

Chapter - 1 -

A. The nature of management:

The philosophy of management is taking care of yourself and treat other fairly, it make better people who do good things. Management moves an organization to ward. Its purpose or goals by assigning activities that organization member perform.

B. Define of management:

It's the process of:

*Reaching organizational goals by working with and through people and other organizational resources.

*it's coordinating work activities so that they completed efficiently with and effectively with and through other people.

C. The management process:

There are four basic management functions and activities that make up the management process. These processes are:

1. Planning.
2. Organizing.
3. Leading.
4. Controlling.

D. Define the management process:

1. **Planning:** setting an organization goals and deciding how best to a achieve them.
2. **Organizing:** determining how activities and resources are to be grouped.

Chapter - 1 -

3. Leading: the set of processes used to get members of the organization to work together to advance the interest of the organization.

4. Controlling: management function that involves monitoring actual performance, comparing actual performance to standards and taking action necessary.

Q: what are the management processes?

Determine & define & show by figure

activity

1. Operations management:- the management of the conversion process; which, converts , land, labor, capital and management inputs into desired outputs of goods and services, which involves product planning, capacity planning and layout.

2. Financial management:- the major activity in corporation that is concerned with financial resources and their availability at suitable time which involves financial investment and loans.

or (activity)

3. Human resources management:- activity that involves, quire, attract, select, staffing, the people, human resources planning, orientation, performance appraisal, training and social services.

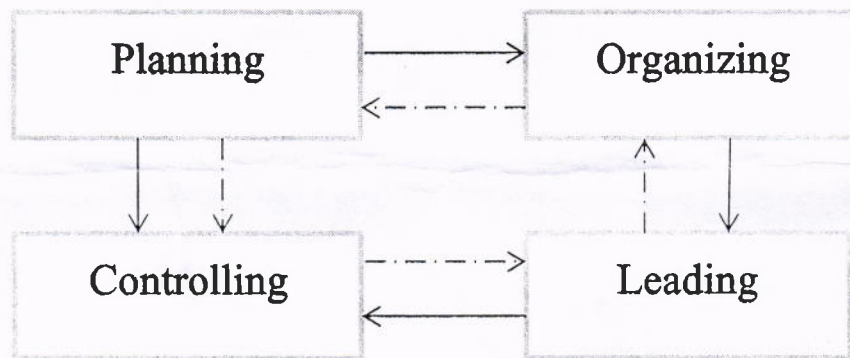
Chapter - 1 -

or (activity)

4. **Marketing management:-** the efforts that aims to ensure the flow of goods and services from the producer to the customer by identification of the customer needs.

This involves product distribution, pricing and promotion.

Figure 1
Management process



2. Kind of activities in business there are five activities in business as follow:

- A. Operation: that involves product, planning, capacity planning, and layout.
- B. Marketing: that involves product distribution pricing, promotion.
- C. financial: that involves financial investment, loans.
- D. Research & development.
- E. Human resources: that involves quire, attract, select, staffing the people.

Chapter - 1 -

3. The essential nature of planning.

Planning initially involves establishing the objectives or goals for the task being planned. Specifying how to achieve them, implementing the plan and evaluate the results.

Goals are desire future state of an organization or part of it and planning to meet them typically include allocating the resources and specifying also include setting internal goals and schedules that enable people can use to gained their action.

The essential of planning can be highlighted by four major principles these principles are:

- A. Contribution to purpose and objective.
- B. Primacy of planning.
- C. Pervasiveness of planning.
- D. Efficiency of plans.

Step to making a plan.

There are seven interactive tasks in making plan as shown in figure (2).

