

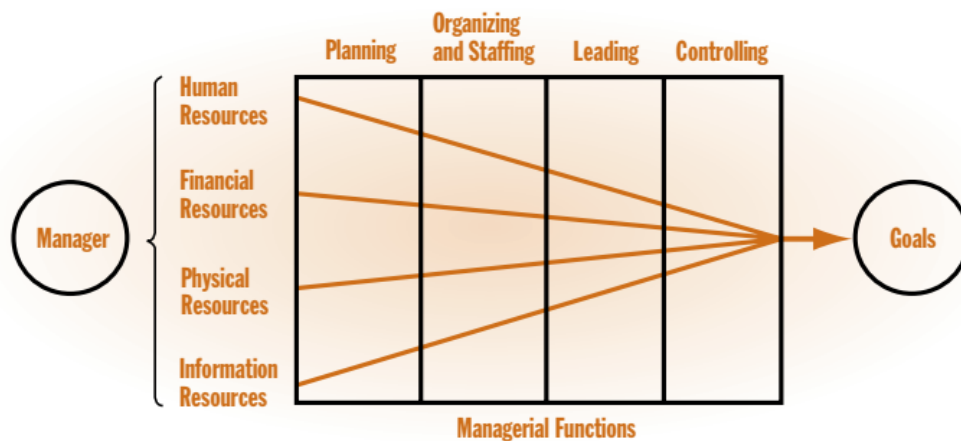
## Course 1: Management: definition, levels and skills

### INTRODUCTION

The task of getting results through others by coordinating their efforts is known as management. Just as the mind coordinates and regulates all the activities of a person, management coordinates and regulates the activities of various members of an organization.

### DEFINITION

- 1.The process of planning, organizing, leading, and controlling an organization's financial, physical, human, and information resources to achieve its goals.
- 2.Management is the coordination of all resources through the process of planning, organizing, directing and controlling in order to attain stated objectives.
- 3.Management is the creation and maintenance of an internal environment in an enterprise where individuals, working in groups, can perform efficiently and effectively towards the attainment of group goals.
4. Management is guiding human and physical resources into dynamic organisational units which attain their objectives to the satisfaction of those served and with a high degree of morale and sense of attainment on the part of those rendering service.



---

**Dr.DJOUDI Hanane**

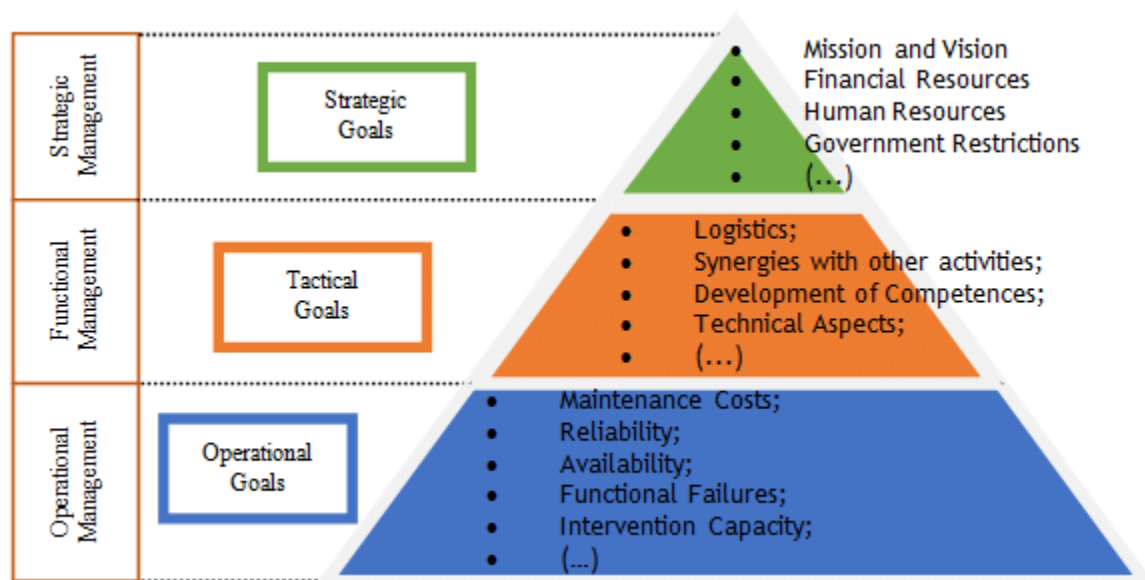
1-M.SAKTHIVEL MURUGAN, Management principles and practices.

2-A.DUBRIN, Essentials of management.

## OBJECTIVES

1. Organizational objectives: Management is expected to work for the achievement of the objectives of the particular organization in which it exists.
2. Personal objectives: An organisation consists of several persons who have their own objectives.
3. Social objectives: Management is not only a representative of the owners and workers, but is also responsible to the various groups outside the organisation.

## LEVELS OF MANAGEMENT



## MANAGERIAL SKILLS

### Conceptual skills

Conceptual skill is the ability to see the organization as a total entity. It includes recognizing how the various units of the organization depend on one another and how changes in any one part affect all the others. It also includes visualizing the relationship of the individual business to the industry; the community; and the political, social, and economic forces of the nation as a whole. For top-level management, conceptual skill is a priority because executive managers have the most contact with the outside world.

---

### Dr.DJOUDI Hanane

- 1-M.SAKTHIVEL MURUGAN, Management principles and practices.
- 2-A.DUBRIN, Essentials of management.

### **Interpersonal skills**

Interpersonal (or human relations) skill is a manager's ability to work effectively as a team member and to build cooperative effort in the unit. Interpersonal skills are more important than technical skills in getting to the top. Communication skills are an important component of interpersonal skills. They form the basis for sending and receiving messages on the job.

### **Technical skills**

Technical skill involves an understanding of and proficiency in a specific activity that involves methods, processes, procedures, or techniques. Technical skills include the ability to prepare a budget, lay out a production schedule, program a computer, or demonstrate a piece of electronic equipment.

### **Political skills**

An important part of being effective is being able to get your share of power and prevent others from taking power away from you. Political skill is the ability to acquire the power necessary to reach objectives. Other political skills include establishing the right connections and impressing the right people.

Political skill should be regarded as a supplement to job competence and the other basic skills. Managers who overemphasize political skill at the expense of doing work of substance focus too much on pleasing company insiders and advancing their own careers. Too much time invested in office politics takes time away from dealing with customer problems and improving productivity.

### **Diagnostic skills**

Managers are frequently called on to investigate a problem and then to decide on and implement a remedy. Diagnostic skill often requires other skills, because managers need to use technical, human, conceptual, or political skills to solve the problems they diagnose. Much of the potential excitement in a manager's job centers on getting to the root of problems and recommending solutions.

---

### **Dr.DJOUDI Hanane**

1-M.SAKTHIVEL MURUGAN, Management principles and practices.

2-A.DUBRIN, Essentials of management.