

FTG

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Submission date: 13-May-2020 12:17PM (UTC+0300)

Submission ID: 1323210271

File name: management.edited.docx (17.1K)

Word count: 1067

Character count: 6032

Principles of Marketing

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Principles of Marketing

Four primary functions make up the management process. The first function is planning, which comprises making decisions on how far people need the company to go and selecting the procedures and methods to be used (Norman, 2016). Managers are required first to identify challenges available in the business and project future economic and business conditions. Moreover, they then articulate objectives to attain by a specific time and then reassess the plans when situations change.

Organizing is the next function in the management process. Managers are required to plan in every step they make to enable the business to run smoothly. For instance, several resources such as human, physical, and financial need to be organized to accomplish objectives and goals (Norman, 2016). Moreover, managers are also required to recognize activities that need to be performed, categorize them, allocate the activities to members, develop obligations, and assign authority. Furthermore, organizing also requires managers to direct the association of authority and obligations.

Leading necessitates managers to inspire their employees in attaining the goals and objectives of the business. Good leaders should have the ability to influence their followers and make them view circumstances from their perspectives (Norman, 2016). Therefore, they should use the control they have to achieve their goals by communicating efficiently and effectively. Communication is very critical in leading, as it enables managers to pass their messages to the employees in a transparent way. Nonetheless, leaders should be useful in their personalities and motivation as it encompasses of administration of workforces and their duties.

Controlling is a function of the management process, and it comprises determining the attainment of the goals with the planned goals and objectives. Hence, for the manager to realize if they are achieving their goals, they need to measure the business achievements of the goals (Norman, 2016). Nonetheless, managers are also required to recognize causes of deviation from efficacious achievement and derive corrective measures that could be taken in the plan. Besides, managers are surrounded by roles of developing the goals and objectives, determine the accomplishment, and find any challenges that will hinder them from attaining the goals and provide solutions to making the goals achievable.

Planning is an essential function in the management process because for every business to prosper, it must be planned. Things do change as times moves; thus, a successful business will always thrive well if it is planned well. Moreover, planning provides direction of where the company is going to and focusing on because of the forecast provided.

Managers are required to have several skills for ⁵ them to perform their work efficiently and effectively. Communication is very critical to managers; thus, good communication skills will enable them to share information clearly within the organization hence making employees work in unity (Choudary & Ponnuru, 2015). Furthermore, virtuous communication can also make employees understand the procedures stipulated, and for that reason, the activities assigned performed well. For instance, managers who have a good information system such as through emails or sending messages to their employees will make them get information that is first hand without misquotations that will easily be successful.

Planning is also an essential skill for managers, as it allows them to have the ability to realize and set achievable goals and objectives. In addition, managers can easily create relevant strategies and connect how tasks will be completed on specific schedules. For instance, a

manager who plans on their goals and objectives will have the ability to attain them by following the set procedures and methods as well as identifying the mistakes and correcting them than the one who does not plan.

Decision-making skills are also significant as it involves managers having the capacity to make specific and right decisions. Managers should be answerable in every decision they make. Several challenges and problems arise when implementing the goals and objectives; therefore, it is the responsibility of a manager to make decisions on how employees will maneuver on such occasions. For instance, managers who will be first in making the right decisions in the business are more successful than those who delay.

There are several arguments regarding social responsibility on the part of a business. Some ideas for social responsibility in the position of a company argue that business is part of society. The society is said to be a system which contains several subsystems, which business is one of the subsystems (ArAs, 2016). Hence, every subsystem operates for the betterment of society and not itself alone. Thus, business is responsible for society as a whole. Secondly, the moral justification works by ensuring that when a business utilizes something from society it must return to society. For instance, the business takes raw materials and labor from society therefore it should return goods and services to society. Finally, creating a better public image is another argument. Social responsibility works in an idea that an activity that comprises satisfying the ambitions of the society develops a better image to the public just like businesses do. On the other hand, arguments against business include conflict with profit motive as business involves taking risks which in return gets rewards of profits, however, social responsibility reduces profit margins in business. Secondly, social responsibility causes alteration of resource allocation as business works by optimum utilization of resources, which is not done by social responsibility.

Finally, social responsibility brings about inefficiency in the system as it changes the self-interest of business demarcated as profit motives. I am socially responsible for giving back to society and help people help themselves by inspiring them to be better members of society.

Goals play a critical role in making the organization operates effectively and efficiently. Thus, different managers are required to develop and implement other goals in an organization as goals allow progress in the organization. Goals are set for the future growth of the organization. Similarly, goals enable the organization to enhance more and achieve its targets as well as assist the organization makes profits.

4 References

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