Chapter - 1 -

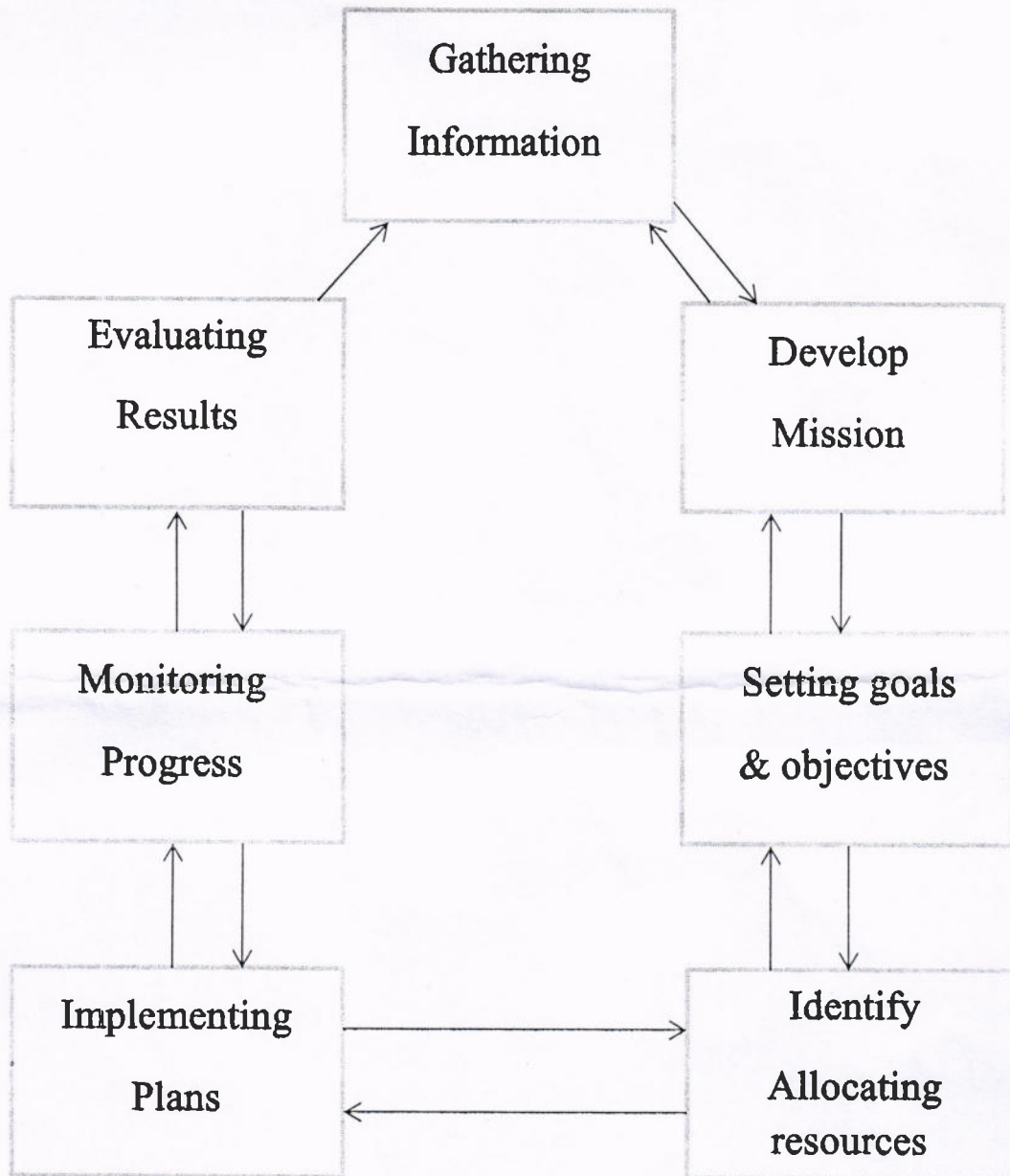


Figure 2
Step to making plan

Chapter -2-

Control system and process in organization.

1. Control in organization.

A. Definition of control: management function that involves monitoring actual performance comparing and taking action necessary.

B. The purpose of control: without control an organization would have no indication of how well was performing in relation to its goals.

