

Business Management

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Business management is managing the coordination and organization of business activities. This typically includes the production of materials, money, and machines, and involves both innovation and marketing.

CHARACTERISTICS

- **Management is a process – Continuous, Social, and Unique:**
- **Management is a science, an art, and a profession as well:**
- **Management influences and is influenced by environment:**
- **Management's core is to take decisions:**
- **Management is goal-oriented:**
- **Managers bring life to organisation:**
- **Management is multi-disciplinary and multi-faceted activity:**

FUNCTIONS

- Planning
- Organizing
- Staffing
- Directing or leading
- Controlling an organization

Skills required for Successful Manager:

- **Socio-political Skills**
- **Technical Skills**
- **Conceptual Skills**
- **Decision-Making Skills**
- **Time-management Skills**

Levels of Management

Three levels of management

- **Top Management**
- **Middle Management**
- **Lower Level or First-line Management:**

Thank you