

Lesson 1 - Introduction to Management

EN 5106 – Fundamentals of Management &
Entrepreneurship

Level III - Semester 5

Intended Learning Outcomes

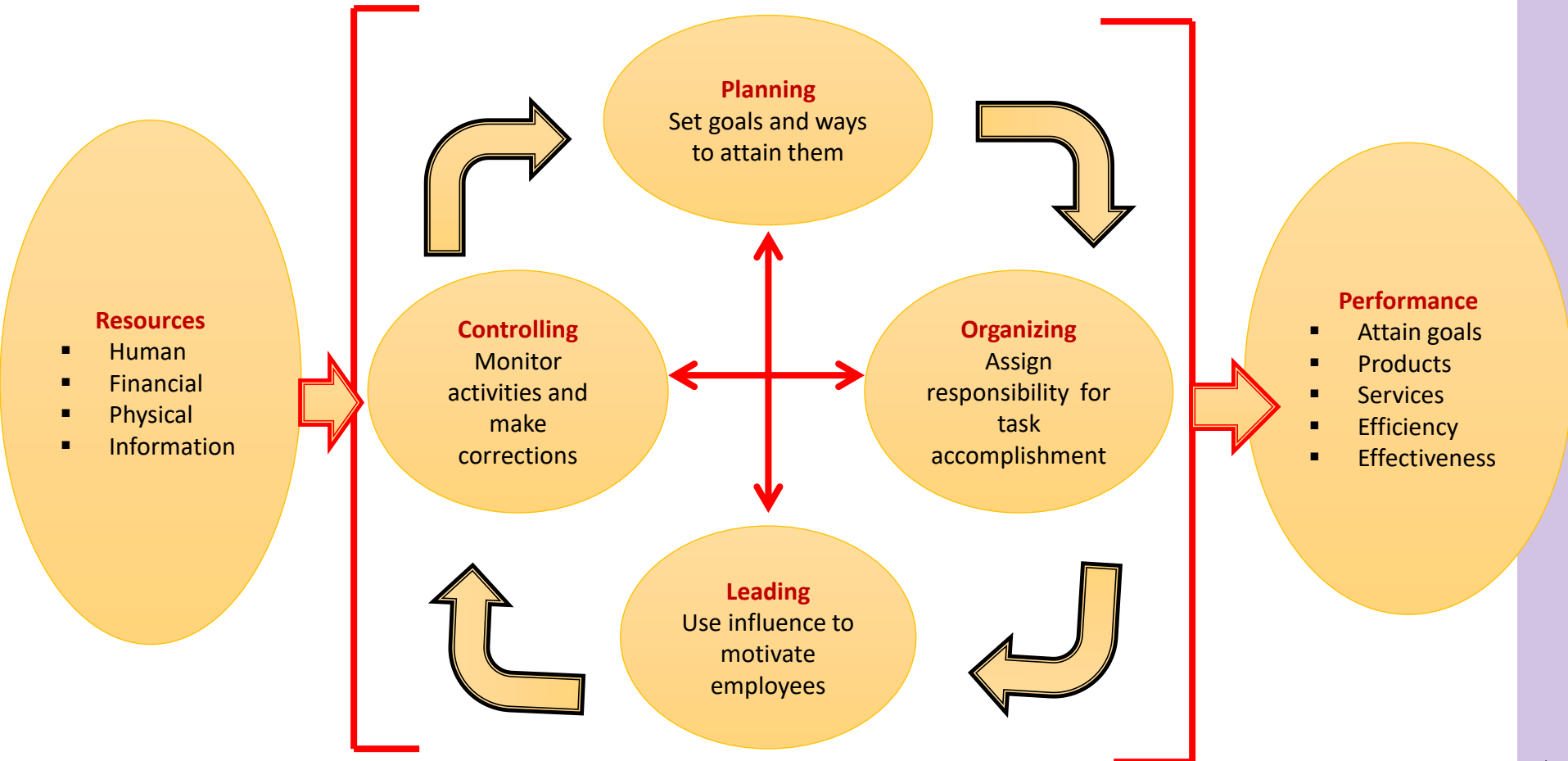
At the end of this lesson, you will be able to:

- Define management
- Know the process of management
- Know the importance of management
- Identify skills, types, and roles of managers
- Know how to be a new manager