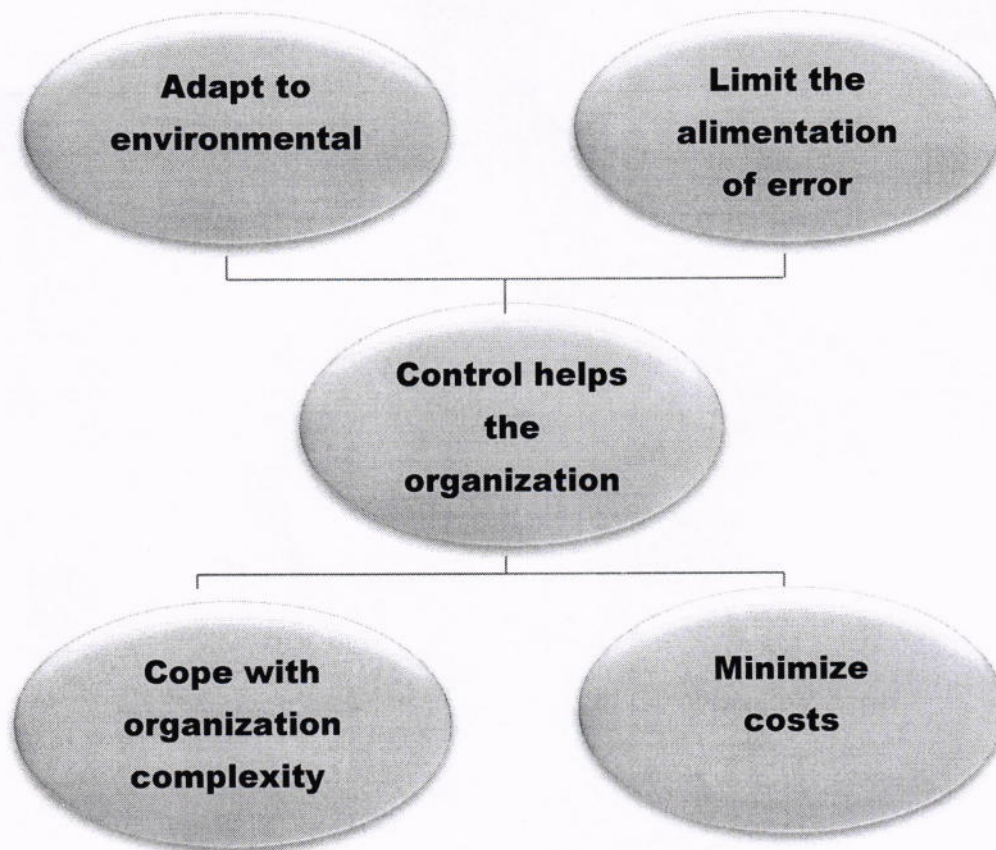
The purpose of control is to provide managers with an assessment of where the organization is in corporation to where it is supposed to be at a certain point in time and in term of one or more indicators of performances.

C. Importance of control: the importance given the basic purpose of control and how pervasiveness its use in the organization. An organization without effective control is not likely to achieve its goals, control helps an organization, cope with the following:

1. Changing condition: in today complex and turbulent environment, all organization must concern with change between the time a goal is established and the time it is reached, many things can happening the organization and its environment to disrupt movement to word the goal or even to changes the goal itself. A properly designed control system can help managers anticipate, monitor, and respond to changing circumstance.

Q: what are the importance of control?

Chapter -2-



2. Compounding of errors: A small mistake or error by itself does not often seriously damage the health of an organization with the passage of time. However small error uncorrected my accumulates and become extremely serious.

3. Organization complexly: when a firm purchases only one raw material produces it will have a simple structure and enjoys content demand for it's product, so the managers can maintain control with a notepad, but in an organization that produces many product from myriad raw material, has a large market area and a complicated organization structure and operate in a competitive environment, it is difficult (if not impossible) to maintain control an elaborate control system.

4. Minimizing costs: effective control can eliminate waste, lower costs, and improve output, per unit of input.

Chapter -2-

Physical resource:

Includes inventory control have the proper kinds s of building office equipment, and placement activities, training and development performance appraisal and compensation levels.

Human resources:

Its involve managers, employees.

