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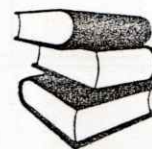


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## 4. Modern Management Trends in Academic Administration

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### Abstract

This paper aims to shed light on the concept of academic administration and how modern management trends and techniques have influenced it over the years. Our thinking gets restricted by the thought of academic administration in a traditional way. This paper aims to put some light on how globalization and technological prowess has influenced academic administration and the various techniques adopted across the world in this field. The range of education has been greatly extended, but the administrative structures have not been reorganized correspondingly. The existing administration, handed down from a political past, is essentially concerned with controlling, its purpose is to make certain that everything is done in accordance with procedure. It is generally slow and hesitant, dilatory and time-consuming. This trend however is steadily changing, the details of which are explained in this paper.

**Key words:** Academic Administration, Techniques, Globalization,

### Introduction

Academic administration basically comprises of organizational activities focusing on getting people together to accomplish the desired goals and objectives of an academic institution using the available resources efficiently and effectively. The first activity is **Planning** which involves deciding what course to take over time and generating plans of action to follow in the coming months, quarter, year/s and so on. Second activity is **Organizing** which involves making optimum use of the available resources, be it Human, Finances etc. Third activity is **Staffing** which involves recruiting the right set of people for various jobs. Fourth activity is **Directing** which involves determining what needs to be done, delegating responsibilities and enabling people to do it. Fifth activity is **Monitoring** which involves comparing progress against operating plans. Sixth activity is **Reporting** which involves creating and adhering to a pyramidal reporting structure throughout the organization which rolls up to depict the institution wide



performance. And the last is **Budgeting** which involves managing the finances & cash flows appropriately.

### **Modern Management Trends Influencing academic Administration**

The following are few examples of modern trends in management which have impacted the way academic institutions work:

#### **1. Globalization**

The melting of barriers among nations and their increasing interconnectedness, accelerated by technology, has led to a change in the world order that has had a profound impact on the way modern academic institutions work. Globalization has drastically changed the management trends. By connecting the countries and the continents, it has helped us learn the various trends and techniques which we can use in academic administration.

E.g. The up rise in the number of International schools is a prime indicator of this. Globally recognized curriculums, courses, certifications etc.

There is no doubt that all of the aforementioned dimensions of globalization will have enormous impacts on educational leadership. One of the most obvious effects will be the fact that societies will increasingly expect that educational leaders will be able to cope with the increasingly difficult and complex challenges that arise in the 21st century. They will also require leaders to uphold core principles of social transformation (e.g. social justice, equity etc.) as well as demonstrating visionary capacity, boundary-breaking entrepreneurialism, new professional skills, instructional design and assessment literacy, and crisis management (Scott & Webber, 2008) in this new global era and this will inevitably necessitate the emergence of a variety of new and important trends in educational management practices and leadership paradigms.

#### **2. Technology**

Technology has enabled globalization and evolved the way academic institutions work and impart knowledge. It has enabled Globalization and helped the students to learn from anywhere. Provision of accessing online teaching channels by academic institutions has helped the students to learn better and at their own convenience.

E.g. Electronic teaching aids, online test creation and evaluation systems, concept of global classrooms, online courses alongwith globally recognized certifications all of which were previously never thought of have become a reality now.



With the advent of blogs, learning has become much more accessible and with the amount of content available online on a myriad of topics, learning has evolved into a dynamic experience. Many educational institutions host their own blogs on various subjects and topics which are available to students. Online teaching channels on video streaming websites:

E.g. YouTube, TedEd talk shows impart learning to subscribers and the concept is now being adopted by reputed institutions/universities globally. Use of custom made or 3<sup>rd</sup> party software's to manage employees, payroll management to manage day-to-day activities of an institution is now a common practice to manage work processes which were once labour intensive tasks.

### 3. Continuous Improvement / Quality processes

Management concepts of Continuous improvement and certifications like ISO which previously found their home in factories and commercial organizations are now common practices in academic institutions which can be applied to each and every department of an institution.

E.g. Teachers and standards professionals can use ISO tool to access information that can help them in designing and delivering courses on standards matters. In addition, the repository will help optimize the use of resources, facilitate the re-use of existing materials and highlight new subject matters to be addressed in the future.

### 4. MOOCs & eLearning

Free education has materialized in the form of eLearning and Massive Open Online Courses as a direct result of students wanting to learn but not having the resources to do so whether that means they don't have the money or the background to achieve their learning goals. E.g. Reduced executive education budget – Companies spend a LOT on employee training and certifications. With MOOCs this expenditure can be minimized as most of the courses are free and even those which aren't, have minimal subscription fees. Moreover, organizations save heavily on resources that must be necessarily spent in other, more traditional forms of training.

### 5. Competency Based Education

Competency based education says that regardless of the length of time it takes for a student to complete a course, the student completes it based on what they know already. The only factor in determining how or when the student completes the course is the mastery of



knowledge within the subject. E.g. The Base-Line test conducted in schools from std 2<sup>nd</sup> to 8<sup>th</sup> in reference subjects English and Mathematics.

### 6. Mobile Education

Mobile learning is convenient in that it is accessible from virtually anywhere. Sharing is almost instantaneous among everyone using the same content, which leads to the reception of instant feedback and tips. This highly active process has proven to increase exam scores. Mobile learning also brings strong portability by replacing books and notes with small devices, filled with tailored learning contents. E.g. The devices to provide the type of hands-on learning activities that are usually conducted anywhere such as use of laptops, smart phones etc. This changed the way students experienced the content, giving them access to the instructor to ask questions in a way that the traditional lab assignments did not.

The above examples of modern management trends- globalization, technology, continuous improvement processes, MOOC's and eLearning, competency based education, and mobile education has proved to be very useful in academic administration. These have helped not only the administrators but also the students.

### Conclusion

It has to be restated that management is the process of designing and maintaining an environment for the purpose of efficiently accomplishing selected aims. Managers carry out the functions of planning, organizing, staffing, leading, and controlling. Managing is an essential activity at all organizational levels. Administration is the organisation and use of man and materials to accomplish some purpose. In a university, there are a large number of human resources. So, it is essential to organise and use them to accomplish its basic objectives. Now a days the field of education is not only limited with books but has broadened in various new horizons. Development and changes in education have affected teacher education necessitating review and reforms. It has been recognized that teacher education program should be structured and modified in a way that enables them to respond dynamically to the new problems and challenges in the field of education, only then the teacher can help in national development. Thus, not only the students but also the employees and the staff can make use of technology in enhancing their capability and efficiency. MOOC's and eLearning has helped the institutions to administer their institution well and also at the same time it has proved to be very useful for the students. Also mobile education has proved to be very convenient for the students.



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