

Social Design: Role And Role In The Management Process

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ABSTRACT

This article analyzes the theoretical foundations, methodology and practical significance of social design and management. The role of the design approach in solving pressing problems in the social sphere, the role of innovative methods and advanced experiments in the formation of effective management mechanisms are considered. Also, the viability, stability and social impact of social projects are analyzed and the stages of their implementation, monitoring and evaluation criteria are covered. The results of the study put forward theoretical and practical recommendations for the successful planning and management of projects in the social sphere.

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INTRODUCTION

Social design is an important tool in the search for social problems that arise in modern society and ways to solve them. This process makes it possible to identify needs and problems in the social sphere, develop practical solutions based on them, and systematically implement them. Social design is a complex system of measures aimed at improving the life of society, in which innovative approaches, advanced experiments and scientific and technological achievements are effectively used. This direction is of great importance not only to increase the well-being of certain social groups, but also as a mechanism that serves the sustainable development of the whole society.

Social design is a complex of planning and practical activities aimed at the systematic solution of problems in society. The success of this process, first of all, directly depends on the system of its effective management. Because any social project can achieve its goal only through properly organized management, rational allocation of resources and active cooperation of all participants. Social project management is the process of its implementation based on strategic decision-making, monitoring, control and analysis at each stage of the project's life cycle. This approach serves to increase the productivity of social projects, ensure stability and effectively manage social change. Therefore, the role of Management in social design is extremely important, which is a decisive factor in the successful completion of the project.

MAIN PART

A project is a system of certain activities agreed upon to achieve a specific goal. So, a project is a set of temporary actions that are carried out to achieve some specific product, service or result. It is carried out in order to achieve specific goals within a certain set schedule, price and execution parameters.

Social design is a modern approach that uses the principles of design thinking to solve complex social problems and create positive changes in the environment around us, and includes a wide range of design disciplines and methodologies. It goes beyond aesthetics and functionality, putting human needs and social impact at the core of the design process[1]. This article examines the multifaceted field of social design, examines its principles, methodologies, and the transformative potential of its capabilities. From solving the problem Before advancing inclusivity and improving community well-being, social design offers innovative solutions to pressing social issues.

Projects are relevant to each area. In order to find a solution to a particular problem in the social sphere, various projects are carried out. Often such projects are called "pilot" or "pilot projects". This is due to the fact that a new type of service or a way to achieve a result that will be a solution to the problem will be tested in an experiment in a particular area. An example of this is to improve the hygiene knowledge of the district's population. Suppose that such a service is not in the district at the moment, but failure to comply with hygiene and cleanliness provokes many diseases. To solve this problem, a non-governmental organization in the district will test a new type of service by creating a project to disseminate information and carry out propaganda work among the population. If the result of the project is satisfactory, it can be carried out continuously throughout the province.

In this regard, when drawing up each project, it is very important to think in advance about the stability of the project and instill it in the events. What happens to him when the project is over? Who will continue to do this? Where does Finance come to him? it is necessary to nod on similar questions, and when the project is over, it is necessary to strive not to create a gap in its place. If the project is associated with the creation of a new product, the new type of product will be included in the continuous product production process of the enterprise.

In social design, management is the activity of effectively organizing, planning, controlling and evaluating the results of actions aimed at solving a social problem. This process aims to coordinate activities, attract stakeholders and ensure social outcomes at all stages of the project cycle[2]. Management in scientific sources is viewed as an activity that ensures the achievement of project goals through systematic, sequential and interconnected stages. Including P. Drucker describes management as a "result-oriented practice".

Project management

In a narrow sense, the concept of management is used to determine the purpose of an organization and to ensure that the Planning, Organization and control processes necessary to achieve it are beneficial, effective, correctly recognize the direction of activity, to be able to make decisions and it will depend on the control of its management and the course of this process. Management is an important influencing force not only in the framework of the enterprise, but also in the transformation of the economy into a powerful, stable working mechanism, leading the whole society, the state to the goals and aspirations of its chosen path. Management should be studied taking into account the two organizational and technical and socio-economic aspects of management, while linking it with the economic basis of jam iyatning. Organizational and technical management is characterized by the division and cooperation of labor in the preparation of products in order to obtain a clear consumer value. Socio-economic management is associated with existing production relations and determines management goals.

The project must be managed in a timely manner, without exceeding the budget limit allocated to it, and at the same time skillfully to achieve the planned result. The skillful application of knowledge, skills and techniques in the effective implementation of the project is called **Project Management**.

Project management is one of the main elements of the effective functioning of any organization, especially in the context of a rapidly changing business environment and competition. In world practice, project management has been actively used for many years and is an integral part of the activities of many companies and organizations[3]. One of the peculiarities of Project Management in world practice is the ability to use various methodologies and approaches that allow you to choose the most effective approach for a particular project or task within the framework of a project or organization. Currently, project management continues to develop and improve due to the emergence of new methodologies and technologies.

In addition, in world practice, project management is widely used in various fields, including IT, construction, production, marketing and many others, as evidenced by its importance and relevance in the modern world. Project management is the process of planning, organizing, managing and controlling the work of a project in order to achieve certain results. It is an important tool for enterprises to increase productivity, reduce costs and improve the quality of work. Project management also allows you to control the timing of the implementation of the project and minimize risks.

The goal-setting process in the management approach is a crucial condition for the effectiveness of the entire management system, performs the function of forecasting - anticipating the conditions and changes

that are expected as a result of the development of this social system[4]. The approach considers maintaining the integrity of a complex social system, its optimal functioning and development as a normative result of management activities. We consider this approach as significant for the development of the concept of social media management[5]. The approach is based on an understanding of the non-linearity of social change and the need to use interdisciplinary developments, the search for integral tools to influence socio-economic, cultural, political, spiritual and everyday spheres of public life.

Project management in IT projects is especially important, since there are many factors that affect the outcome in this area. This will provide you with teamwork Management, Process Optimization, risk management, and keeping the project within the deadlines and budget.

Each project will have its own life. In different literature, such periods are called differently, but in general the life span of each project is divided into 4 stages.

They are:

1. *Begin*;
2. *Planning*;
3. *Execution*;
4. *Completion*.

Another important stage is the Monitoring and control stage, but it occurs in each of the above stages; therefore, it is not always classified into a separate stage.

During the start period, the goals and objectives of the project, as well as the responsibilities, are determined. The draft charter, its total cost and the parties to the mandate are determined. During the planning period, a detailed work plan, financial plan, schedule of events and other details of the project will be developed. A project team is formed. The execution period is the longest, and all activities are carried out during this period. When it comes to the termination period, all activities will be exhausted, contracts will be closed and documentation work will take place. The results of the project are evaluated. According to the result of the project, recommendations are given to the next breadwinner. If a new product is created, it is transferred to permanent production, and the project is officially closed. Let us also dwell on the Monitoring and control process in this regard. This is a very important process in which information about how the project is going is collected and changes are made to the project if necessary.

Conclusion

In social design, the management process is one of the most important stages that ensures the achievement of the project goals. Its effectiveness depends on the correct identification of problems and needs, accurate planning, cooperation with stakeholders, rational allocation of resources and the establishment of an active monitoring system. In particular, information transparency, public relations and project sustainability are among the priorities of the management process. By paying serious attention to these factors, it is possible to ensure the social effectiveness and practical effectiveness of social projects.

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