



Institut de Formation à Distance

ONLINE ENGLISH COURSES

LICENCE 2 : CHAPTER 5

Presentation of trainers

Course designers

- Cheikh Tidiane GNING



Description of the course

- The English course aims at preparing students to professional life through acquisition of knowledge and skills that allow them to communicate.
- For that purpose, the course is based on providing students with skills which allow them to use general English and ESP (**English for Specific Purposes**).



Prerequisites and objectives

- **Prerequisites**

Students should have completed L1 English course

- **Objectives**

This course aims at providing students with the necessary skills to express themselves in English, through conversations, opinions and business letters, ESP courses will allow students to understand and use the appropriate lexical items and expressions related to the field of Management, with a specific emphasis on Organizational Resource Management.



- **CHAPTER 5**
- **The Principles of Management of Organization**



Topics and Skills

- **CHAPTER 4: The Principles of Management of Organization**
- **Course designers**
Mr. Cheikh Tidiane GNING
- **Specific Objectives:** This course aims to equip students with the required knowledge in the field of Human Resources and Organizational Management. Through this chapter, students will learn common lexical items and practices in this field.



WHAT IS MANAGEMENT?

There is no universally accepted definition for management. The definitions run the gamut from very simple to very complex.

For our purposes, we define management as “the application of planning, organizing, staffing, directing, and controlling functions in the most efficient manner possible to accomplish meaningful organizational objectives”. John M. Ivancevich and Thomas N. Duening, *Business: Principles, Guidelines, and Practices* (Mason, OH: Atomic Dog Publishing, 2007), 172.

Put more simply, management is all about achieving organizational objectives through people and other resources. David L. Kurtz, *Contemporary Business* (Hoboken, NJ: John Wiley & Sons, 2011), 254.

Management (or **managing**) is the administration of an [organization](#), whether it is a [business](#), a [non-profit](#) organization, or government body. Management includes the activities of setting the [strategy](#) of an [organization](#) and coordinating the efforts of its [employees](#) (or of volunteers) to accomplish its [objectives](#) through the application of available [resources](#), such as [financial](#), [natural](#), [technological](#), and [human resources](#). The term "management" may also refer to those people who manage an organization - individually: **managers**. ([Wikipedia](#))



MANAGEMENT FUNCTIONS

- The following picture shows the main functions of the manager.



DEFINITION OF THE MAIN FUNCTIONS

■ **Planning** “is the process of anticipating future events and conditions and determining courses of action for achieving organizational objectives.”

It is the one step in running a small business that is most commonly skipped, but it is the one thing that can keep a business on track and keep it there. Planning helps a business realize its vision, get things done, show when things cannot get done and why they may not have been done right, avoid costly mistakes, and determine the resources that will be needed to get things done.



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- **Organizing** “consists of grouping people and assigning activities so that job tasks and the mission can be properly carried out.” Establishing a management hierarchy is the foundation for carrying out the organizing function. Contrary to what some people may believe, the principle of organizing is not dead. Rather, it is clearly important “to both the organization and its workers because both the effectiveness of organizations and worker satisfaction require that there be clear and decisive direction from leadership; clarity of responsibilities, authorities, and accountabilities; authority that is commensurate with responsibility and accountability; unified command (each employee has one boss); a clear approval process; and, rules governing acceptable employee behavior



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- The **staffing** function involves selecting, placing, training, developing, and evaluating employees. It would also be extremely helpful if these people could be retained. (the performance appraisal)
 - **Directing** is the managerial function that initiates action: issuing directives, assignments, and instructions; building an effective group of subordinates who are motivated to do what must be done; explaining procedures; issuing orders; and making sure that mistakes are corrected.
 - **Leading** and **motivating** work together in the directing function. Leading “is the process of influencing people to work toward a common goal [and] motivating is the process of providing reasons for people to work in the best interests of an organization.”



LEVELS OF MANAGERS IN ORGANIZATIONS

Larger organizations generally have three levels of managers organized in a hierarchical, pyramid structured. The classification is as followed:

- Senior Managers, such as members of a Board of Directors and a Chief Executive Officer (CEO) or a President of an organization. They set the strategic goals of the organization and make decisions on how the overall organization will operate. Senior managers are generally executive-level professionals, and provide direction to middle management, who directly or indirectly report to them.
- Middle managers - examples of these would include Branch Managers, Regional Managers, Department Managers and Section Managers, who provide direction to front-line managers. Middle managers communicate the strategic goals of senior management to the front-line managers.
- Lower managers, such as supervisors and front-line team leaders, oversee the work of regular employees (or volunteers, in some voluntary organizations) and provide direction on their work.

In smaller organizations, an individual manager may have a much wider scope. A single manager may perform several roles or even all of the roles commonly observed in a large organization.



Assignment

- This is a follow-up activity to help you master and practice some of the notions and principles of management already studied in this course.
1. What is a Manager? Focus on his main roles in an organization.
 2. Give some of the activities a Manager performs every day.
 3. What are the main functions of Management?
 4. List the different levels of Managers in large organizations.
 5. What are the major responsibilities of managers at each level?
 6. What does CEO stand for? Give some of their duties.
 7. How do the managers collaborate for the implementation of their action plans?