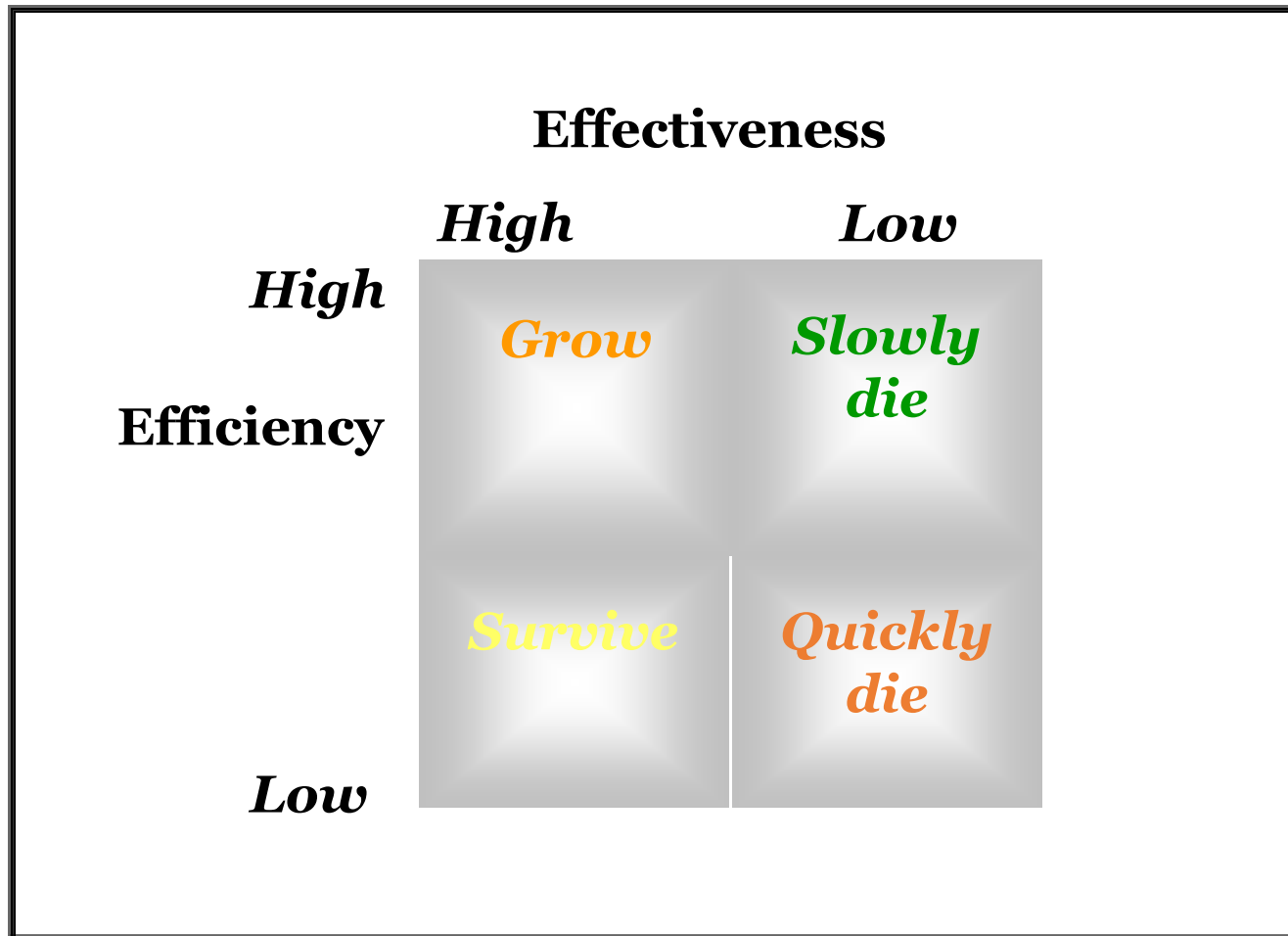
Define Management

Management is the attainment of organizational goals in an effective and efficient manner through planning, organizing, leading, and controlling organizational resources

