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UNIT TWO

BUSINESS MANAGEMENT

Everyone is a manager. People learn how to manage their lives and their relationships with others. They learn how to organize their time and work. In business, management is usually a team of people who operate the business and try to get the work done. They organize the time and work, and they manage relationships among the employees who work together.

1-MEANING OF MANAGEMENT

Business management definition is managing the coordination and organization of business activities. This typically includes the production of materials, money, and machines, and involves both innovation and marketing. Management is in charge of planning, organizing, directing, and controlling the business's resources so they can meet the objectives of the policy.

2-THE MAIN JOBS OF MANAGEMENT:

Managers and directors have the responsibility and power to look over an enterprise and make decisions. The management size can be anything from a single person in an organization to thousands of managers in companies that are in different nations. In bigger organizations, the policy is defined by the board of directors and then carried out by the CEO, or chief executive officer.

Management has five main jobs: to **plan, direct, control, coordinate, and organize**. Managers at different levels spend different amounts of time on these jobs.

Blanning

The most important job of management is **planning the goals** of a business and how these goals will be completed. In planning, managers must consider five variables:

personnel, money, machines, materials and methods. There are four steps in the planning process:

First, the goals must be identified and defined. For example, the managers may decide to increase production by 10 percent in two years. Then the managers must select the best plan for completing the goal.

Second, the managers must get approval for the plan.

Third, they must check its effectiveness. Is it working?

Fourth, they must be able to change the plan if it is not working.

➤ **Directing**

Management also directs and supervises. Managers usually know their workers well so that they can lead and give instructions. Managers must communicate clearly with workers so that they will understand their jobs and responsibilities. Good managers get the cooperation of all their workers. Directing is a difficult job for managers, but good supervision of workers is essential for business success.

➤ **Controlling**

Managers control too. They decide on the quality of the work or the products. Is the work good? If the quality is low, the manager looks for the reasons. Managers decide if the workers are fast or slow. Are the workers good or bad? Are there enough workers? Is the plan working? If necessary, the managers hire more workers or make changes in the company policy. Managers control the workers, time, materials, and the job.

➤ **Coordinating**

Another job of managers is to coordinate. All parts of an organization need to work together. Workers must understand their jobs and how to do them efficiently. When there are problems, the manager must solve them. Good managers must communicate well to coordinate goals and plans. All managers at every level must coordinate well in order to keep an organization together.

➤ **Organizeing**

The fifth job of management is to organize. All businesses have a basic structure which determines the power and authority of each level of the organization. For example, a company may have only one vice-president or it may have several who are

in charge of separate departments such as production, marketing, or finance. Within each department, there are managers who organize the workers and their jobs to increase efficiency. All workers know their jobs and their bosses.

VOCABULARIES :

The word	The meaning in Arabic
Operate	تعمل
Organize	تنظم
Coordination	اتنسق
Directing	توجيه
Materials	المواد
Innovation	
In charge of	مسؤول عن
Chief executive officer	الرئيس التنفيذي
Identified and defined	تحديد وتعريف
Get approval	الحصول على الموافقة
supervises	الإشراف
instrution	تعليمات
Decide on the quality	تحديد الجودة
hire	توظيف
Power and authority	القوة والسلطة
Vice-president	النائب المدير

