Chapter 13
Sub-Dimensions in the Management of Open and Distance Learning

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ABSTRACT
Management is the execution of processes such as financing of institutions, provision of production tools, marketing of produced goods and services, regulation of business processes, determination of strategies, and organization of human resources using the most efficient resources. The management of open and distance learning (ODL) institutions can be examined in various dimensions concerning these processes. This chapter describes the financing, marketing steps, information systems, benchmarking, quality, and accreditation processes of the ODL institutions’ management. It is understood that these processes in the management of ODL institutions contain very different components from those in the on-campus educational institutions and have a hierarchical structure within themselves. In this chapter, the management dimension in ODL systems is examined in all aspects, supported by reports from reputable organizations and other studies in the literature.

INTRODUCTION
Management is the science of acting in the right place, at the right time, with the right people and tools in order to carry out a certain task with success by using the resources rationally. According to Henry Fayol (1841–1925), five main functions of management are indicated as planning, organizing (or staffing), coordinating, commanding (or leading), and controlling (Gulshan, 2014). Educational management is a concept that needs to be considered in more detail. According to Powar (2003), there is a need for detailed planning, timely and appropriate decision-making mechanisms and successful coordination of actions for the successful management of educational institutions.

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Management is a rational group activity process that ultimately depends on cooperation. In this process, it is ensured that the resources, which are not directly related, are integrated within a system in order to reach the goal. The integration of these resources with separate functions takes place in open and distance learning (ODL) institutions in a similar way to other institutions and enterprises. According to Powar (2003), the management of ODL institutions is difficult. Because these institutions cover various subsystems with different functions and responsibilities. Each subsystem must operate in order. These subsystems should be in harmony with other subsystems besides their internal order. Besides, they must process the entries of external subsystems.

Management in ODL institutions consists of some sub-systems. This chapter focuses on the financing, marketing, management information systems, benchmarking, quality and accreditation components of ODL.

**Financing:**
- Cost Components
- For-Profit & Non-Profit Institutions
- Cost Effectiveness

**Marketing:**
- Marketing Communication
- Marketing Management

**Information Technology Management / Management Information Systems:**
- Enterprise Resource Planning (ERP)
- Learning Management Systems / Content Management Systems (LMS/CMS)
- Human Resources Management Systems (HRMs)
- Student Information Services
- Library Management System
- E-mail Systems
- Decision Support Systems
- Data Mining and Learning Analytics Systems
- Student and Academic Staff Support Services

**Benchmarking:**
- Institutional Support Benchmarks
- Course Development Benchmarks
- Teaching/Learning Benchmarks
- Course Structure Benchmarks
- Student Support Benchmarks
- Faculty Support Benchmarks
- Evaluation and Assessment Benchmarks

**Quality Assurance & Accreditation:**
- Institutional
- Programmatic
- Regional
- National