

IMPLEMENTATION OF SCHOOL PRINCIPAL MANAGERIAL COMPETENCY IN BUILDING COMPETITIVE ADVANTAGE (CASE STUDY AT 7 MUHAMMADIYAH VOCATIONAL HIGH SCHOOL IN GONDANGLEGI MALANG, EAST JAVA, INDONESIA)

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ABSTRACT

The focus of this research was managerial competence of the Muhammadiyah 7 Gondanglegi Vocational high School in Malang Regency, East Java, Indonesia, includes technical skills, human skills and conceptual skills in building competitive advantage. Research findings on principal managerial competency in building school competitive advantage, researchers had found new findings, was to need strengthening the ability of principals to create social skills, namely harmonization of work by the entire team and mastery of principal to managerial competency in the field of human resource development with high commitment to school for developing of educational institutions so that it becomes educational institution as public pride.

KEYWORDS: *School Principal Managerial Competency, Building Competitive Advantage*