The Process of Management



The Importance of Management



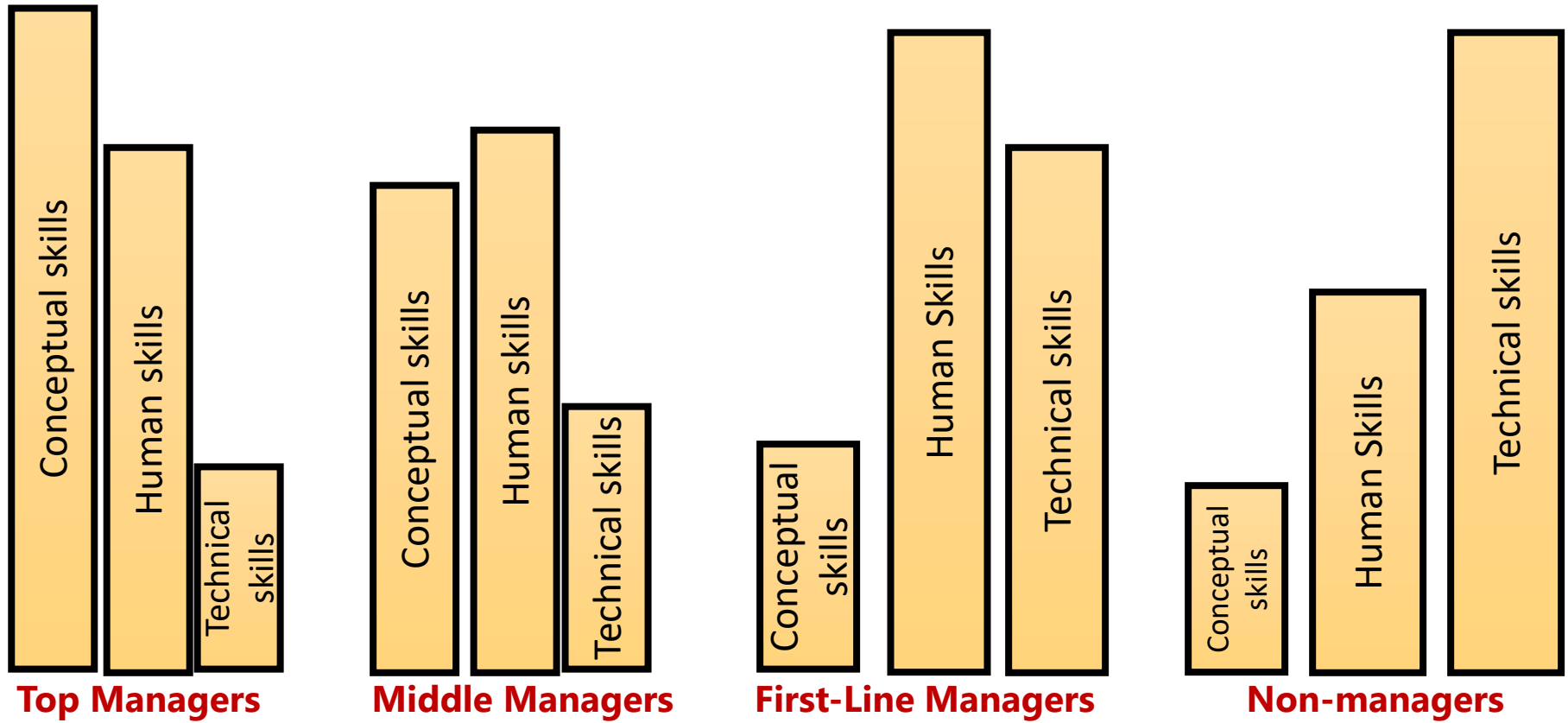
Managerial Skills

Conceptual skills – is the cognitive ability to see the organization as a whole system and the relationships among its parts (ability to think strategically)

