

MANATEMENT

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Part 1

1. What three reasons does the lecturer suggest as to why people study Management?

Part 2

2. What are the two schools of thought about Management?

Part 3

3. Which approach does the lecturer support?
4. When setting goals or targets, what should you keep in mind?

Part 4

5. Apart from setting goals, devising strategies and making decisions, what else is important in a manager?
6. What point does he make about decision-making?

Part 5

7. Why are good communication skills important for a manager?

Part 6

8. What does he say about intuition and a rational approach?

Part 7

9. What are some of the influences the lecturer mentions affect management style?

Part 8

10. What kind of manager does an organisation in crisis need?
11. In summing up, what does the lecture say university can teach about management?

Key

1. Any three from the following:
 - a) Intellectual curiosity
 - b) Want to learn more about ideas and theories
 - c) Want to learn to be good managers themselves
 - d) To help them gain promotion
2.
 - a) You need to learn by experience, in a practical way, beginning at the bottom of the organisation.
 - b) Skills can be taught in the classroom. You can learn by thinking and gaining a wide perspective through study, learning the profession of management.
3. A good manager ideally has the practical experience as well as the theoretical background knowledge i.e. a mixture of both.
4. They should be realistic and achievable.
5. Leadership including ability to motivate the workers
6. Making a decision is often a matter of choosing between what is bad and what is worse.
7. Because no matter how good a strategic plan is, if the manager cannot get the workers to believe in it, it is worthless.
8. Since managers do not always have the full picture, all the information they need to make informed decisions, they often need to use their intuition
9.
 - a) Different cultures.
 - b) Nature of an organisation e.g. very small or large.
 - c) Kind of role the manager is put in
10. Someone who is strong and prepared to shake things up.
11.
 - a) Awareness of the different ideas and approaches to management, which can be used according to the organisation they are in.
 - b) An understanding of why some strategies work and others don't.
 - c) This knowledge can help develop intuition.