

## General introduction to the Enterprise management

### What is Enterprise Management?

**Enterprise**: is another word for a for-profit business, organization, or company.

**Management**: Coordinating and administrating tasks/activities to achieve an objective.

**Management**: the process of optimizing human, material, and financial resources to achieve organizational goals.

**Management**: a process that involves continuous planning, monitoring, and assessing all the aspects of an organization for the attainment of its objectives.

**Henry Fayol**: To manage is to forecast and plan, to organize, to command, to coordinate, and to control.

### Elements of definition

- **Efficiency**: getting the most output from the least amount of inputs

It means doing things right

It is concerned with means (Resource Usage)

- **Effectiveness**: completing activities, so organizational objectives are achieved.

It means: doing the right things,

and it is concerned with goals.

### Characteristics of management

- Continuous and never-ending process
- Results-oriented science and art
- Management is a meaningful process
- A group and not an individual activity
- Follows established principles and roles
- Management is a changing process

## Management Functions and Process

- ▶ **Planning** - defining goals, establishing strategies for achieving those goals, and developing plans to integrate and coordinate activities

what should be done?

- ▶ **Organizing** - determining what tasks are to be done, who is to do them, how the tasks are to be grouped, and where decisions are made

how it should be done?

- ▶ **Leading** - directing and motivating all involved parties and dealing with employee behavior issues

how and when it should be done?

- ▶ **Controlling** - monitoring activities to ensure that they are going as planned

ascertains whether the tasks have been carried out.

## Organizational functions

### 1. **Supply chain function:**

It refers to the activities and processes involved in the movement of raw materials, goods, services, and information from suppliers to end consumers. The main goal of the supply chain function is to ensure the efficient flow of products and meet customer demands effectively.

### 2. **Production function:**

It refers to the relationship between the inputs used in production (such as HRs, capital, and raw materials) and the resulting output. It represents how efficiently a company can transform resources into final products.

### 3. **Marketing function**

It is the sum of activities and processes an organisation use to promote, sell, and distribute its products to customers through many strategies like market research, product development, advertising, pricing, and distribution. It depends on understanding customer needs to create the wanted value by promoting the brand and driving sales and after sale services.

#### **4. Financial function**

It refers to the activities of managing an organization's financial resources to ensure that the business can meet its goals. Key tasks include budgeting, financial reporting, investment management, risk management, and securing funding. The main goal of this function is to maintain financial stability, optimize profitability, and support the organization's overall strategy.

#### **5. Human Resources management**

It involves the process of managing an organization's workforce. It includes tasks such as hiring, training, employee development, performance management, and compensation. The goal of HR management is to create a positive work environment and maintain functional stability, enhance employee satisfaction, and align the workforce's capabilities with the organization's objectives.

### **The different levels of management**

- **Top management:** a small group of executives who control the business and have the final authority and responsibility, such as the board of directors,
- **Middle management:** responsible for executing policies, plans, and strategies determined by top management; consists of functional heads such as marketing manager, human resources manager...
- **Lower management:** supervisory management, responsible for smaller segments of business, such as subsections that form part of a department