

Ministry of Higher Education and  
Scientific Research  
University of Blida 2 Lounici Ali  
Faculty of economics, business  
and management sciences

Common trunk department



وزارة التعليم العالي والبحث العلمي

جامعة البليدة 02 لونيكي علي

كلية العلوم الاقتصادية ، العلوم التجارية و علوم التسيير

قسم الجذع مشترك

# Business English

## Second Semester

**Unit : defining management and characteristics of manager**

**Lecture : What Is Management? Characteristics of an Effective Manager**

**Presented by**

**Prof. Tegguer Mhamed**

**2022-2023**

## 1- What Is Management?

Management is how businesses organize and direct workflow, operations, and employees to meet company goals. The primary goal of management is to create an environment that lets employees work efficiently and productively. A solid organizational structure serves as a guide for workers and establishes the tone and focus of their work.

## 2- Who is a Manager?

Managers are involved in implementing and evaluating these structures.

A Manager is a senior professional whose job role, revolves around planning, organising , evaluating the workflow of a team of professionals. In most cases , a manager is also responsible for department activities such as recruiting, selection and training

As a manager, you may be responsible for doing any of the following tasks:

Create goals and objectives

Create schedules

Develop strategies to increase performance, productivity, and efficiency

Ensure compliance with company policies and industry regulations

Mentor employees

Monitor budgets, productivity levels, and performance

Resolve customer problems

Train staff

## 3- Qualities of a good manager

**1. Professional Efficiency:** Professional efficiency refers to having a thorough knowledge of the field concerned. In management, professional competence involves being well-versed in management principles and the way these principles are often applied within the given situations.

**2. Assurance in High Achievement:** Quality managers have faith in high achievement. They have an internal locus of control, implying that they feel that they will control situations and, therefore, the situations cannot control them. They have a sense that if others can do something exceptional, they can also do it the same way. This faith instils confidence in them for doing better and better.

**3. Creativity:** Creativity involves conceiving original and unique alternatives to the answer to a problem. Creativity is necessary because the nature of problems goes on changing, requiring innovative solutions.

**4. Analytical Skills:** Managers need to add complex situations which contain both significant and insignificant factors. With analytical skills, quality managers could also be ready to identify those factors which are more relevant for his or her work.

**5. Decisive:** Quality managers are quite decisive. They make decisions after careful examination of the reference variables well in time. They do not waver between ‘what to do’ or ‘what to not do’ in a given situation.

**6. Excellent Communication Skills:** Communication involves sharing ideas and understanding with others. To know others and make yourself understood by others, excellent communication skills are required. Further, motivating communication may influence others favourably.

**7. Lead from the Front:** Good Quality managers lead from the front. They are recognized by their work instead of their words. This ability makes the followers follow the leaders enthusiastically.

**8. Openness:** Quality managers have a quality of openness. They are change-prone and not change-resistant. Being open, they consider any beneficial idea and accept it from whatever source it comes from.

**9. High Integrity:** Quality managers have high integrity and adopt ethical practices in altogether types of decisions and dealings. Similarly, they expect an equivalent pattern to be followed by others.

**10. Team-based Approach:** Quality managers adopt a team-based approach. For work performance, they choose a give and take approach. They believe in developing themselves as well as others.

If you are looking to learn the answer to the question of what is management and what way you can use management in your daily life

## Characteristics of an Effective Manager

Are you a manager looking to make a difference in your workplace? Do you want to be a leader that will positively influence your team? Whether you manage five or fifty employees, being a great manager comes with a lot of responsibility.

Here are some of the top skills successful managers work on in their careers:

- Leadership
- Experience
- Communication
- Knowledge
- Organization
- Time management
- Delegation
- Confidence
- Respect
- Company Culture