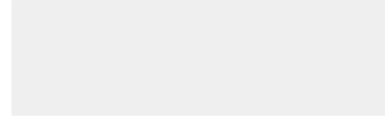
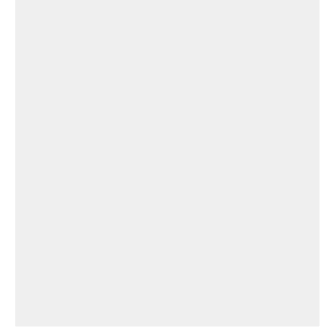


# Readings In Management



قسم ادارة الاعمال

المرحلة الاولى

القراءات الادارية

## **Control Process**

Control :- is action which adjust operations to predetermined standards.

### **Types of Control**

Managers can implement three types of control:-

- 1- Feed forward control
- 2- Concurrent control
- 3- Feed back control

## **The Motivation**

**Motivation:-** The set of forces that lead people to take certain ways.

### **Motivation Theories**

The basic theories of motivation are:-

- 1- Need hierarchy theory.
- 2- Motivation maintenance theory.
- 3- Preference expectancy theory.

## **Marketing Management**

**Marketing:-** Is the performance of business activities that direct the flow of goods and services from producer to consumer or user.

## **Marketing Functions**

These functions in organizations as follows :-

- 1- Buying
- 2- Selling
- 3- Pricing

## **Human Resource Management**

**Human Resource Management** :- Is concerned with the people dimension in management .

### **Human Resource Functions:-**

- 1- Acquisition
- 2- Development
- 3- Maintenance of human resources

## **The goals**

**A goal** :- Is an end result that is measurable and notice able by performing certain tasks inside organizations.

### **Purpose of goals**

- 1- They provide guidance .
- 2 - Goal setting practices.

## Budgeting control

**Budgeting Control:-** Is financial jargon for managing income and expenditure.

## The Delegation

**The Delegation :** - Is the process of transfer of authority from a manager to subordinate to perform the task.

### Types of Delegation

From Types of delegation in organizations is :-

- 1- General
- 2- Specific
- 3- Written
- 4- Un Written

## The Chain of command

**The Chain of command :** Is the line of authority extending from upper organizational levels to lower levels.

## The Staffing

**Staffing :-** Means keeping the job with the qualified people.

**Includes several functions are:-**

- 1- Selection .
- 2- Training .
- 3- Transfers .