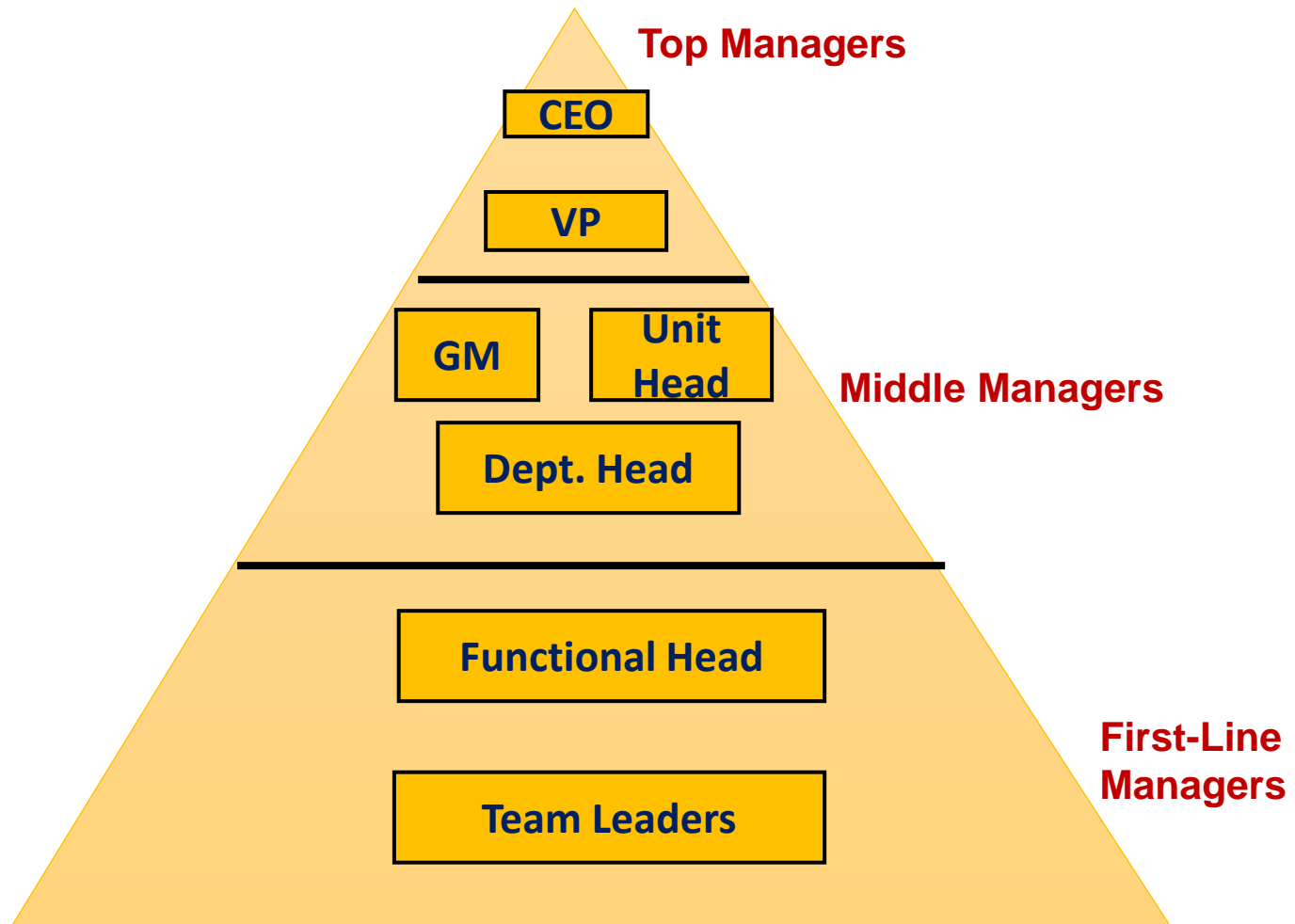
Human skills – ability to work well with and through others both as a member of a group and as the leader of the group

Technical skills – ability of understanding and performing specific/operational tasks of the division or the organization

Managerial Skills.....



Types of Managers – Vertical Differences



Types of Managers – Horizontal Differences

Functional Managers – are responsible for departments that perform a single functional task and have employees with similar training and skills (e.g. Advertising, Sales, Finance, Human Resources, Manufacturing, Accounting...)

Line Managers – are responsible for the manufacturing and marketing departments that make or sell the products or services

Staff Managers – are in charge of departments such as Finance and Human Resources that support line departments

General Managers – are responsible for several departments that perform different functions

Project Managers – also have general management responsibility because they coordinate people across several departments to accomplish a specific project

Managerial Roles

Interpersonal Roles – involve developing and maintaining positive relationships with significant others

(1) Figurehead Role – involves a set of ceremonial duties resulted from the formal authority or the position of manager

(2) Leader Role – involves behaviors aiming at building relationships with subordinates and includes communicating, motivating, and coaching subordinates

(3) Liaison Role – involves building and maintaining a network of relationships with people inside and outside the organization

Managerial Roles...

Informational Roles - involve receiving and transmitting information so managers can serve as the nerve centers for their divisions or organizations

(4) Monitor – as monitor, the manager is perpetually scanning the environment for information, interrogating liaison contacts and subordinates, and receiving unsolicited information, much of it as a result of the personal contacts

(5) Disseminator – involves transmitting information to the relevant party (s) and facilitating to transfer information from one subordinates to another. Information that the manager received being a monitor may not useful for him and may be helpful for subordinate (s) or others in the organization

(6) Spokesperson – transmitting information by a manager about his unit or the organization representing his unit or organization to outsiders

Managerial Roles....

