

Introducing Management

Business Comm

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Prof. Belfakir



Organization?



- ◆ An organization is a **social unit** that is **goal-oriented** and **well-structured**.



What's Management?




Management: Definition

- ◆ Management is the process of designing and maintaining an environment in which individuals work in groups to effectively and efficiently accomplish selected goals.



Management: An Art or Science?

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- ◆ Management as a science: managers use a specific body of **information and facts** (they got from **studies & training**) to guide their behaviors.
 - ◆ It is an art because managing requires certain **skills which are personal possessions (talent)** of managers.

Importance of management

- 1. It helps in achieving group goals.**
- 2. It helps using resources more productively.**
- 3. Reduces Costs.**
- 4. It is essential for success of company in the face of competition.**

The Manager

- ◆ The aim of a manager is to **increase productivity, efficiency and effectiveness.**
- ◆ The manager **plans and makes decisions, leads and controls resources** (*human, financial, material & informational*).

Planning

- Setting goals
- Deciding the best way to achieve goals.

Organizing

- Allocating resources
- Arranging work
- Defining authority

Staffing

- Filling the positions in company
- Keeping positions filled

Controlling

- Checking whether planned performance is achieved.

Directing

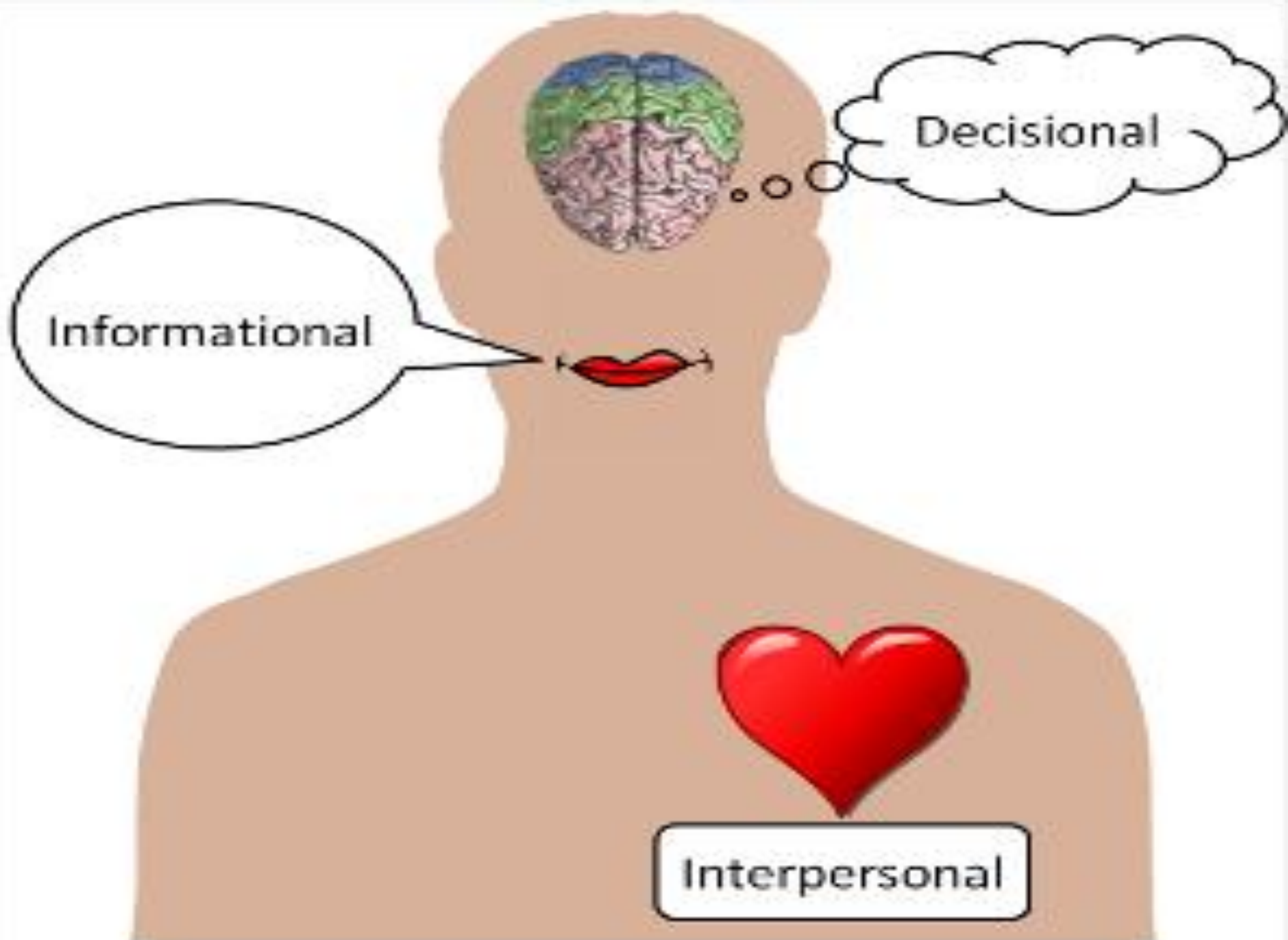
- Influencing, guiding and motivating employees to perform essential tasks.



Managerial Skills



- **Decisional** (conceptual) skills
- **Informational** (Technical) skills
- **Interpersonal** (Human) skills





Managerial Skills

- ◆ **Decisional skills:** the ability to analyze situations and make effective decisions .
- ◆ **Informational skills** involve the ability to use the knowledge, techniques, tools and procedures to achieve goals.



Managerial Skills

- ◆ **Interpersonal skills** involve the ability to understand other people and interact effectively with them.



Levels of Management

Top
managers

Middle
managers

Lower-level
managers

Levels of Management

- ◆ **Top-level (upper) managers** (like presidents & chairmen)
 - *set the mission and the goal;*
 - *develop policies;*
 - *are responsible for the organization as a whole;*
 - *are concerned with long-term planning.*

Levels of Management

- ◆ **Middle** managers (like department managers):
 - *develop departmental goals,*
 - *execute the policies, plans and strategies determined by top management.*
 - *develop medium-term plans.*
 - *supervise and coordinate lower-level manager's activities.*

Levels of Management

- ◆ **Lower-level (frontline, first-line) managers** (supervisors, office managers)
 - *take charge of day-to-day operations;*
 - *are involved in preparing detailed short-term plans.*
 - *are responsible for smaller segments of the business.*
 - *execute plans of middle-management.*
 - *guide staff in their own subsections.*
 - *keep close control over their activities.*

Managers	Roles
Top manager	1. participates in employment & training of lower level management
	2. lays down the objectives and broad policies of the enterprise.
	3. evaluates performance of junior managers.
	4. Is responsible for maintaining a contact with the outside world.
Middle manager	5. interprets and explains policies from top level management to lower level.
	6. helps to solve the grievances of the workers.
	7. controls & coordinates activities of all departments.
	8. ensures discipline in the enterprise.
Lower-level manager	9. makes plans for the sub-units of the organization.
	10. prepares periodical reports about the performance of the workers.
	11. provides guidance a direction.
	12. guides and instructs workers for day to day activities.