

What is Management?

(C1)

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- ❖ **Who Are Managers?**
- ❖ **What Is An Organization?**
- ❖ **What Is Management?**



Who Are Managers?

Someone who **coordinates and oversees the work of other people so that **organizational goals** can be accomplished.**



What Is An Organization?

❖ An Organization is:

☞ A deliberate **arrangement** of **people** to accomplish some **specific purpose** (that individuals independently could not accomplish alone).

❖ Common Characteristics of Organizations

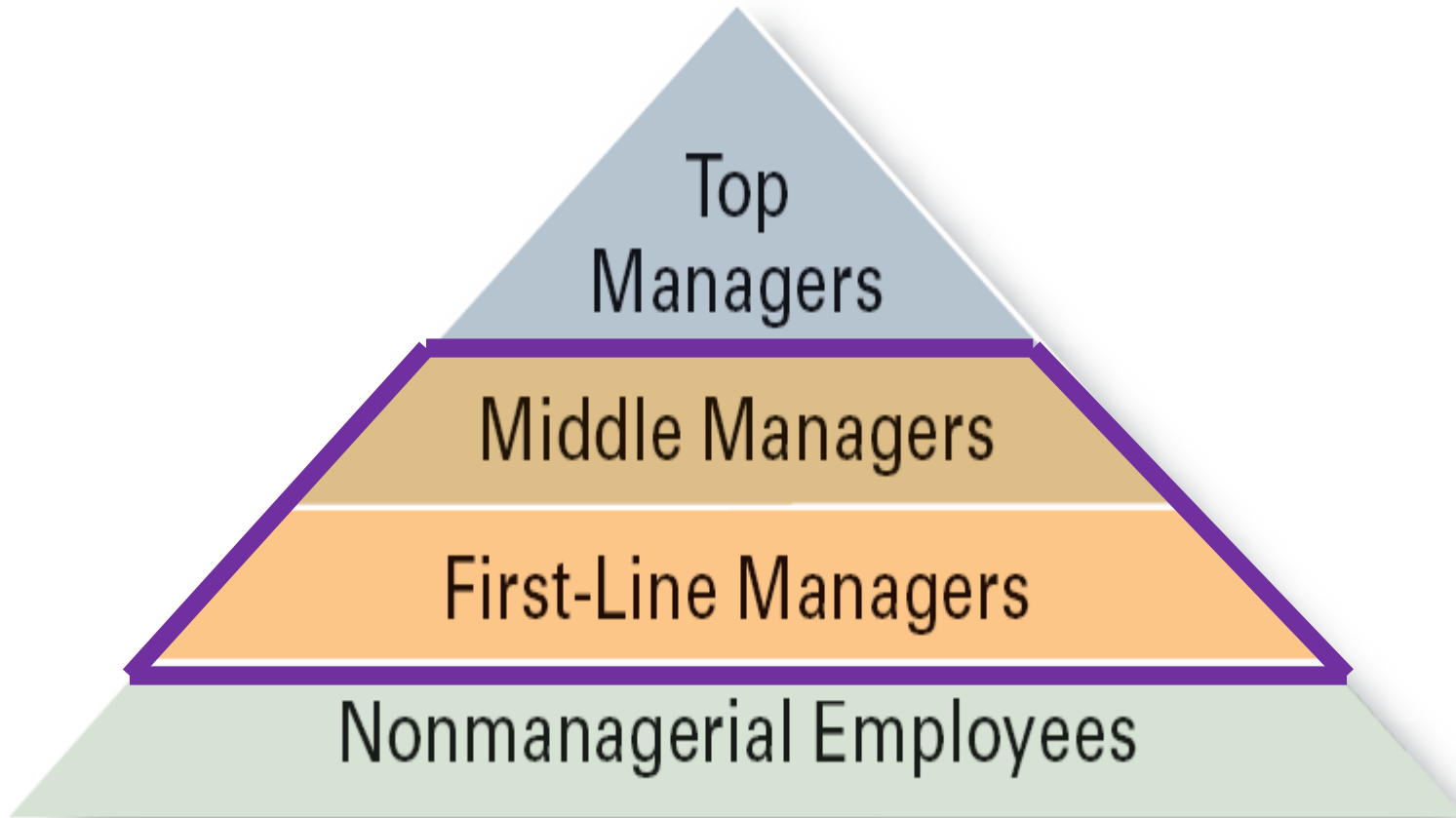
☞ Have a distinct **purpose** (goal)

☞ Composed of **people**

☞ Have a deliberate **structure**



Exhibit 1.1: Levels of Management



Traditional Functions of Management

❖ What do managers do?

