**7.00 Understanding marketing and business management**

**7.03 Understand the leadership and management.**

**Management**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of accomplishing the goals of an organization through the effective use of people and other resources.

**5 Functions of Management**

* Planning
* Organizing
* Staffing
* Directing
* Controlling

**Planning**

* The planning function involves…
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ information
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ goals
	+ Making \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to accomplish the goals

**Organizing**

* The organizing function involves…
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the work & resources needed to achieve the goals of the business that have been set in the planning stage.

**Staffing**

* The staffing function includes the activities involved in…
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the employees
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the employees
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the employees

**Directing**

* The\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ function involves directing and leading people in order to accomplish the goals set out in the planning stage.

**Controlling**

* The controlling function is used to determine whether a business is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ its goals that were set in the planning stage.

**Levels of Management**

* Top Management
* Mid-management
* Supervisors (First Line)

**Top Management**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are top-level managers
* Responsible for the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the success of the business (controlling)
* Set long-term goals (planning)
* Held accountable for profitability & success
* Examples:
	+ CEO (Chief Executive Officer
	+ President

**Mid-Management**

* Mid-managers are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Responsible for specific \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the business
* Devoted to the organizing, staffing, and implementing functions
* Examples
	+ Marketing Manager
	+ Information Technology Manager
	+ Customer Service Manager

**Supervisors (First Line)**

* First level of management
* Responsible for the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ work of a group of employees
* Evaluate the work of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Implement the plans set forth by executives and mid-managers