



Management Practice And Its Applications

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ABSTRACT

The successful administration must benefit from the new methods of developing business and its administration. Those methods are based on increasing speed of information, high accuracy in performance, and complementary in provision of services. This paper aims to discuss the management, its development and many other related aspects. However, the main focus is drawn to the discussion of the different application of management such as: planning, organizing and directing.

KEYWORDS : management, planning, organizing and directing.

INTRODUCTION

The successful administration must benefit from the new methods of developing business and its administration. Those methods are based on increasing speed of information, high accuracy in performance, and complementary in provision of services. The new methods do not represent the application of technology for its own sake, but their application in order to reshape how the company operate to take full advantage of the provided technology. Administrators organize and update their administrative operation. Using administrative efficiency as new method on the performance of administrative work in administrative facilities is the most important of these updates.

Management Definition

Management is define as 'an organized human activity that aims to achieve productive or economic objectives (political or social) through collecting and directing the available material and human resource and developing now resource and putting them into continuous exploitation'. (Mahmood, 2003, p. 11)

Hamzawi and Alsurjji have defined management as a process to take the appropriate decisions to mobilize integrated energies of a group of individuals to achieve desired objectives in the framework of existing determinants.

From the previous definitions, it becomes clear to us that:

1. Management is integrated operation to achieve the organization's goals through coordinated efforts and cooperation with workers in the organization whatever their specializations are.
2. Management aims to assist workers to carry out their responsibilities according to the requirements of those functions in addition to the available resources.
3. The goals should be achieved within the framework of determinants of the system where there mutual influence and interaction between both the organization and the environment.

PRINCIPLES OF MANAGEMENT:

1. Using the scientific method rather than the method of guessing.
2. Choosing the appropriate action for each worker and rely on training.
3. Cooperation between individuals in work and between individual in management.
4. Equitable distribution of labor between management and workers. (Atai,2004,p.71)

BASIC FUNCTIONS OF MANAGEMENT

Work is being performed through what is referred as management functions or functions of the manager. These functions include activities and administrative task necessary for coordination and effective use of available resource. Therefore, the administrative process can be viewed through four main functions that make up the perfect combination of steps through which the organization's goals can be achieved. (Atai,2000,p.70)

MANAGEMENT APPLICATIONS

Altai explained the jobs of management, which is required in different organization and banking:

1. Planning
2. Organizing
3. Guidance
4. Controlling

It can be said that the importance comes from several facts:

1. Management is the basis for the success of any business seeking to achieve common goals.
2. Management is the primary motivation for humanity efforts, the director for the primary elements of production such as equipment, resource funds and human elements that is constantly working to improve the status and reputation of the organization by providing the best products and service to community.
3. Management is externally and internal base of the project, which supplies amoral character, creative and constructive visualization for the requirement of society and its problems.
4. It is the focus of activities and order and the focus of the status and individuals to receive and implement decision

MANAGEMENT TASKS

External tasks which put management in direct contact with the public and they are subdivided into four sections :

1. The sovereign task: they represent the Ministry of defense, the police (public secretary) and the institution of the judiciary .
2. Economic tasks.
3. Educational and cultural tasks.
4. Internal functions, which aim, are better utilization of management in aspect related to organization personal, personal management, use of necessary material means and promoting the basic procedures and ensuring controlling the management itself.

(Almasri,1982,p23)

THE HISTORICAL DEVELOPMENT OF MANAGEMENT

The study of the historical development of the countries of the world in ancient and medieval times confirms that public administration's inception is as old as the appearance of statehood itself. There are thousands of Yemeni in (in Sabwa and Mareb) and Egyptian artifacts and papyrus, in addition to antiquities left by the Babylonian civilization.

The subject of selection of staff in the civil service had started where an order was issued in 169 BC which required governors to choose public officials on the basis of their competence. Studies have pointed out that Confucius, the Chinese great philosopher, had provided scientific suggestion for the sound public administration regarding select-

ing staff where they must be integrity and selfless.

In the era of the Greek, sources indicate the existence of public administration in the state represented by the council of 500 which forms one of the political institution under the political system of civil state. This board consists of 500 members representing the tribes.

In Roman times, administration has resembled the administration in the Greek era However, in Roman times, the law was very organized in accuracy, precision and conditions. (Darwish, 1992, p.58)

After the dissolution of the Roman Empire, the Byzantine Empire inherited and followed the same pattern of administration. However, that did not last because of the Islamic State in which the administration was marked by more control and flexibility at the same time. After that, new studies and trends public administration pursued policies and theories that are completely different from what it was earlier. However, they had the same basis. (Rifat, 1989, p.23)

OBJECTIVES OF MANAGEMENT SYSTEM:

INCREASING EFFICIENCY:

If the management principles could be developed and possible used, then the administrative efficiency will significantly progress and will increase the efficiency of the director if he/she uses some tools that will guide and help him solve the problems without the need of parametric tests or the risk of trial and error.

DEVELOPING THE NATURE OF MANAGEMENT:

Decrease in the understanding of the management principles makes it difficult to analyze the management function and without principles managers rely on trial and error. Therefore, the availability of general management principles helps shape the nature of management and simplify managers' training,

RESEARCH IMPROVEMENT

Research is crucial to consolidating knowledge and expanding its horizon so that the public administration becomes more effective.