- Plan
- Organize
- Lead
- Control



Managerial concerns

A good manager minds both:

☞ **Efficiency**

❖ “Doing things right”

☞ Getting the most output for the least inputs

☞ **Effectiveness**

❖ “Doing the right things”

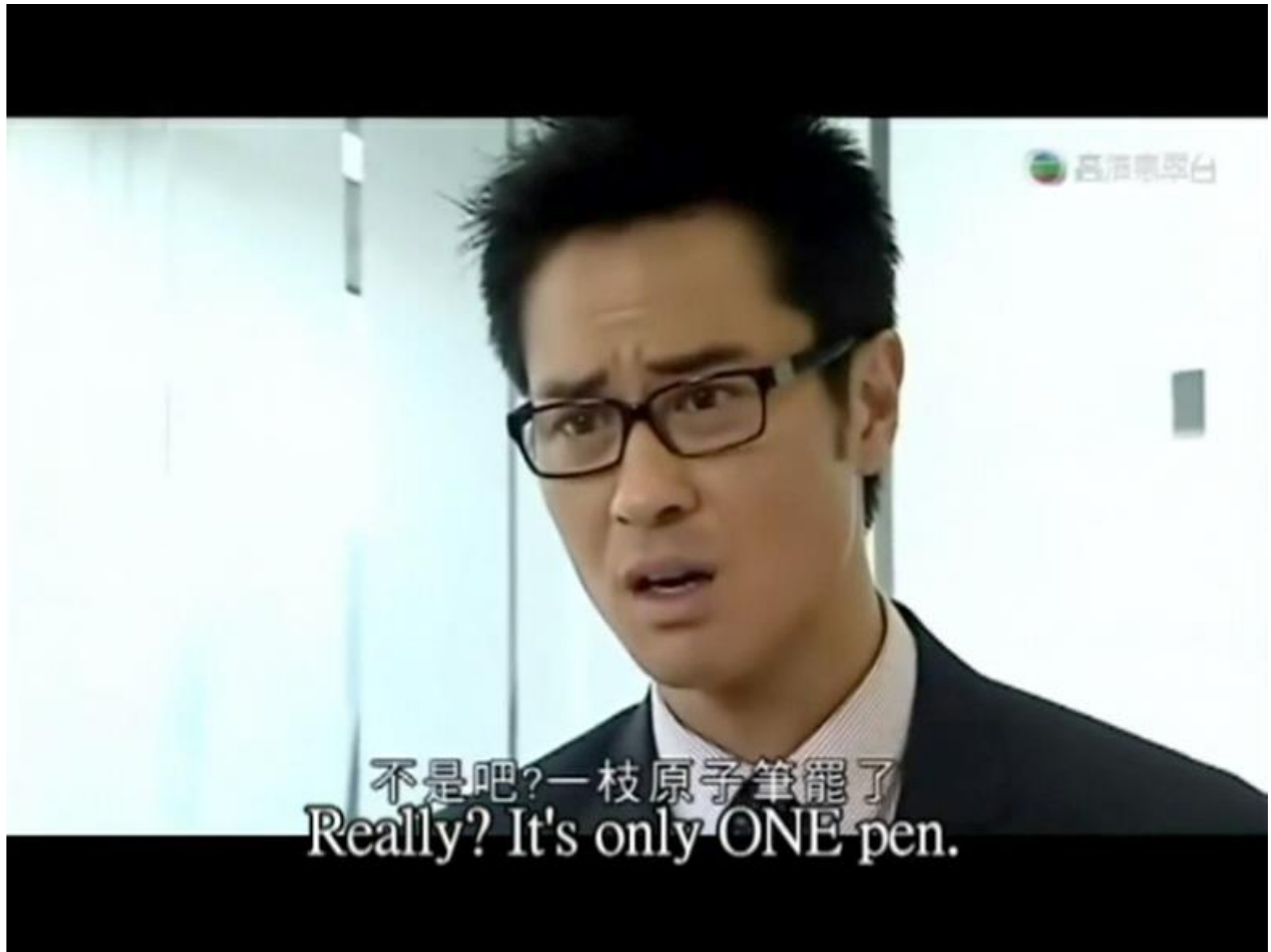
☞ Attaining organizational goals



❖ There are two 'managers' in the story, Simon Lee (new HR Director) and Joseph Got (HR Manager) in the video.

❖ *How would you evaluate efficiency and effectiveness of Simon and Joseph?*





Click the above image to play the video

How would you evaluate efficiency and effectiveness of Simon and Joseph?

Simon: Hi or Lo

Joseph: Hi or Lo

Efficiency:

- ❖ “Doing things right”
- ❖ Getting the most output for the least inputs

Effectiveness:

- ❖ “Doing the right things”
- ❖ Attaining organizational goals