Decision-making Roles – pertain to those events about which the manager must make a choice and take action

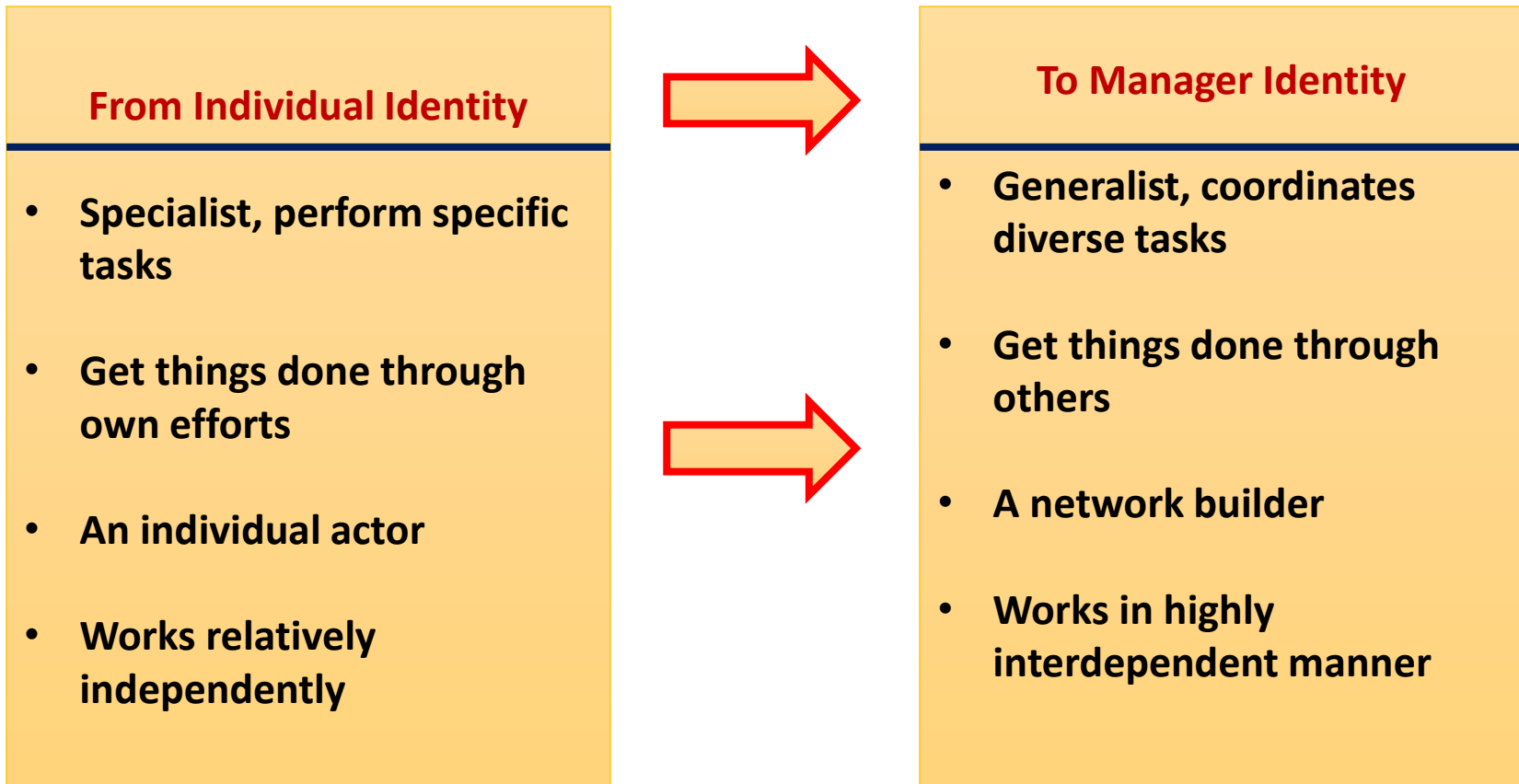
(7) Entrepreneur – acts as a initiator, a designer, and an encourager of changes or innovations

(8) Disturbance Handler – taking corrective actions for the unexpected occurrences arising out of poor management or the changes in the manager's environment

(9) Resource Allocator – allocating resources including his own time, subordinates' time, funds, and equipment among various projects and people

(10) Negotiator – affecting the manager's areas of responsibility such as negotiating a head of another division in capital budgeting or negotiating a supplier to change price of material

How to be a New Manager?



-Individual Performer to Manager-

How to be a New Manager?....

-The Transition to a New Workplace-

	Managing the New Workplace	Managing the Old Workplace
Forces		
Technology	Digital	Mechanical
Focus	Global	Local, domestic markets
Workforce	Diverse	Homogenous
Pace	Change, speed	Stability, efficiency
Events	Turbulent, frequent crises	Calm, predictable
Characteristics		
Resources	Information, knowledge	Physical assets
Work	Flexible, virtual	Structured, localized
Workforce	Empowered employees	Loyal employees
Management Competencies		
Leadership	Dispersed, empowering	Autocratic
Doing Work	By teams	By individuals
Relationships	Collaboration	Conflict, competition

Questions and Answers ??//

Thank you very much!