

ABSTRACT:

My final work deals with the concept of the vision from the point of view of general management and also the environment of nursery schools. It mentions the influence of political and social changes in the second half of the 90s of the 20th century and it projects their impacts into school environment, particularly into the area of nursery schools. The pieces of information about strategic planning and management, the concepts of mission and philosophy, SWOT and STEP analyses are enclosed in the work too. The work quotes the definitions of the concept of the vision, it searches for the forms by which the vision can be expressed. It takes into account the signs and the characteristics of the formulations, it defines the priority signs. It gathers the visions of the selected nursery schools from one region and it explores the individual statements from the point of view of their content, range, authorship, duration, way of communication and also the nature of the realized modifications. It compares the pieces of information acquired from the interviews with the headmistresses of the nursery schools with the pieces of information resulting from the questionnaires destined for the other employees of the schools.

KEYWORDS:

Vision, mission, strategy, SWOT and STEP analyses, nursery school.