

## The Reflection on the Course “Management of Educational Organizations”

In the reflective paper of the course Management of Higher Education, I want to highlight some experiences I have had. Additionally, the paper reflects on some topics and guest lecturers’ professional experience which was informative and valuable for me personally and professionally. The process of internally analyzing and investigating a problem that has been brought about by an experience, which clarifies and produces meaning in terms of the self, and which leads to a shift in conceptual perspective, is called reflective learning (Boyd & Fales, 1983). This reflection includes four main themes: budgeting, marketing, human resources, and group project work. In the course, I have learned all these aspects theoretically and practically.

### Budgeting

To begin with, we took a course in the basic understanding of corporate governance of higher education in Kazakhstan (Sagintayeva et al., 2018). Before the course I did not know how state or private organizations plan their budget and the kinds of support they may get from the government or investors. The problem was understanding the structure of budget planning. Hence, I found the lecture on budgeting one of the most useful for the real-life experience. The theoretical part of the lecture was led by our professor and former Ministry of Education and Science of Kazakhstan and the more practical part of the class was led by a guest speaker who was the former Director of the Finance Department. I learned much information from the guest speaker because she provided real-life examples and explained the budgeting process in every detail, providing examples for a better understanding of the process of budgeting. The reason why I have found it the most impactful is because all the information was relevant not only for creating a new university but also for starting a private company and leading its financial department. As a founder of an online language school with a team of teachers, I reflected on some tips, which I may use for my personal business development.

I have also realized that I can get governmental financial support for my company and advice on how to request this support. The knowledge I have gained from this part of the course I definitely will use in the future to grow from a small online school to a big educational

company.

### Marketing

Another area of my interest was covered by the topic of Educational Marketing, which was also theoretically covered by the same professor and practically by the guest speaker who is a vice president in the communication department of Nazarbayev University. First of all, the guest speaker attracted our attention from her first words talking about herself. I have noticed that she had a very rich professional and academic experience. I also was impressed by her positive attitude in all aspects of her career. She has prepared two cases for us to discuss and to identify the mistakes that companies made in their marketing strategy. We also discussed the marketing strategy of Nazarbayev University and the work of her department. I have known the official and unofficial channels of communication of an organization with its customers. Marketing as a phenomenon has become clearer to me. According to Grönroos (2006), the phenomena of marketing reflects an organization’s customer-focused approach. Moreover, it includes different perspectives. Interesting for me personally was that she explained to us how we should respond to some information and how to check it. For me it was very informative because I use only social media as an attractive tool for our potential customers, however, there are plenty of other tools I can use. I believe this information is important because it is relevant for everyone who wants to develop their brand, create a startup or even lead the university. I also believe that if the person has some valuable knowledge, she or he can use social media to share it. Moreover, every person can use social media for additional of main income, which is a great opportunity for people.

Additionally, I am trying to develop my brand and use social media platforms for it, which is why, I believe this topic attracts me a lot.

### Human Resources

The third topic I want to reflect on is human resources and attracting people into the organization. In the beginning, I have to say that it was a difficult task as an employer. As I had experience working in a team, I always have questions such as: how to attract good teachers for my clients, how to interest them to work with me, and how to motivate them to contribute more to our project. All these aspects were covered by the professor and guest lecturer. The guest speaker explained to us the strategic HR model, which was informative for me not only as a student but also as a startup founder. Now, I

have started to use this model for my online business, and I can say that I understand how to recruit people and how to motivate them to work in the company I manage.

### Group Project

The last reflection I want to share was a group project. I was interested in it from the very beginning because it was similar to my personal and practical experience. I have identified the main challenges and analyzed them. During the project, I did a SWOT analysis (strengths, weaknesses, opportunities, threats). The tactic was supposedly invented in the 1960s by Albert Humphrey, though this claim is still up for debate. Additionally, we did a PEST analysis of the university that we as a group decided to create. PEST stands for political, economic, social, and technological. We also created a vision and mission for our imaginary university. It was valuable because I did the same job for my business project; I developed a 5- and 10-year plan. I could create a mission and vision for my online start-up, which I believe is the most important for all successful businesses.

The course overall was very applied and practical, which for me personally was more understandable compared to theoretical discussions of some abstract topics. It is more interesting and valuable for me to implement the knowledge I learned in practice. Although it was a Management of Higher Education course, all the information we gained was relevant for private businesses and startups as well. I liked the approach of all the mentioned guest speakers because they provided us with real-life examples. According to Boyd & Fales (1983), reflective learning can help us learn from the experiences that we have gained through practice. The challenges of real companies and the way they overcame these obstacles demonstrated the best solutions for them.

### References

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