

# Educational Technology and Significance of Management

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## Abstract

Management has occupied an important and influential position in human life. Individuals need to manage their life affairs every day, and their life may be difficult if they do not manage their life affairs with good planning and organization. In this light, this report attempts to present a simplified concept of management, its importance, elements, relationship to educational technologies, and the importance of management in educational technologies.

**Keywords:** *Teaching techniques, management, management elements*

## Introduction

At the foremost, it is thoughtful to begin with a definition of Administration. [1] postulated that administration is originally a Latin word consisting of two parts: *Ad*, meaning *to* or *towards*, and the second part *Ministratio*. The term with its two parts means '*to help or service*'. In Arabic, too, the term means *to serve and help*. Hence, an administrator is a person who practices a service or helps others. In this sense, administration (also called management) includes two basic characteristics:

- A common purpose intended by an organization's members.
- joint cooperative work between members, and this work includes more than one person cooperating in order to achieve their common purpose, which cannot be achieved without the cooperation of all members.

With this in mind, it can be understood that management is neither devoid of nor successful without shared goals and efforts for the success of these goals. But the meaning of management should be discussed in light of some of its definitions. One of these definitions is provided by Frederick Taylor (as cited in [1]). It refers to management as accurate knowledge of what you want people to do and then making sure that they do it in the best and cheapest way.

From the previous definition, the researcher can infer many points about management. These points are namely the following:

- Management entails precise information about what should be managed.
- It requires a group of members.
- It also requires ensuring the goal it seeks is achieved.
- It must consider the material and financial matters and capabilities as much as possible.

To Henry Fayol (as cited in [1]), management requires forecasting, planning, organizing, leading, coordinating and controlling. This definition shows that Fayol attributed the definition of management to success of the management elements in the definition: forecasting, planning, organizing, leadership, coordination, and control. These elements will be discussed briefly in the next page of this report.

According to [2], management is a continuous social process that optimally employs the available material and human resources through planning, organization, leadership and control to reach a specific, specific and studied goal or objectives.

Unlike previous definitions, [2]'s definitions has the following features:

- That management is an ongoing process.
- It employs available financial and human resources.
- The management may have a single goal.
- This goal or several goals must be specific and studied.

With all the aforementioned definitions in mind, the researcher can furnish a procedural definition of management as such: a continuous collective process that requires accurate knowledge of the desired goals in a specific and deliberate manner. It appropriately employs the existing human and material capabilities through the various elements of management in order to achieve the previously defined goals."

## Importance of Management:

Management is currently stipulated as a corner stone of the success of any organization or groups. Collective efforts can be achieved solely through management and cooperation between individuals in these groups [1].

The researcher believes that successful management is a strong foundation that effectively contributes to the success of collective work. Its overriding purpose is to achieve a specific goal or several goals, using the capabilities of good management to achieve what such a group hopes to achieve.

### Management Elements and Functions:

[3] asserted that management is a process consisting of four elements – planning, organizing, directing, and controlling. [1] mentioned these elements in addition to the element of coordination. [1] added that these elements are valid for application in advanced business societies and are not sufficient in developing societies. For this reason, [1] added two other elements, namely, the preparation of manpower, and innovation and creativity. The researcher provides the following elements of management and the meaning of each element:

#### 1. Planning

[4] defined planning as an intelligent process and mental disposition of doing things in an orderly way to think before acting on facts rather than guesswork. In another definitions, [1] briefly referred to planning as thinking before action and looking to the future.

Hence, the researcher concludes that planning is an imaginary process that precedes work and predicts what will happen in the future. Its purpose is to anticipate the progress of operations according to the possibilities available to reach the desired goal with the most negligible costs and effort.

#### 2. Organizing

[4] surmised that this elements involves decomposing work into elements, tasks, and functions, arranging them in sound relationships, and assigning them to individuals with responsibilities and authorities in such a way that allows implementation of the organization's policies. [1] defined it as "subjection of work to a logical division and the distribution of work according to specialization to enable individuals to achieve the desired goals with ease and ease.

It is concluded that the organizing element refers to the division of work as logically and equitably as possible by assigning tasks, responsibilities and powers to the appropriate individuals to enable them to achieve the desired goals collectively.

#### 2. Directions

[4] defined the element of organizing as guidance as to how management can confront individual differences in the work environment, achieve cooperation between workers and motivate them to work with maximum energy while providing the appropriate environment that satisfies their needs and achieves their goals. According to [1], the element of direction encompasses officers' direction and guidance within their administration so as to perform the work efficiently. It involves motivating them to continue to work with confidence and diligence.

The direction is akin to what the official carries out in terms of guidance, supervision, and motivation for his employees, taking into account the individual differences between these workers and trying to provide the appropriate environment that meets their needs to achieve the desired outcome goals at work.

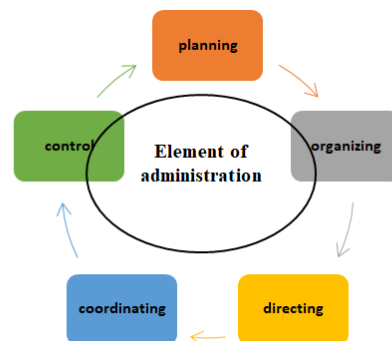
#### 4. Coordination

[5] defined coordination as finding a kind of coherence and homogeneity between businesses and individuals in order to achieve its mission and objectives. It is the essential criterion for judging the suitability and efficiency of the administrative organization of the facility. Coordination can also be a higher level of knowledge of what works for individuals and what they can accomplish better and faster, which favors achieving the desired.

#### 5. Control

[4] defined the element of control as supervision and follow-up from a higher authority to know how the work goes and ensure that the available resources are used according to the set plan. As for [1], the element of control ensures that what is being implemented is going according to what is planned and to identify any deviations and the causes. As such, the control element or process takes place from a higher authority that verifies the progress of work according to the drawn plan, knowing the reasons that prevent this and trying to avoid them.

The following figure shows the elements of management and their relationship to each other:



### Significance of Management in Educational Technology

Management is one of the most important responsibilities entrusted to specialists in educational

technology. In the past, it took the form of *guidance*. Given the complexity of the learning materials production as well as educational development, specialists had to master skills higher than guidance, which are management skills and the operations of management. It also considers individuals and information in terms of organization, planning and control of storing and processing information in courses or managing and organizing projects. It is necessary to pay attention to combining management and ethical practice within the framework of educational technology [6].

From this standpoint, the important and mutual role between the administration and its elements with educational technologies emerges. Educational technologies and specialists practice the administration and its methods well to achieve the success of their projects or programs and achieve their goals. Educational technology projects cannot succeed without good planning and knowledge of capabilities. Projects may fail if they are not well organized. It involves dividing work into specific tasks and assigning them to the appropriate individuals. Those who are obligated to perform tasks need, like other individuals, to be motivated and take into account the individual differences between them to work to the extreme of their potential if the work requires it. More than that, technical projects do not dispense with the coordination of tasks and works among their members and the interconnection and coherence between the tasks entrusted to them.

In a word, projects related to educational technologies, like other business, need to be monitored, so the workflow should be known and the goals should be achieved according to predetermined plans. This step can be achieved in what is known in the management element of controlling.

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