. Ensuring efficient use of the modern material and technical base established in the field of education of the newly growing generation today, state educational standards for areas and specialists in the system of higher and secondary special education, training programs, revision and improvement of teaching-methodical literature have been carried out.

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