



Mohamed Khider University of Biskra
Faculty of Economics, Business and Management Sciences
first-year Master of Business Management & strategic management



Management, Business Management, and Strategic Management

Dr nourhane groun

Nourhane.groun@univ-biskra.dz

**Concepts,
Differences,
&
Functions**

What is Management?

Management is the process of planning, organizing, leading, and controlling resources efficiently and effectively to achieve organizational goals.

It focuses on coordinating human, financial, and material resources.

Functions of Management

The four main functions:

1. **Planning:** Setting objectives and determining the best course of action to achieve them. Includes forecasting, goal setting, and developing strategies

2. **Organizing:** Arranging resources and coordinating tasks to achieve objectives.

Creating structures and allocating responsibilities.

3. **Leading:** Guiding and motivating employees to achieve organizational goals.

Involves leadership, communication, and motivation.

4. **Controlling:** Monitoring performance and making adjustments as needed.

Setting standards, measuring actual performance, and implementing corrective actions.

What is Business Management?

Business Management is the process of managing a company's business activities to achieve profitability and growth.

It focuses on operations, marketing, finance, HR, and innovation within a business.

What is Strategic Management?

Strategic Management involves formulating, implementing, and evaluating cross-functional decisions to achieve long-term organizational goals.

Focuses on external opportunities, internal capabilities, and sustainable competitive advantage.

Management vs Business Management

Management: Any type of organization (public, private, non-profit)

Business Management: Focused on businesses and profit-driven organizations

Management vs Strategic Management

Management: Focus on daily operations and short-term goals

Strategic Management: Focus on long-term vision, proactive high-impact decisions

Business Management VS Strategic Management

Business Management: Running business activities and medium-term focus

Strategic Management: Long-term strategic direction and top-level leadership

Conclusion

Management ensures effective operations.

Business Management focuses on business success and profitability.

Strategic Management provides long-term direction and competitive advantage.

All forms are essential for sustainability and growth.