

# Main types of management



An economic management is the basis of rapid development that meets the requirements of industrialized economies. Management means a skilful treatment of business, enterprises and organization in order to improve their performance and effectiveness. The organizational excellence achieved by a good management may be described in those words: strategy, structure, system, staff, skills and superordinate goals.



The most important task of managers is to manage people, employees and to make them think that they really want to perform the tasks they are faced with.

It is achieved by five motivators employed by managers: mission, goals, feedback, support and rewards.





There are two main approaches in manager's training: off-the-job and on-the-job training. The first method consists in attending a management seminar course.

The second one is composed of two stages:

- a) to send a small number of managers to a seminar course;
- b) to have them coach their subordinate managers upon their return.

In our society important work is done by individuals with such titles as production manager, marketing manager, restaurant manager, chairperson, dean, superintendent, ship captain, mayor, and governor. These individuals may work in different types of organizations with different purposes, but they all have one thing in common: they practice management.

Furthermore, our society depends on the goods and services provided by the organizations these individuals manage.





Each of us is influenced by the actions of managers every day because we come into contact with organizations every day. Our experiences may be as students in a college, customers of business, or citizens of a state.

Managers at different levels may work in various areas within an organization. In any given firm, there may be marketing, financial, operations, human resource, administrative, and other kinds of managers.







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## Marketing managers

Marketing managers are those whose primary duties are related to the marketing function – getting whatever the organization produces (Ford automobiles, magazines, or Associated Press news reports) into the hands of consumers and clients. Key areas of concern are product development, promotion, and distribution.



## Financial manager

Financial manager deals with an organization's financial resources. Their areas of concern include accounting, cash management and investments. In some business such as banking, financial managers are found in especially large numbers.





## Operations managers

Operations managers are primarily concerned with establishing the systems that create an organization's products and services.

Typical responsibilities include production control, inventory control, quality control, plan layout, and site selection.

## Human resource managers

Human resource managers are concerned with hiring, maintaining and discharging employees. They are typically involved in human resource planning, employee recruitment and selection, training and development, designing compensation and benefit systems, formulating performance – appraisal systems, and discharging low-performing and problem employees.





## Administrative managers

Administrative or general managers are not associated with particular management speciality. Probably the best example of an administrative management position is that of a hospital or clinic administrator.

Other kinds of managers :

**Public relations managers**, for example, deal with the public and media for firms to protect and enhance the image of the organization.



**Research and development (R&D) managers** coordinate the activities of scientists and engineers working on scientific projects in organizations.





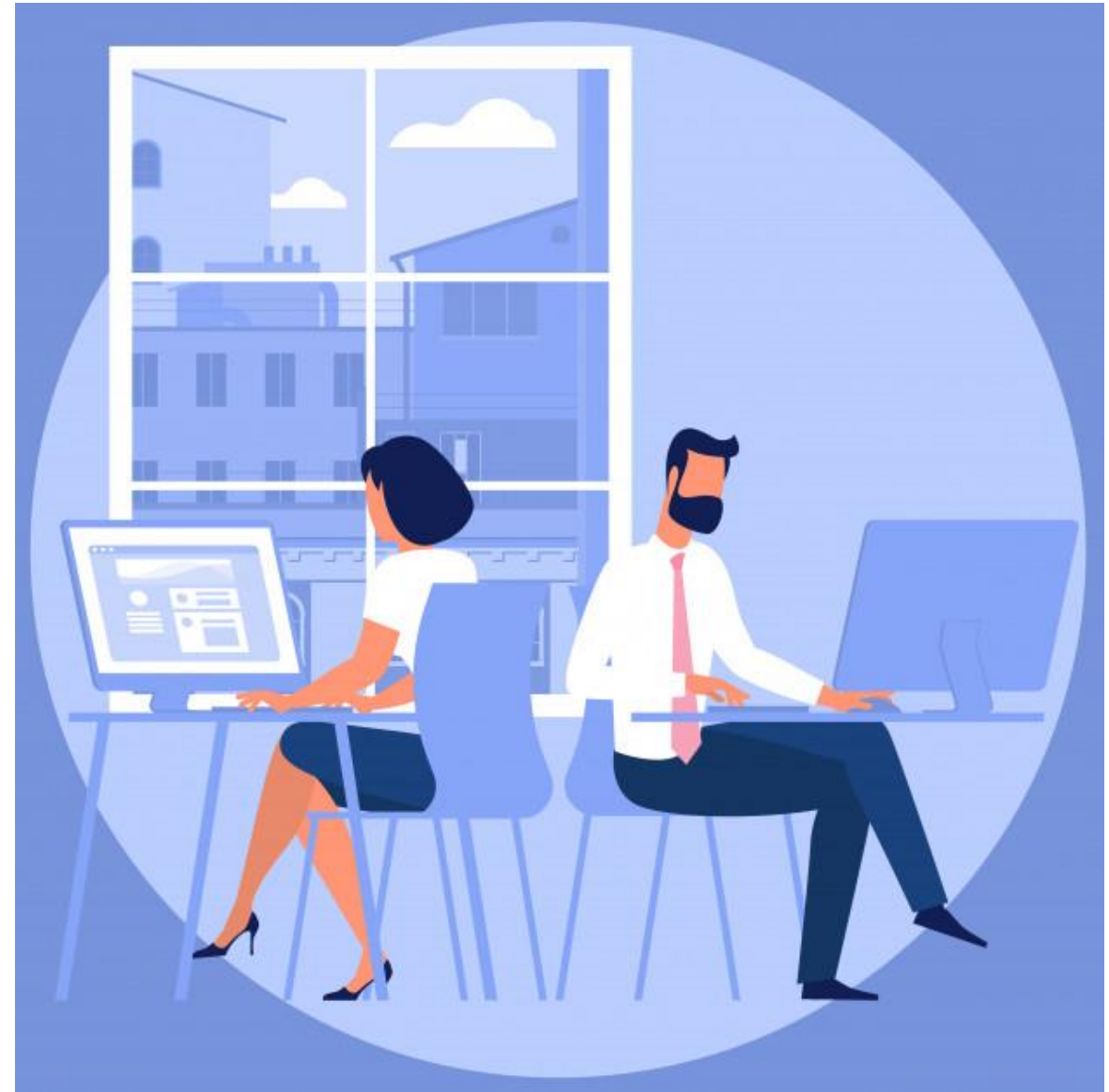
## Internal consultants

are used in organizations such as Insurance Company to provide specialised expert advice to operating managers





Many areas of international management are coordinated by **specialized managers**. The number, nature, and importance of these specialised managers vary from one organization to another. As contemporary organizations continue to grow in complexity and size, the number and importance of such managers are also likely to increase.





Thanks for your attention!