

Reading In Management



جامعة المستقبل
قسم إدارة الأعمال
المرحلة الأولى

القراءات الإدارية

The Organizing

Organizing :- The process of organizing involves grouping of activities necessary to attain common objectives .

The purposes of Organizing

- 1- Establishes formal lines of authority
- 2- Clusters jobs into units.

Departmentalization :-

The grouping of activities into related work units.

Types of Departmentalization

The work unites may be related on the basis of work functions, product, customers, geography or others. The most popular types of departmentation are as follows:-

- 1- **Functional Departmentalization .**
- 2- **Departmentalization by Products.**
- 3- **Geographic Departmentalization.**

The Leadership

Leadership : is a process of influencing the activities of members of a group .

There are two types of leaders in organizations :-

- 1- Formal or appointed leader (manager).
- 2- Informal leader is chosen by the group itself.

Leadership Styles

Autocratic

Democratic

Free rein

Control Processing

Control is action which adjust operations to predetermined standards.

The Requirement of Control

The process of control has three basic requirements as follows:-

- 1- Setting standards**
- 2- Monitoring Performance**
- 3- Correcting for deviations**

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Control Process

Control :- is action which adjust operations to predetermined standards.

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 forces that lead people to take certain ways.

Motivation Theories

The basic theories of motivation are:-

- 1- Need hierarchy theory.
- 2- Motivation maintenance theory.
- 3- Preference expectancy theory.

Marketing Management

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

Marketing Functions

These functions in organizations as follows :-

- 1- Buying
- 2- Selling
- 3- Pricing

Human Resource Management

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

Human Resource Functions:-

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

The goals

A goal :- Is an end result that is measurable and notice able by performing certain tasks inside organizations.

Purpose of goals

- 1- They provide guidance .
- 2 - Goal setting practices.

Budgeting control

Budgeting Control:- Is financial jargon for managing income and expenditure.

The Delegation

The Delegation : - Is the process of transfer of authority from a manager to subordinate to perform the task.

Types of Delegation

From Types of delegation in organizations is :-

- 1- General
- 2- Specific
- 3- Written
- 4- Un Written

The Chain of command

The Chain of command : Is the line of authority extending from upper organizational levels to lower levels.

The Staffing

Staffing :- Means keeping the job with the qualified people.

Includes several functions are:-

- 1- Selection .
- 2- Training .
- 3- Transfers .