MANAGERS

Top managers – very top, ceo

Middle managers – mid level responsible for business units and departments, head of departments

First line managers –

Functional managers – responsible for departments that perform a specific task – marketing, production,

General managers – responsible for self contained divisions and all functional departments within it – regional managers

Four functions of management

* Planning – setting future goals, and determining how to accomplish them

Eg .sales targets

* Organising – assigning of tasks, allocating resources and coordinating

Sales team’s regions

* Leading – infuenceing others to do their best, be a good leader

Motivating sales team

* Controlling -measureing performance against desired result, are we achieving our plan

What do managers do

Henry mintzberg

* Managers work long hours
* Work at an intense pace
* Work is fragmented and varied – random things intertupt all the time
* Work with many communication media (but prefer face to face)
* Work largely through interpersonal relationships – participate by going instead of watching video – opportunities

Managerial skills

* Technical skills – ability to apply expertise and perform a special task
* Human skills – ability to work well with other people and through other people
* Conceptional skills – ability to see the organisation as a whole and the relationships between parts, To think analytically and see the big picture – breaking down problems

Human skills most important, technical skills can be teachable

Roles

Informational – maintaining and developing a information network – steve jobs was a master spokeman for introducing new apple products

Interpersonal – pertains relationships inside and outside of the organisation – ceo role engaging with staff of all levels

Decisional – which manager makes the decision and takes action

Effectiveness vs efficiently

Effectiveness – doing the right thing