

# Chapter 5 Managing the Business

\* Management  $\Rightarrow$  Process that has planning, organizing, leading and controlling.

$\hookrightarrow$  Getting the best out of your employees

استغلال الموظفين الى أقصى وافضل من قدراتهم وقدراتهم

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أولئك القائلون مع الظن أكثر

\* Planning  $\rightarrow$  what organization needs to do and how best to get it done.

\* organizing: how best to do it. (what, where, when)

\* leading: guiding people / Motivating.

\* Controlling  $\rightarrow$  مراقبة الأداء  $\rightarrow$  monitor performance to make

Continuous Process: ~~be~~ sure I met goals.

March, 20

\* The science & art of management is

comparation

science

art

$\Rightarrow$

Management Mixed between science & art.

Manager ليس الـ Leader  
 Manager ليس الـ Leader

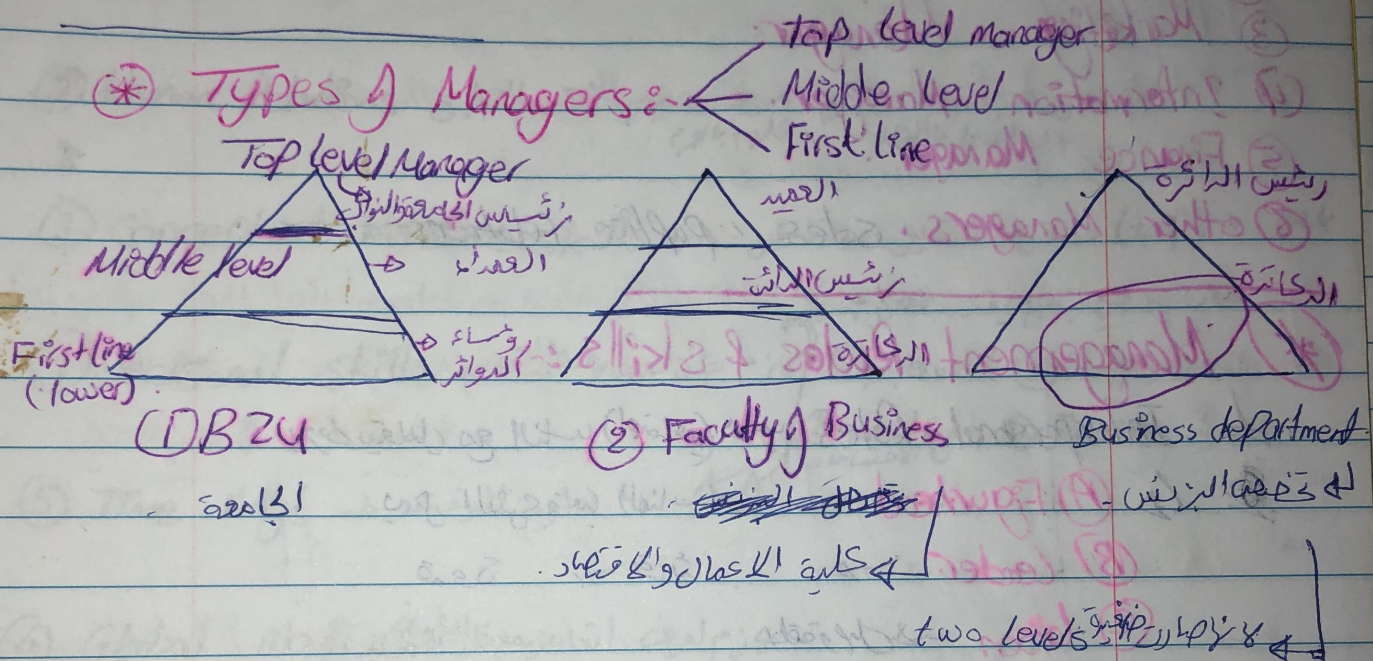
$\leftarrow$

(\*) **Becoming a manager :-**

1 Role of education

2 Role of experience

(\*) **Types of Managers :-**



(\*) **Top level Manager :-**

President, CEO, Vice-president, Director.

