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Module: Introduction to Business Management

Level: Second year LMD

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Lecture 01 : Meaning and Concepts of Management

Objectives :

- 1- Describe the meaning of management and its objectives
- 2- Discuss the scope and significance of management

Structure ;

- 1- Introduction
- 2- Definition of Management
- 3- Features and Nature of Management
- 4- Objectives of Management
- 5- The Basic Functions of Management
- 6- Conclusion
- 7- Glossary

1- Introduction :

The concept of management has been widely discussed and defined by scholars from various fields, making it challenging to provide a singular definition. Broadly, management can be understood as the process of planning, organizing, leading, and controlling resources—both human and material—to achieve organizational objectives effectively and efficiently.

Definitions range from describing management as the coordination of resources to achieve goals, to the art of getting things done through people.

This multiplicity of definitions reflects the interdisciplinary nature of management, encompassing elements of psychology, economics, sociology, and more. Thus, management is both an art and a science, blending creativity with established principles to drive organizational success.

2- Definition of Management :

It is very difficult to give a precise and thorough definition of the term « MANAGEMENT ».

They are different scholars from different disciplines who have contributed to providing a specific definition of management from their point of view.

Below, a set of different definitions of the term management:

- a) the act of directing a group or organization through a series of executive, administrative and supervisory positions.
 - b) Consists in guiding human and physical resources into dynamic, hard-hitting organisation unit that attains its objectives to the satisfaction of those served and with a high degree of morale and sense of attainment on the part of those rendering the service
 - c) Is the coordination of all resources through the process of planning, organising, directing and controlling in order to attain stated objectives
 - d) Is the **art** and **science** of organising and directing human efforts applied to control the forces and utilise the materials of nature for the benefit of man
 - e) Is the art of knowing what you want to do and then seeing that is done in the best **cheapest way**
 - f) is the art of getting things done through and with people informally organized groups. It is the art of creating an environment in which people can perform as individuals and yet co-operate towards attainment of group goals. It is an art of removing blocks to such performance, a way of optimizing efficiency in reaching goals
- a) translating strategies into operations.
 - b) is the act of putting people together into a team in order to achieve a certain goal or accomplish a certain target using efficiently and effectively the resources available.

- c) As organizations are viewed as systems, then management is considered as human actions, including design in order to ease the production of useful resources from this system.
- d) Management activities include Purchasing in the organization, Recruitment, Accounting, handling emergencies, sales, training, planning, Negotiation and satisfying various entities.
- a) Is a distinct process consisting of planning, organising, activating and controlling performed to determine and accomplish the objectives by the use of human beings and other resources.
- b) "Is a multipurpose organ that manage a Business and manages Managers and manages Workers and Work "–Peter Drucker.

3- Nature of Management :

From the critical analysis of the above definitions, the following features or characteristics of management evolve:

- a) **Management is both an art and a science :** It is an art in the sense of possessing of managing skill by a person. In another sense, management is the science because of developing certain principles of laws which are applicable in a place where a group of activities are co-coordinated.
- b) **Multidisciplinary:** Management integrates knowledge from various fields like economics, sociology, psychology, and more to improve organizational performance.
- c) **Goal-Oriented:** Management is always directed toward achieving organizational goals and objectives efficiently.
- d) **Universal Activity:** Management principles can be applied in all types of organizations, whether business, government, or non-profit.
- e) **Continuous Process:** It's not a one-time activity but a continuous process involving planning, organizing, directing, and controlling.
- f) **Group Activity:** Management involves coordinating and leading a group of people rather than individual effort. It's about working together to achieve common goals.
- g) **Intangible Force:** While the results of good management are tangible (e.g., profits, growth), management itself is an invisible force, manifested through effective decision-making and leadership.
- h) **Dynamic Function:** Management is flexible and adapts to changes in the environment, such as market conditions, technology, and socio-economic changes.

4- Objectives of Management :

a) Organizational Objectives

The primary goal of management is to ensure the organization achieves its overarching objectives. These objectives can be divided into:

- **Profit:** For business organizations, the primary objective is to generate profits, which ensures sustainability and growth.
- **Growth:** Management aims for continuous growth by increasing market share, expanding operations, and developing new products or services.

- **Survival:** Ensuring the organization's long-term survival in the market by responding to competition, technological changes, and customer needs.

b) Social Objectives

Every organization has a responsibility toward society. Management aims to:

- **Social Welfare:** Contribute to society by providing quality products or services, creating jobs, and supporting community welfare.
- **Environmental Responsibility:** Promote sustainable practices that minimize negative environmental impact, such as reducing pollution or supporting eco-friendly initiatives.

c) Employee Objectives

Management also focuses on meeting the needs and aspirations of employees, as they are key to the organization's success. This includes:

- **Job Satisfaction:** Ensuring that employees are happy and motivated by providing fair compensation, good working conditions, and opportunities for growth.
- **Career Development:** Offering training and development programs to help employees advance in their careers.
- **Work-Life Balance:** Creating policies that support a healthy balance between personal and professional life for employees.

d) Innovation Objectives

Management fosters innovation to stay competitive and adapt to changing market conditions:

- **Encouraging Creativity:** Developing an environment that encourages creative thinking and innovation among employees.
- **New Technologies:** Implementing the latest technologies to improve efficiency and competitiveness.

e) Customer Objectives

Satisfying customer needs is a crucial management objective. This includes:

- **Quality:** Ensuring the products or services meet high-quality standards.
- **Customer Satisfaction:** Management aims to exceed customer expectations by providing value, good service, and responsiveness to feedback.

f) Economic Objectives

Management strives to utilize resources efficiently to achieve economic objectives such as:

- **Optimal Utilization of Resources:** Ensuring that human, financial, and material resources are used effectively and efficiently.

