

# LECTURE 1 – Management, managers, and managing

## Explain management

### Why Study Management?

- Provide direction
- Deepen focus in chosen specialisation
- Add prestige and increase competitiveness
- Assist in understanding relationships in organisations
- Helps with experience in placements and industry projects (PACE)
- Gives useful skills such as critical thinking, teamwork, and problem solving.

### What is Management?

- The pursuit of organisational goals **EFFICIENTLY** and **EFFECTIVELY** by integrating the work of people through **planning, organising, leading and controlling** the organisation's resources.
- The act or art of managing: getting things done through people.

### Efficiency versus effectiveness

- Many companies use a recorded telephone menu (called "IVR").
- These get customers help direct calls and minimise wasted time (for the company).
  - They are efficient.
- Customers prefer speaking to a person.
  - They are NOT effective

### Functions of Management



## Describe what managers do

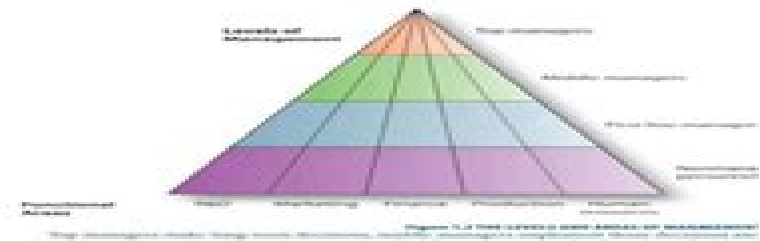
### Who are managers?

- Occupational group that direct how the work is done and determine whether goals are met.

### Differentiate levels and areas of management

1. Top managers - develop the organisation about the overall direction (objectives/policies).
2. Middle managers - implement and coordinate the activities for first-line managers.

- Line manager that leads a function; Responsible for product/service to the output of the company.



### Managers for different types of organisations

- For-profit: making money
- Non-profit: for offering services
- Mutual benefit: for aiding members

### IMPORTANT!

- ALL managers manage same for different organisations.
- Even if tasks/focus differ, managers fundamentally complete functions regardless.

## Understand different managerial roles

### Dynamics of Managing

- Mintzberg's key finding's that characterise the dynamic of "managing":
- The unrelenting pace of managing
- The brevity + variety of activities in context of the fragmentation + discontinuity of the job.
- The favouring of informal and verbal forms of communication.

# Management Study Guide

**Emmett Dulaney, Chuck Easttom**



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## **Table of Contents Management Study Guide**

1. Understanding the eBook Management Study Guide
  - The Rise of Digital Reading Management Study Guide
  - Advantages of eBooks Over Traditional Books
2. Identifying Management Study Guide
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Management Study Guide
  - User-Friendly Interface
4. Exploring eBook Recommendations from Management Study Guide
  - Personalized Recommendations
  - Management Study Guide User Reviews and Ratings
  - Management Study Guide and Bestseller Lists
5. Accessing Management Study Guide Free and Paid eBooks

- Management Study Guide Public Domain eBooks
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- Management Study Guide Budget-Friendly Options
- 6. Navigating Management Study Guide eBook Formats
  - ePub, PDF, MOBI, and More
  - Management Study Guide Compatibility with Devices
  - Management Study Guide Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Management Study Guide
  - Highlighting and Note-Taking Management Study Guide
  - Interactive Elements Management Study Guide
- 8. Staying Engaged with Management Study Guide
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Management Study Guide
- 9. Balancing eBooks and Physical Books Management Study Guide
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Management Study Guide
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Management Study Guide
  - Setting Reading Goals Management Study Guide
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Management Study Guide
  - Fact-Checking eBook Content of Management Study Guide
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development

- Exploring Educational eBooks

#### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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