

**UGANDA MARTYRS UNIVERSITY**

**FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT**

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**COURSE: BAM I SEM I**

**CU: PRINCIPLES OF MANAGEMENT**

1. **QUESTION: *Management is both an art and a science at the same time a Profession.” With examples of your own Choice, critically examine the above statement.***
2. ***Describe the levels of management in any organization you have chosen***

PRINCIPLES OF MANAGEMENT

Management is the process of planning, organising, commanding, coordinating and controlling resources to achieve specific goals.

The following are the functions of management:

Planning: Is the process of setting a goal, objectives and strategies to perform effectively. One should consider what actions to take and deciding what resources are needed to achieve tasks.

Directing: Is the function of leading employees to perform effectively and efficiency. The employees are supposed to be given guidance in job performance with zeal and enthusiasm

Management is an art because it requires a combination of skills and knowledge.

Firstly, art refers to the systematic and personalized application of theoretical principles and personal skills to achieve desired results. Management is an art because of the following:

Creativity: Management involves one to be creative for problem solving to come up with unique situations. A manager needs creative ways to bring the best out of every situation to achieve a goal.

Experience and perfection through practice: Management involves learning from experience and trusting one’s institution.

Management can also be a science as stated below.

A science refers to the systematic study of management principles, theories and practices. Or Science is an organized body of knowledge pertaining to a particular field of inquiry which accommodates general facts. Management is a science because it meets the following characteristics:

Objectivity: Management decisions and actions are based on objective criteria rather than personal bases so as to develop a body of knowledge that can be applied in various contexts.

Analytical thinking: Management involves breaking down complex problems into manageable components so as to provide a frame work for evaluating and improving managerial practices.

Management at the same time is a profession because:

First of all, a profession refers to an occupation that requires technical competence and specialized knowledge that requires specific education and training at which entry is prohibited. It contains the following characteristics:

Specialization and expertise: Managers should specialize in their roles. Management requires a deep understanding of its principles.

Professional Development: Managers should continuously develop their skills to remain effective and efficient. Fayol advocated for on-going training and development as part of professional growth.

In conclusion, management as the art aspect involves personal skills and creativity provides a structured approach scientifically and personal expertise illustrates the complex of the management profession.

2) **THE LEVELS OF MANAGEMENT;**

Levels of management refer to a line of demarcation between various managerial positions in an enterprise.

**MMMANAGEMENT**

**MIDDLE MANAGEMENT**

**FIRSE MANAGEMENT**

Top management (CEO)

Middle management (division management)

**First line management (supervisors and office managers)**

**Top level management**:

This is the highest level of management responsible for setting the overall strategic direction of the organisation. Top level managers make long term decisions and vision for the organisation. **For example** the board of directors and other board of governors.**ie** the CEO of Coca-Cola James Quincey leads the overall strategy and direction of the company, CFO of Coca-Cola John Murphy overseas financial operations, budgeting and investments.

**Middle level management**:

This is the second level of management and this level act as the bridge between the lower level management and top level management. These include the department heads, branch managers and division managers. They play the following roles:

Interpret the policies checked out by the top managers. **For instance**, in the coca cola company, top management may set a strategic goal to reduce production costs.

Operate, coordinate and supervise day to day operations **like** Middle managers in coca cola coordinate activities across various departments and supervise the work of lower- level managers in different departments **i.e**. the regional managers, product managers, sales manager and marketing managers.

**Lower-level management:**

It is placed at the bottom of the hierarchy of management. This includes supervisors, team leaders and office managers. It involves direct supervision of work, handle scheduling and training management. For example shift supervisor, quality control supervisor assistants and all operators in **Coca cola** play a critical role in day to day operations, ensuring that the organisational goals are met effectively.

In conclusion, the levels of management play a crucial role in ensuring the organization’s overall success.

**REFFERENCE:**

Hitt, M.A.,Ireland, R.,D.,& Hoskisson,R.E.(2020). Strategic Management: Concepts and Cases

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