

Business Communication Study Guide 1

Chapter 1

Management Definition: The art and science of accomplishing individual and organizational goals through the efforts of individuals and groups using planning, organizing, leading, and controlling.

- Principles of management are the means by which you accomplish tasks through others—individually, in groups, or in organizations.

3 types of managers, supervisory/manager descriptions

1. **Top Managers:** Responsible for developing the organization's strategy and acting as a steward for its vision and mission.
2. **Functional Managers:** Responsible for the efficiency and effectiveness of a specific business area (ex: accounting or marketing). (could be called Brand Managers)
3. **Supervisory Managers/Team Managers:** Responsible for coordinating a subgroup of a particular division or a team composed of members from different parts of the organization. (e.g. Hotel managers, responsible for staffing to customer service to flowerling display.)
4. **Line & Staff managers** serve 2 distinct functions. Line managers (product or service managers) lead a team that contributes directly to the products or services the organization creates. Staff Manager: leads a function that creates indirect inputs (finance & accounting), & also serves as a supporting role.
5. **Project Manager:** responsible for the planning, execution, and closing of a specific project.
6. **General Manager:** responsible for managing the identifiable revenue-producing unit (ex: store, business unit, or product line). Make decisions across various functions and have rewards tied to the performance of the entire unit. Take direction from their top executives & must 1st understand the executives' overall plan and then set a specific goal for their department to fit with the plan.

Mintzberg's 10 Managerial Roles and the 3 Mintzberg uses to Categorize Feedback:

Interpersonal: involve providing information and ideas.

- **Figurehead:** manager represents the organization in all matters of formality, basically the face of the organization.
- **Leader:** Giving leadership
- **Liaison:** managers use liaison to gain favors and information and maintain routine workflow. Managers must communicate with internal and external contacts. Be able to network effectively on behalf of your organization.

Informational: involve processing information

- **Monitor:** Receive and collect information. Also monitoring the team, in terms of productivity and well-being.
- **Disseminator:** Transmitting information into the organization.
- **Spokesperson:** disseminates the organization's info into its environment. Responsible for transmitting info about the organization and its goal to the outside people.

Decisional: involve using information

- **Entrepreneur:** Initiates change. Create and control change within the organization, meaning solving problems, generating new ideas, and implementing them.

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Peipei Pang



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