

Такая возможная модель технологии лидерства требует выяснения ее практической применимости, результативности, эффективности, контролируемости ситуации в условиях кризисов.

Дистанционное образование позволяет эффективно использовать все три блока технологий при подготовке специалистов любой сферы деятельности.

Совершенствование подготовки кадров и обучение в указанном направлении явится мощным источником развития внутреннего институционального потенциала национальной экономики.

KNOWLEDGE MANAGEMENT IN PROFESSIONAL EDUCATION

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Abstract. The role of professional educational institution in today's information society requires a new and innovative approach to knowledge management and creation a system of knowledge management. Knowledge management unites a variety of components of the organization: processes, people and technology. Namely the knowledge is the foundation upon which the competitive advantage of an organization is developed and knowledge becomes valuable with the ability to act on it. Modern organization can achieve optimal result only when utilizing the knowledge management system.

Introduction

Educational institution preparing specialists for the labor market needs to be more innovative than companies and develop more intensely than companies, because services provided by the educational institution should be superior by novelty and practical applicability. Otherwise graduates from such institutions won't be needed. Professional education institution has to train graduates how to manage innovation since they will have to dynamically improve businesses they work in, and will have themselves to continually improve and expand current knowledge and skills [1]. Another reason, why an educational institution has to have a modern knowledge management system is especially important: it is required that the educational institution would meet the raised requirements, be recognized and respected by consumers and society, be attractive to investors and partners in the country and abroad as well as for prospective students, deciding which educational institution to enter. Professional educational institution has a scientific potential which enables creation of its own knowledge management system. Preservation of the best traditions and positive conservatism correlating with modern management guarantees the appeal and popularity of the educational institution [2].

Knowledge management in professional education

Quality management of educational services is becoming a driving force of educational institution competitiveness, and knowledge management – an activity which ensures viability. Knowledge management relates to the management of resources in overall quality management of an educational institution. Product of an educational institution is knowledge, which student acquires in the process of study. It is important that this knowledge was not in the students notes, but was applied by students during examinations, qualification tasks, consolidated in laboratories and during practices

applied in real conditions. The primary client of a professional educational institution is a student, then follows the society, then the State financing the processes of knowledge acquisition and its management from the budget. The creation of a knowledge management system in an educational institution is obligatory. It should be an integral part of the quality management system. In order for knowledge management system to improve continuously and operate efficiently, its main module should be monitoring student knowledge and skills.

Holistic management model might be used for creation of management system and development of knowledge [3]. The main parts of this model are three blocks, which follow the logic of continuous learning: "pre-study", "the process of study" and "further study". Blocks "pre-study" and "the process of study" make education a continuous process in the professional educational institution. Each educational stage is always based on current knowledge. In the stage of the education process "further study" acquired knowledge and carried out actions are consolidated, a generalized algorithm is formed, which allows to perform analogue actions in the future faster and better. When implementing this model, it is necessary to take into account social and cultural peculiarities of a country and differences that will influence the functioning of the system. Cultural environment of the educational institution will influence as well, which will not allow to automatically implement a model that was created by foreign scientists.

An educational institution, having a considerable intellectual capital has to integrate and create new models of knowledge management, taking into account the cultural, social and economic peculiarities of the region. All acquired information provides new knowledge and new knowledge is conveyed and practically applied in applied scientific research. The implementation of these processes requires the conversion of information into knowledge and laying out procedures of knowledge management [4].

Conclusions

Knowledge management in professional educational institution is defined as the creation and management of intellectual assets. This is one of the most important processes in the management system of the educational institution in which it has to be considered in a comprehensive manner, relating it to increased motivation and creation of conditions for the transfer of knowledge. The creation of social environment which motivates staff and students of the educational institution for the deepening knowledge and desire to more effectively obtain and retain knowledge will make the institution more attractive and desirable.

The creation of effective system of knowledge management in professional educational institution enables to quickly solve problems and effectively present oneself in the market of services.

Literature

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