

NEW SCIENTIFIC VIEW OF THE EDUCATION MANAGER IN THE 21ST CENTURY FROM THE ASPECT OF MANAGEMENT WISDOM

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In order to provide deliberate and systemized knowledge of management, new disciplines like wisdom management are needed for adopting new business practice. Wisdom basis is affirmation of 'minds' competition. The age of 'minds' industry – new material, ICT education and like, rule the world nowadays; they do not have their natural environment because they may exist everywhere on Earth. Understanding of ICT's influence is significant, having in mind that ICT has become powerful participant in the process of education and that it makes so-called triangle of education activity altogether with school and family, with a student in its centre. Models of contemporary education activity are changing. Solution can be found in the concept of 'media literacy'. Therefore, education system *'must change'*, to be adjusted, to provide sufficient ICT education on all levels promoting creative thinking and introduction of *'permanent learning'* – learning throughout all life. As wide use of ICT has become crucial in many professions, knowledge about the efficient way of ICT should be integral part of education programs. The following is needed: involving wide population of citizens, introduction of concept of after education and learning all lifetime, adjusting education program and teaching process to the needs of information society, qualifying teaching staff for modern forms of teaching, solidifying ICT capacities for modern education and science research, supporting creative research and development, and education and culture supported by new ICT technology. "*Changes*" in improvement of education system present complex process that needs to be carefully devised. This area refers to activities with goal to prepare whole population for 'knowledge society' through education for basic ICT literacy and raising general awareness about the significance of information society. Younger generations should be involved in this action by regular education process. Minimum degree of ICT literacy must be provided in preschool institutions, primary and secondary schools, as well as faculties. Older generations should be involved in this education process through various specially devised courses, and this especially refers to *'older'* teaching staff.

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