

Kiril TEMKOV

**UNIVERZITETSKI OTUČEBNIK
"OBRAZOVEN MENAXMENT"
OD PROF. DR. TRAJAN GOCEVSKI
PREVEDEN VO STRANSTVO**

Vo prvite broevi od prethodnata serija na "Defektološka teorija i prakтика# pi {uvavme za učebnikot na prof. dr. Trajan Gocevski "Obrazoven menaxment#, koj izleze vo 1997 godina. Toga {mo {ne pozitivno ja ocenivme idejata, potrebata i kvalitetot na ovoj učebnik. Denovive se potvrdeni na {ite 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 prvna {univerzitetski učebnik {to se objavljuje vo stranstvo. Učebnikot go privlekuva vnimanieto na akademskite krugovi za koristewe vo specijalističkite istražuvawa i studii kako prva naučna kniga za ova problematika vo na {iot region.

Menaxerstvoto e nezaobikoliv fakt na novite procesi vo {ove {tvoto. Za na {ata epoha se karakteristični novite fenomeni na znaeweto, tehnologijata, inicijativnosta i na organizacijata, so {to se postignuva uspeh vo deystvuvaweto. Menaxerstvoto e sinteza na ovie {etiri vidovi {ove {ki nastojuvawa i aktivnosti. Toa gi proniknuva site sferi na {ove {koto deystvuvawe. Poradi toa menaxerstvoto e predmet na mnogubrojni istražuvawa. Za nego se rasprava vo mnogu naučni i popularni dela, koi ovozmo {uvaat {irewe svesta za su {tinata i unapreduvawe na

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**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.

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menaxerskite dejstva. Na ovie problemi im e posvetena i knjigata na prof. d-r Trajan Gocevski. Nejzinite posebni svojstva se {to vo nea istra`uvawata i soznanijata se odnesuvaat na eden osoben aspekt na ~ove~koto dejstvuvawe-na obrazovanieto, naukata i kulturata, kako mo {ne zna~ajni, razvieni i nu`ni segmenti na sovremenoto `iveewe.

So dobra organizacija na rabotata se postignuvaat podobri rezultati. Toa e su {tinata na menaxerskata ideja i ideal. Za taa cel 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 kulturn element na dene {niot svetski razvitok. Me|utoa, osnovnoto zna~ewe na ekonomskite dejnosti za ~ove {tvoto i ulogata na menaxerite za dobrit e ekonomski rezultati prikrivaat da se sogleda vo celosna smisla slo`eniot i ra {iren fenomen na menaxmentot. Za kreativnoto rakovodewe vo drugite op {testveni sferi ima pomalku istra`uvawa i vizii. Toj po {irok aspekt na priodot kon menaxerstvoto uspe {no go popolnuva studijata na **prof. d-r Trajan Gocevski**, doktor po ekonomija, profesor i dekan na Filozofskiot fakultet vo Skopje, prv civilen minister 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 obrazovanieto kako najgolemo sovremeno pretprijatie i za rakovodeweto vo nego.

Knigata "Obrazoven menaxment" na d-r Trajan Gocevski sega se zdobi so me|unarodna priznatelnost. Naukata i soznanijata se internacionalni pojavi, no na {ite iskustva ne se mnogu ra {ireni vo svetot. Skromni se rezultatite od objavuvaweto dela na na {i nau~nici i stru~waci vo drugite zemji; poprisutna e praktikata nie da gi koristite 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 ispolzuvame { i roko onie soznani-
nija koi se razvieni kaj nas, tuku da anga-
`irame stranci da ne podu~uvaat vo se.
**Objavuvaweto na knjigata na prof. dr
Trajan Gocevski vo Bugarija kako univer-
zitetski u~ebnik i najavite na promo cijata
na ova delo vo Sofija na Univerzitetot
"Sv. Kliment Ohridski" deka knjigava
je se koristi { i roko vo obukata na menax-
erite i na pedagozite pretstavuva isklju-
~itelno priznanie za avtorot, no isto-
vremeno i za makedonskata nauka voop { to.
Vo prviot del od knjigata se zboruva za
menaxmentot i za negovata uloga, a poseb-
no se prika`ani aspektite na menaxmen-
tot kako profesija i kako ve { tina i nego-
vite slo`eni funkcii, koi se odnesuvaat
na planiraweto, organiziraweto, koordi-
niraweto, motiviraweto i kontrolirawe-
to na aktivnostite. Vo ovoj del uspe { no
se pretstavuvaat duhot i su { tinata na
op { tiot menaxment.**