(\*) **Middle level :-** First line + top

operating manager, Marketing Manager

France

(\*) **First line :-**

Super visor  
 مشرف

## \* Areas of Management:-

- ① ~~Human~~ Human Resource manager. مدير موارد بشرية
- ② Operations Manager (goods & services). مدير العمليات (المنتجات)
- ③ Marketing Manager.
- ④ Information Manager.
- ⑤ Finance Manager.
- ⑥ other Managers: sales, public relations.

## \* Management Roles & skills:-

### 1 Interpersonal Roles

يعرف بتفاعل مع الناس (الاستماع)

- ↳ (A) Figurehead → يمثل الشركة في المناسبات
- (B) Leader → قوة، قائد
- (C) liaison → صلة واصل

### 2 ~~Decisional~~ Informational

should be able to make decisions.

يقدر بوضع قرارات بسرعة وسهولة

- ↳ (A) Monitor → يلاحظ قرارات
- (B) Disseminator → توزيع
- (C) speaker person → المتحدث الرسمي

### 3 Decisional (A) Entrepreneur

مبادر

- (B) Disturbance handler → حل المشاكل بين الموظفين
- (C) Resource Allocator → توزيع المصادر (الموارد)
- (D) Negotiator → التفاوض

27. March

Basic Mgt. skills:-

① Technical skills → First Line → <sup>المهام</sup>

② Human Relations skills → <sup>مواجهة فريق</sup> <sup>مواجهة فريق</sup> <sup>مواجهة فريق</sup> → <sup>Middle level</sup>

③ Conceptual ~~Relations~~ skills → <sup>التفكير</sup> <sup>الخيال</sup> <sup>القدرة على التحليل</sup> → (top) → <sup>المهام</sup>

④ Decisional skills → <sup>الاستعداد الذي يتبعه وقت العمل</sup> <sup>الاستعداد الذي يتبعه وقت العمل</sup> <sup>الاستعداد الذي يتبعه وقت العمل</sup> → ① Paperwork ② telephonic calls. ③ meeting ④ Emails

⑤ Time Mgt → إدارة الوقت → <sup>المهام</sup>

⑥ Global Mgt → <sup>المهام</sup> <sup>المهام</sup> <sup>المهام</sup> → <sup>المهام</sup>

⑦ International Mgt → <sup>المهام</sup> <sup>المهام</sup> <sup>المهام</sup> → <sup>المهام</sup>

Strategic Mgt: setting Goals & ~~information~~ intermedium strategy

→ Strategic → long term decision → helping an organization maintain alignment with its environment

→ goals → objective that a business wants to achieve

→ strategy → <sup>الطريقة</sup> <sup>الطريقة</sup> <sup>الطريقة</sup> → Method → <sup>الطريقة</sup> (how to achieve your goal)

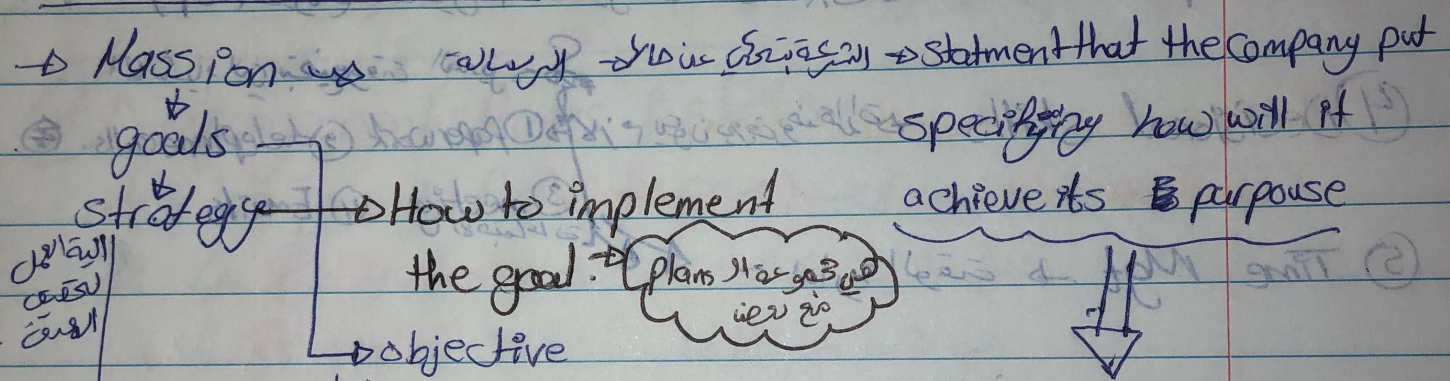
→ set a plans for implement Decisions to achieve your goal.

