

Abstract

This study tries to discuss mainly on the adjustment in the management strategy of public and private schools of Macao S.A.R., using the “SWOT” model in the strategic management theory. Regarding with the methodology, the author tries to find out the appropriate alternatives of the strategies by analyzing the internal and external environment in order to unveil the internal strengths and weaknesses as well as the external opportunities and threats, together with the need for the development of education.

This study has a thorough analysis covering areas about the operation and the mode of operation, curriculum development, education effectiveness and supervision of the public and private schools of non-tertiary education of Macao S.A.R. There is a strong focus on the policy of Macao education on funding, curriculum, teachers and the developmental direction of pedagogical management policy. The content of this study includes an introduction of the general background and current situation of education of Macao S.A.R., an analysis of the theoretical structure of public management, followed by a deep discussion on the management strategies of non-tertiary education of Macao S.A.R.

It is believed that the characteristics and the structures of Macao’s public and private schools are definitely different from those of the other regions.

A strong foundation has been established in the management of free education and compulsory education. In future, there should have further educational investment in the field of basic education, consolidation and improvement in the quality of education, embodiment of equality in education, and improvement in the school completion rate in basic education. In the relationship between the government and primary and secondary education institutes, the government should further ensure the pedagogical freedom of schools while playing her appropriate role at the same time, including the development of the framework and standard of curriculum, establishment of a power-shared curriculum policy making mechanism, carrying out systematic evaluation to schools, provision with system to ensure diversified participation of school management. The range of free education should be further expanded. For schools joining the net of free education should bear responsibility in the pedagogical effectiveness, minimizing the repetition rate and improving the school-leaving rate of students. The government should elaborate the framework for teachers' career, improve as much as possible the welfare, remuneration and salary, and stabilize the working team of teachers.

The overall development of future education policy should be in line with changes in the world, leading ultimately to an integral improvement in the quality of education and true realization of the philosophy of whole person development.