- **Cost Reduction:** Implementing methods to reduce costs without compromising on quality.
- **Productivity:** Increasing productivity through better use of resources, improved processes, and innovation.

g) National Objectives

Management also plays a role in contributing to the economic and social development of the country by:

- **Employment Generation:** Creating job opportunities and reducing unemployment.
- **Economic Development:** Contributing to the nation's economic growth through business expansion and development of infrastructure.

5- The Basic Functions of Management

Every day, managers solve difficult problems, turn organizations around, and achieve astonishing performances. To be successful, every organization needs good managers.

Depending on their job situation, managers perform numerous and varied tasks, but they all can be categorized within these four primary functions : Planning, Organizing, Leading and Controlling



Fig.01 : The Basic Functions of Management

a) Planning

Planning means identifying goals for future organizational performance and deciding on the tasks and use of resources needed to attain them. In other words, managerial planning defines where the organization wants to be in the future and how to get there.

b) Organizing

Organizing typically follows planning and reflects how the organization tries to accomplish the plan.

Organizing involves assigning tasks, grouping tasks into departments, delegating authority, and allocating resources across the organization.

c) Leading

Leading is the use of influence to motivate employees to achieve organizational goals.

Leading means creating a shared culture and values, communicating goals to people throughout the organization, and infusing employees with the desire to perform at a high level.

d) Controlling

Controlling means monitoring employees' activities, determining whether the organization is moving toward its goals, and making corrections as necessary.

Conclusion

In conclusion, management is a multifaceted discipline that integrates both art and science to achieve organizational goals efficiently. It involves coordinating human and material resources through planning, organizing, leading, and controlling, while also addressing broader objectives such as social responsibility, employee well-being, and innovation.

Understanding these core principles sets a strong foundation for exploring the next topic: the business management environment, where external and internal factors shape organizational strategies and decisions.

SUMMARY

1. Definition of Management:

- **Varied Definitions:** Different scholars define management from diverse perspectives.
- **Key Definitions:**
 - Directing and supervising an organization.
 - Guiding resources to achieve objectives with satisfaction and morale.
 - Coordinating resources through planning, organizing, directing, and controlling.
 - Organizing human efforts for societal benefit.
 - Ensuring goals are achieved efficiently with minimal cost.
 - Creating an environment for group performance and goal attainment.

2. Nature of Management:

- **Art and Science:** Combines skill (art) and principles (science).
- **Multidisciplinary:** Draws from various fields like economics and psychology.
- **Goal-Oriented:** Focuses on achieving organizational objectives.
- **Universal:** Applicable across different types of organizations.
- **Continuous Process:** Involves ongoing planning and coordination.
- **Group Activity:** Requires teamwork and cooperation.
- **Intangible Force:** Manifested in results, though management itself is unseen.
- **Dynamic:** Adapts to changes in the environment.

3. Objectives of Management:

- **Organizational:** Focus on profit, growth, and survival.
- **Social:** Ensure social welfare and environmental responsibility.
- **Employee:** Address job satisfaction, career development, and work-life balance.
- **Innovation:** Encourage creativity and adopt new technologies.
- **Customer:** Ensure product quality and customer satisfaction.
- **Economic:** Optimize resource use, reduce costs, and improve productivity.
- **National:** Contribute to employment generation and economic development.

4. Basic Functions of Management:

- **Planning:** Setting goals and determining how to achieve them.
- **Organizing:** Assigning tasks and allocating resources.
- **Leading:** Motivating employees to achieve goals.
- **Controlling:** Monitoring progress and making adjustments.

GLOSSARY

English	Arabic
Management	مناجمنت - تسيير - تدبير
Organization	المنظمة
Executive	تنفيذي
Administrative	إداري
Supervisory	إشرافي
Multidisciplinary	متعدد التخصصات
Universal Activity	نشاط شامل
Continuous Process	عملية مستمرة
Group Activity	نشاط جماعي
Intangible Force	قوة غير ملموسة
Organizational Objectives	أهداف تنظيمية
Profit	الربح
Growth	النمو
Survival	البقاء
Social Welfare	الرفاه الاجتماعي
Environmental Responsibility	المسؤولية البيئية
Employee Objectives	أهداف الموظفين
Job Satisfaction	الرضا الوظيفي
Career Development	تطوير/تطور المسار المهني
Work-Life Balance	التوازن بين العمل والحياة
Social Objectives	أهداف اجتماعية
Innovation Objectives	أهداف ابتكارية
Customer Objectives	أهداف المستهلكين
Creativity	الابداع
Customer satisfaction	رضا العملاء
Quality	الجودة
Economic Objectives	أهداف اقتصادية
Optimal Utilization of Resources	الاستعمال / الاستخدام الأمثل للموارد
Cost Reduction	تخفيض التكاليف
Productivity	إنتاجية

Employment Generation	خلق الوظائف / توفير فرص العمل
Economic Development	تنمية اقتصادية
National Objectives	أهداف وطنية
Functions of Management	وظائف التسيير
Planning	التخطيط
Organizing	التنظيم
Leading	القيادة
Controlling	الرقابة
Effectiveness	الفعالية
Efficiency	الكفاءة