<sup>المهام</sup>

Setting business goals.

↳ Purpose of goals setting :-

- ① Direction
- ② Helps allocate resources.
- ③ Helps define Corporate Culture. ↳ the way we do things here.
- ④ assess performance ↳ قياس الأداء



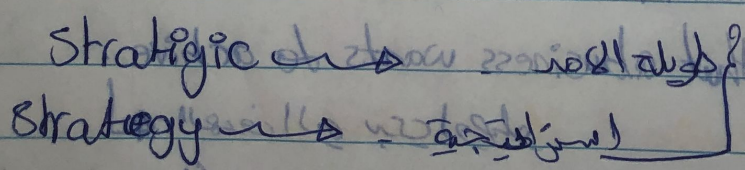
Why Zam in Business

① long term goal ↳ Five years or more ↳ TOP

② Intermediate goal ↳ 1 - 5 years ↳ Middle

③ Short term goal ↳ Less than one year ↳ First line

3 Types ↳ Webb's words



Strategic Strategy ↳

Strategy ↳

Strategic Strategy ↳

Strategy ↳

\* Type of strategies

① Corporate Strategy - مستوى الشركة

- ↳ Related diversification (Coca Cola → water)
  - التوسع والتنوع بإستراتيجية قريبة منى (قريب جاري)
- ↳ Unrelated diversification (شركة سبيغاتي اشترقت مطعم الجالوس)
  - لها فيها مخاطرة عالية
  - التوسع والتنوع بإستراتيجية منى غير جاري

② Business (competitive level).

③ Functional level.

\* Formulating strategy - كيفية وضع الاستراتيجية

① setting strategic goals - تحديد اهداف طويلة المدى

long term

② Analyzing the organization & its environment.

SW

OT

SWOT

strength      weaknesses      opportunities      threats

استراتيجية داخلية

استراتيجية خارجية (بمعي السوق وبيرو)

داخل الشركة

في البيئة الخارجية

③ Matching the organization & its environment.

~~استراتيجية~~

\* plans :-

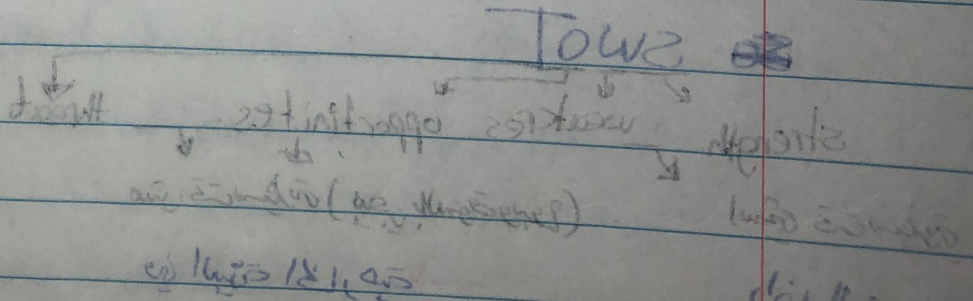
- ① Strategic plan :-
- ② tactical plans: shorter than strategic plan.
- ③ operational (daily, weekly, monthly).

\* Contingency planning  
 we need to be ready for any changes  
 (plan B)

-> Crisis mgt -> unexpected

\* Managing the culture :-  
 -> shared experience, stories, beliefs

⑤ Analysing the organization & its environment.



③ Matching the organization & its environment.