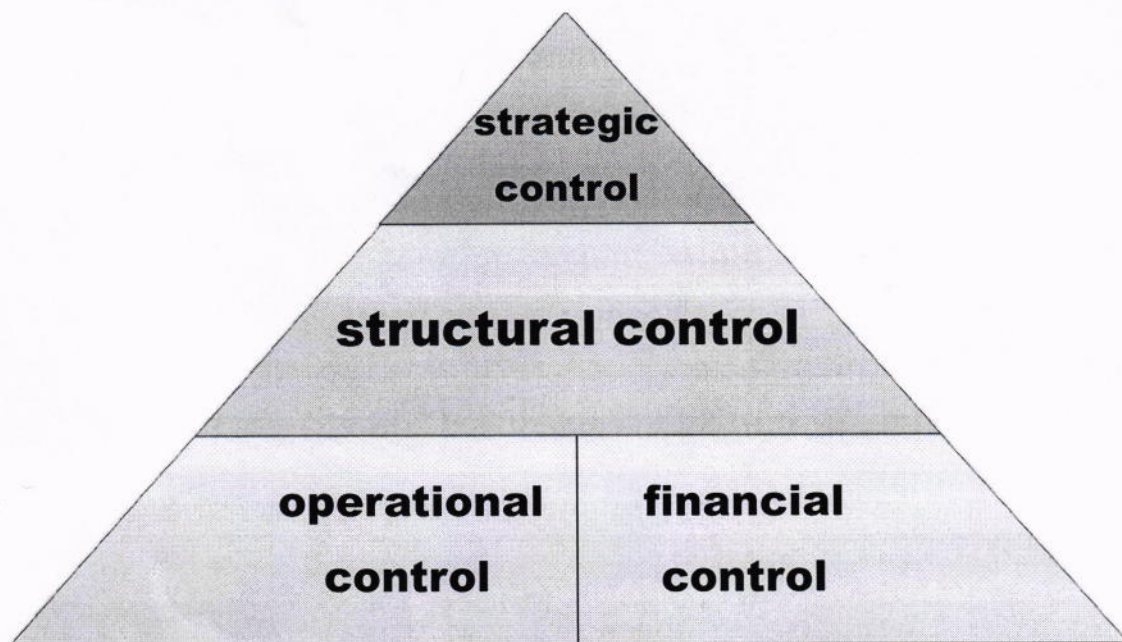
Information resources:

Involve sales and marketing forecasting environmental analysis, public relations production scheduling economic forecasting.

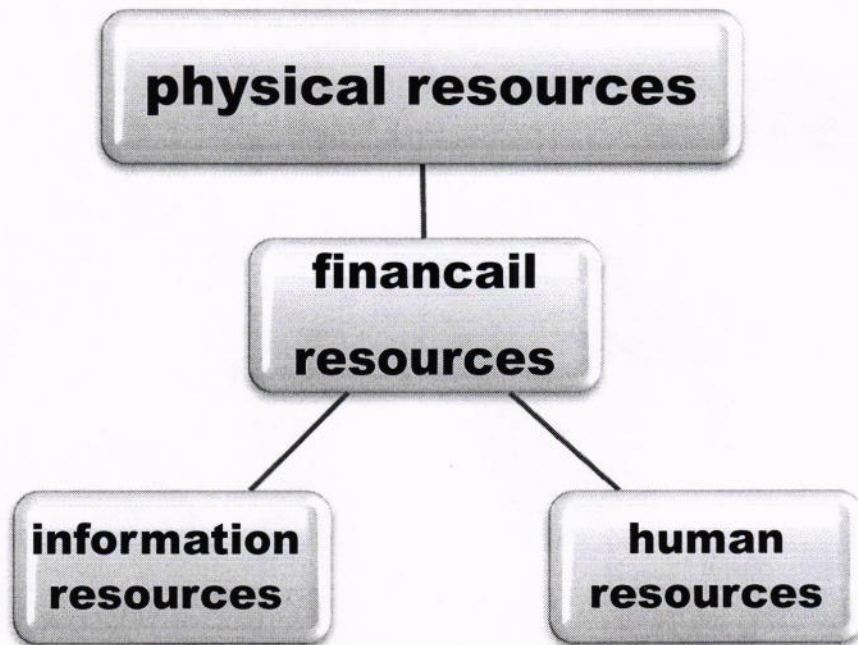
Levels of control:

control can also be classified by level, operating control is control focused on one or more operating system within an organization quality control also is one type of operation control.

Organization control concerns with the overall functions of the organization. Strategy control is concern with how effectively the organization understanding and aligns itself with its environment.



Chapter -2-



Organization resources
Figure (2)

Chapter -3-

Step1: Establish standard:

Standard is target against which subsequent Performance will be compared.

Step2: Measure performance:

Measure performance is constant on going activity for most organization for control to be effective performance.

Measurement must be valid, daily, weekly and monthly. Sales figures measure sales performance and production may be expressed in terms of unit cost, product quality or volume produced.

Step3: Compare performance against standard:

To compare performance against standard. We must know performance may higher than, lower than or identical standard, the timbale for comparing performance to standard depends on a variety of factors, in Claudine the importance and complexity of what is being controlled.

Step4: Determine need for corrective action:

The final step in the control process is to determine need for corrective action arrow heavily on manager analytic and diagnostic skill after comparing performance against control standard, one of three actions is appropriate. Maintain the status quo thing, correct the deviation, or change the standard.