

UMBB

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## **Management**

Management in business and human organization activity is simply the act of getting people together to accomplish desired goals. Management comprises planning, organizing, staffing, leading or directing, and controlling an organization (a group of one or more people or entities) or effort for the purpose of accomplishing a goal. Resourcing encompasses the deployment and manipulation of human resources, financial resources, technological resources, and natural resources.

The verb manage comes from the Italian maneggiare (to handle — especially a horse), which in turn derives from the Latin Manus (hand). The French word mesnagement (later ménagement) influenced the development in meaning of the English word management in the 17<sup>th</sup> and 18<sup>th</sup> centuries.

Mary Parker Follett (1868-1933), who wrote on the topic in the early twentieth century, defined management as “the art of getting things done through people”. One can also think of management functionally, as the action of measuring a quantity on a regular basis and adjusting some initial plan; or as the actions taken to reach one’s intended goal. This applies even in situations where planning does not take place. From this perspective, Frenchman Henry Fayol considers management to consist of seven functions:

1. Planning.
2. Organizing.
3. Leading.
4. Coordinating.
5. Controlling.
6. Staffing.
7. Motivating.

Some people, however, find this definition, while useful, far too narrow. The phrase “management is what managers do” occurs widely, suggesting the difficulty of defining management, the shifting nature of definition, and the connection of managerial practices with the existence of a managerial cadre or class.

One habit of thought regards management as equivalent to “business administration” and thus excludes management in places outside commerce, as for example in charities and in the public sector. More realistically, however, every organization must manage its work, people, processes, technology, etc. in order to maximize its effectiveness. Nonetheless, many people refer to university departments which teach management as “business schools”. Some institutions (such as the Harvard Business School) use that name while others (such as the Yale school of management) employ the more inclusive term “management”.

English speakers may also use the term “management” or “the management” as a collective word describing the managers of an organization, for example of a corporation. Historically this use of the term was often contrasted with the term “labor” referring to those being managed.

Management operates through various functions, often classified as planning, organizing, leading/motivating, and controlling.

- **Planning:** Deciding what needs to happen in the future (today, next week, next month, next year, over the next 5 years, etc.) and generating plans for action.
- **Organizing:** (Implementation) making optimum use of the resources required to enable the successful carrying out of plans.
- **Staffing:** Job analyzing, recruitment, and hiring individuals for appropriate jobs.
- **Leading:** Exhibiting leadership and motivational skills in order to encourage others to play an effective part in achieving plans and ensure willing participation in the organization on the parts of workers.
- **Controlling:** Checking progress against plans, which may need modification based on feedback.
- **Motivating:** the process of stimulating an individual to take action that will accomplish a desired goal.

### **Formation of the business policy**

- The **mission** of the business is its most obvious purpose – which may be, for example to make soap.
- The **vision** of the business reflects its aspirations and specifies its intended direction or future destination.
- The **objectives** of the business refer to the ends or activity at which a certain task is aimed.
- The business's **policy** is a guide that stipulates rules, regulations and objectives, and may be used in the managers' decision-making. It must be flexible and easily interpreted and understood by all employees.
- The business's **strategy** refers to the coordinated plan of action that it is going to take, as well as the resources that it will use, to realize its vision and long-term objectives. It is a guideline to managers, stipulating how they ought to allocate and utilize the factors of production to the business's advantage. Initially, it could help the managers decide on what type of business they want to form.