

Readings In Management



جامعة المستقبل
قسم إدارة الأعمال
المرحلة الأولى

القراءات الإدارية

Types of Control

Managers can implement three types of control:-

- 1- Feed forward control
- 2- Concurrent control
- 3- Feed back control

The Motivation

Motivation:- The set of afforces that cause people to behave in certain ways.

Motivation can be analyzed using the following sequence:-

Need- Motives- Achievement goal

Motivation Theories

The basic theories of motivation are:-

- 1- Need hierarchy theory.
- 2- Achievement power affiliation theory.
- 3- Motivation maintenance theory.
- 4- Preference expectancy theory.

Marketing Management

Marketing:- Is the performance of business activities that direct the flow of goods and services from prouder to consumer or user.

The Importance Marketing

- 1- The marketing department is the main management force in accompany
- 2- The company become completely, consumer oriented.

Marketing Functions

Marketing adds value to the product by the specific functions it performs. These functions are :-

- 1- Baying
- 2- Selling
- 3- Transporting
- 4- Storing
- 5- Credit Granting
- 6- Pricing

Human Resource Management

Human Resource Management:- Is concerned with the people dimension in management.

Human Resource Functions:-

- 1- Acquisition
- 2- Development
- 3- Motivation
- 4- Maintenance of human resources