

ROLE OF INFORMATION IN THE PROCESS OF EFFECTIVE MANAGEMENT OF A UNIVERSITY

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Abstract:

Changes affecting higher education force certain market behaviour on the part of education services suppliers. The aim of improving effectiveness of managing a university is both to increase competitiveness and meet requirements of the market – environment. The role of information in this respect is huge. It is very important for a university that wants to have a high position on the market of education services to appropriately gather, carefully analyse and effectively process information. The aim of this paper is to explain the term of information and its place in the chain of management, to provide its basic characteristics, and types, to discuss the role of information in the process of managing a university, to indicate the fundamental differences between information and information technology and discuss the structure of information flow using Czestochowa University of Technology as an example.

Keywords: information, effective management of a university, information technology, management process, structure of information flow