Vo vtoriot del dr Gocevski gi prezenti-
ra svoite originalni iskustva od istra-
`uvaweto i nastavata po obrazoven menax-
ment, { to toj go vovede kako nov predmet
na fakultetot kade { to se obrazovaat
nastavnici i idni rakovoditeli vo obra-
zovnite institucii. Avtorot najnapred go
pretstavuva obrazovaniето kako sistem i
uka`uva na su { tinskite aspekti na ekono-
mijata vo obrazovната dejnost. Ova e nov
pogled kaj nas za efikasното sprovedu-
vawe na slo`enata dejnost na edukacijata.
Dr Gocevski insistira deka i na ovie as-
pekti treba da im se obrne golemo vnima-
nie dokolku o~ekuvame na { ite obrazovni,
nau~ni i kulturni institucii da ostvaru-
vaat podobri rezultati. Tuka se uka`uva
na nu`nosta i na realnosta od pazarno
vladeewe na vospitno-obrazovnite institu-
cii, vo { to spa|aat cenata na obrazo-
vaniето, kako i ponudata i pobaruva~kata
vo ovaa barana usluga. Pretstaven e i pro-
blemot na investiciite i na produktiv-
nosta vo obrazovaniето, kako i pra { a-
weto na raspredelбата vo ovaa oblast.

if we have not used the knowledge and experi-
ence of our own scientists and experts, but we
prefer engaging foreigners to teach us every-
thing. **The publication of the book of Prof.
Dr. Trajan Gocevski in Bulgaria as a Univer-
sity 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 man-
agement and its role, showing the aspects of
management as a profession and skills and its
complex functions which refer to planning, or-
ganization, coordination, motivation and control
of activities. The spirit and the essence of gen-
eral 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 institu-
tions. 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 educa-
tional activity. Dr. Gocevski insists that we
should pay attention to these aspects if we ex-
pect our educational, scientific and cultural in-
stitutions 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 invest-
ments and production in education, as well as
the allocation is presented in this part.

Vo tretiot del od knigata se zboruva za potrebata od obrazoven menaxment, kako i za toa {to treba da raboti menaxerot vo obrazovanieto, kakvi treba da bidat negovite sposobnosti, koi vidovi aktivnost se o~ekuvaat od nego, koi se elementite na negovata uspe{nost, kako se o~ekuva da ja rakovodi upravata na obrazovnata institucija i kakvi treba da bidat negovite odnosi so op{testvoto i vo sistemot na socijalnoto opkru`uvawe. Osoben pridones pretstavuva originalnoto iska`uvawe na dr Gocevski za pretpriemni{tvoto vo obrazovanieto i vo nau~nata dejnost.

Vo natamo{nite delovi detalno se razgleduva procesot na menaxmentot vo obrazovnite institucii, najnapred planiraweto vo obrazovanieto i mnogubrojnite sovremeni metodi na planiraweto na kadrite, kako i planiraweto razvojt na obrazovanieto i principite na planiraweto na kadrite. Organizacijata na rabotata se prosleduva so nejzina posebna analiza vo predumi{noto, osnovnoto, srednoto i vo visokoto obrazovanie. Spored stepenot na umi{tata e razraboteno i upravuvaweto so obrazovnite institucii. Koordiniraweto i motiviraweto se istra`eni so ogled na faktorite od koi zavisi uspe{nosta na dejnosta, a menaxerot e pretstaven kako motivator na obrazovna aktivnost.

Knigata "Obrazoven menaxment" od profesorot dr Trajan Gocevski e delo na isklumi{telno upaten nau~nik, eden od najplodnite avtori kaj nas vo razli~nite oblasti na ekonomijata, edukacijata i na odbranata. Sekoj del od knigata pretstavuva, po sebe, ubav i obemen prikaz na odelnite prawa na menaxmentot i na osobeniot menaxment vo obrazovanieto. Ova isklumi{telno delo na sovremenata ekonomsko-pedago{ka misla kaj nas e neophodno za sekogo koj saka da gi razbere ogromnite problemi {to stojat pred obrazovanieto kako edna od najrazvijenite i najslo`eni dejnosti vo sovremenoto o~ve{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 pati { tata po koi obrazovnite dejci mo`e i treba da odat vo planiraweto i vo izveduwaweto na obrazovanieto za toa da dade golema polza.

Kako moderno, pionersko delo knjigata "Obræzoven menaxment" od prof. d-r 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 univerzitetski u~ebnik, preveden vo stranstvo, e nau~no priznanie za negoviot kvalitet i neophodnost, za avtenti~nosta na pogledite na negoviot 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.