

Unit 3 Chapter 5 Introduction to Management

Management refers to the ability to achieve results through people and using resources; money and equipment. It is a goal-orientated process through which objectives of a business are achieved.

- *Managers* are the people specifically responsible for achieving the objectives for the business.

NOTE: enterprise is needed to set up a business while management is needed to run it.

Where is management relevant?

	Home/Personal Life	Schools	Local Communities	Business	Public Service
Leadership/Motivation	Parents	Principal	To encourage involvement	Clear sense of directions to guide workers to do their best	To the public which elected them
Communication	So everyone gets along	To staff & students to avoid conflict/misunderstanding	Everyone understands what needs to be done	With all stake-holders	To the public about policies
Planning	Family events/holidays	Timetables and arranging facilities	Dates of events and facilities	Targets and new products	All use of taxes and delivering/financing services.
Organised	Household tasks	Into classes and events	People to do work	Production of products	Gov. Department/state agencies with staff, resources and organisational structures.
Controlled	To ensure household stays within budget	Supervision and budgeting	Any finances involved	Finances, quality and performance of staff	Spending is monitored to minimise waste.

Unit 3 Chapter 5 Introduction to Management

Characteristics Of Managers

- Adaptable
- Charismatic
- Hard-working
- Decisive
- Desire for achievement
- Self-motivated
- Self-belief
- Initiative

Adaptable

- Managers must have the innate ability to be **flexible** and be able to cope with different situations.
- They don't mind moving outside their "comfort zone".
- They don't mind **change** or trying something new.

Charismatic

- Managers must have an air about them that **commands respect**.
- They must be liked by their subordinates if they are to be successful in **influencing** them to achieve goals.
- Good managers must be able to inspire people with their **charm and enthusiasm**.

Hard-working

- Managers must be willing to spend long hours at work.
- They should be the first to arrive and the last to leave.
- They must **lead by example**.

Decisive

- Managers must have the intelligence and judgment to make **quick and effective decisions**.
- They must be **confident in their own ability** to make decisions.
- They do not **hesitate**.

Unit 3 Chapter 5 Introduction to Management

Comparing Managers and Entrepreneurs

<u>Heading</u>	<u>Management</u>	<u>Entrepreneurs</u>
Role	The manager ensures the ideas are carried out, by doing the day to day running of the business.	Entrepreneur comes up the initial idea for the business.
Risk	Low risk. If the business fails, all they will lose is their job (job security)	High risk - personal and financial risks. They can lose everything they own if the business fails.
Characteristics	Requires a more hard-working, analytical, organised individual.	Requires more creativity, confidence, initiative, risk-taking and persuasiveness
Planning	They concentrates on the day to day running of the business and achieve tactical (short term) plans. They focus on details such as employee productivity and punctuality.	Strategic planning, long term planning. They focus on the bigger picture.