**Sidi Mohammed Ben Abdallah University**

Faculty of Letters & Human Sciences

English Studies

*Modular Degree Program*



**Business communication**

**Prof. Belfakir**

**Management**

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

* Effectiveness: pursuing the appropriate goals – ***‘Doing the Right Things’***
* Efficiency: Generate a given output with the fewest possible waste- ‘***Doing Things Right’***

**Is management an art or a science?**

Management has got two faces like a coin; it combines features of both science and art.

Management is a science: managers use a specific body of information and facts (they got from studies & training) to guide their behaviors. Management is also an art as it requires no specific body of knowledge, only skill. That is, there is no specific way to teach or understand management, and that it is part of personality and ability.

**Importance of management**

**It helps in achieving group goals:**

* + arranges the factors of production,
  + assembles and organizes the resources,
  + integrates the resources in effective ways.

**It allows for best use of resources -** Management utilizes all the resources productively.

**It leads to reduces costs -** It gets maximum results through minimum input by proper planning and by using minimum input & getting maximum output.

**The manager**

The aim of a manager is to increase the productivity of his/her unit (group, company, organization), and to boost the efficiency and effectiveness of his/her human resources. Thus, the manager plans and makes decisions, leads and controls resources (humans, financial, material & informational).

The manager should be equipped with different competencies because he/she has to fulfill various functions. The manager has to be endowed with:

* **Decisional** (conceptual) skills: Theability to analyze situations and make effective decisions.
* **Informational** (Technical) skills involve the ability to use the knowledge, techniques, tools and procedures to achieve goals.
* **Interpersonal** (Human) skills involve the ability to understand other people and interact effectively with them.

**Levels of management**

**Top-level (upper) managers** (like presidents & chairmen). They ***are responsible*** *for* ***the organization*** *as a whole.*

**Middle** managers (like department managers). ***execute the policies****, plans and strategies determined* ***by top management.***

**Lower-level (frontline, first-line)** managers (supervisors, office managers). They *take charge of* ***day-to-day*** *operations.*