

Summary

Modern management of educational institutions

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Using the interdisciplinary approach, the authors elaborate the issue of modern management of educational institutions with the aim to increase their overall efficiency. The authors start from the theory of public goods according to which the public good, including education and knowledge, are unexclusive and noncompetitive. According to the same theory the public goods can be produced, and for their production is primary in charge the public administration. As a result of monopol position of public administration such production is inefficient. In order to increase the efficiency the state tries to introduce the management practices of private sector to the public sector. The authors present in this paper the Balanced Scorecard – one of the practices or managerial methods of the private sector which gets more and more on the importance – through the simulation of appliance of this method on the example of X Gymnasium. Through the method of output data monitor, the authors identified the possibility of efficiency increase of educational institution through the appliance of Balanced Scorecard technique. The efficiency increase is visible through more rational using of available financial resources and access to additional financial sources, through improvement of teaching quality, through simplification of intern business processes and functioning of educational institution which indirectly reduces costs. As a result of the above is increase of students satisfaction which have better notes at the end of their education what gives them better opportunities at the university enrollment and better employment possibilities.

Key words: education, public administration, public good, public management, efficiency, educational institutions, Balanced Scorecard.