Achievement of Social Goals Development of management principles through increasing efficiencyin the use of individuals like the use of financial resources will bring a huge impact on the cultural aspect in the community. That is why we find countries with high standard of living are the countries with advanced administrative efficiency.

STANDARDS OF THE SUCCESS OF MANAGEMENT

We cannot say that the administration is successful and productive unless the following standards of success are available:

1. Pre planning
 2. Organization.
 3. Leadership and guidance.
 4. Control.
- (Mahmoud, 2003, p.45)

MANAGEMENT FIELDS:

Management fields varies according to goal desired to achieve and according to the function every field support. (Mahmoud, 2003, p.48)

1. Production Management: It performs a major role in industrial projects, whether they are extractive, manufacturing or aggregate projects, and it includes a range of activities and policies.
2. Marketing management: Marketing management exercises a vital activity in any area whether it is industrial like projects that produce good, or services such as hospitals. It determines the demand for the commodity before production via performing marketing research.
3. Personal Management: It is known as human resource management (HR) or management of the human element affairs in the organization.
4. Research Management: This targets a tremendous development in several aspects like technology and globalization. This development affects production, equipment, raw materials, and production and operation methods.
5. Finance Management: It specializes in financial operations of the organization which aims to provide the necessary funds to carry out activities and achieve the goals of the organization.
6. Purchase Management: It provides the raw materials, supplies and needs necessary for the organization.

7. Inventory Management: It works on providing a place for storage of raw materials and good and from there they are sent to the market.
8. Maintenance Management: It develops to maintain tools, equipment, buildings and individuals in the organization. It also defines the means used to protect personnel and material from hazards at work.
9. Public Relation Management: It is link between organization and public, and between organization and other organizations.

OBSTACLES FACING MANAGEMENT:

1. Poor management and inadequate regulation: Poor administration leads to loss of staff time, especially the manager's.
 2. Excess in the number of employees: Increasing the number of employees over the appropriate limit results in waste of time. Drucker says that the manager who spends more than 10% of his time in solving the problems of human relationships and conflicts between employees have a number of surplus. Excess number will not be unemployed but will impede others from performing their jobs and wasting their time due to increased friction and interaction opportunities.
 3. Increasing the number of meetings over a reasonable limit.
 4. Meetings are expensive in terms of time, effort and money, and therefore the director must be keen to reduce the number of meetings to a minimum and should call only for the participation of the respective personnel.
 5. Insufficient information and communication systems .information constitute the keystone of the manager job and thus a great time could be wasted as a result of the late arrival of information or as a result of the arrival of inaccurate information.
 6. Hesitation in decision-making, i.e., any fear of making mistakes, incorrect authorization and wrong order of priority.
 7. Excessive phone calls.
 8. Starting a task before thinking about it or planning for it, the transition to a new task before the completion of the previous one, and paying attention to less important routine matters.
- (Ajami, 2008, p. 313)

To minimize these obstacles, the manager must do the following:

1. The manger do not get involved in unnecessary discussions, personal advice ,apologies or long comments long when someone visits him/her.
2. Take to visitor in a standing position to reduce time consuming .
3. Deal graciously with visitors.
4. Openness and clarity in what the manager prefers and desires to talk about.
5. The manager asks for a quick summary of what the interviewee wish to discuss
6. Setting the agenda because the existence of a specific timetable will limit interruption.
7. Setting time limits when discussing a subject when a subordinate wants to allocated it for discussion.

PLANNING

THE CONCEPT OF PLANNING:

Planning is imperative to success of any business. It is specialized in defining goals, means and capabilities required to achieve them, and in clarifying the role of each individual and management in the implementation of the plane objectives. Planning is defined as "scientific and particular method to link between objectives and the means used to achieve them and shape the way that determines decisions and policies and how to implement them with the attempt to control events by following deliberate policies with specific objectives and results". (Alsaïd, 1990, p.2)

THE SIGNIFICANCE OF PLANNING

Planning is great importance since it predicts the future. In its ordinary sense, planning often match the reality and it often seek to develop specific goals that do not need a long period of time to achieve. (Khattab, 1985, p.41)

One of the elements that highlight the distinct nature of the planning process is that it contributes to facilitate the achievement of the main and the subsidiary objectives of the project.

Planning proceeds the implementation of other management functions such as organizing, directing and control, and therefore the planning function is performed with the awareness of all administrative level starting from the chairman descending to workers' supervisor of project.

However, the planning characteristics ,extent and importance vary from one administrative level to another depending on the amount of the authority granted and nature of the policies pursued in the project. Therefore ,the efficiency of planning is measured on their implementation and between the degree of contribution of the plans in achieving the objectives of the project.(Almasri, 2004,p.29)

ORGANIZATION: DEFINITION

Organization is defined as the coordination and unification of efforts, actions and activities including the identification of authority and responsibility given to individual for the purpose of achieving the goals.

Despite the diversity of definitions of organization in the literature, they share the display of several indicators that must be met in any organization .the most notable indicators are the following (Lozi,2002,p.23)

- 1-The existence of a specific and canonical goal.
- 2-The existence of activities required to achieve these goals
- 3-The availability of qualified and trained individuals to do that work.
- 4-The availability of the important principals in organization, such as specialization, devastation of labor, supervision, guidance, unity of command,

THE IMPORTANCE OF ORGANIZATION

Importance of the organization can be identified through the following

1. Organization leads to lack of overlap.
2. It contributes in clarification and identification of objectives.
3. It seeks to guide the human efforts to propose the efficiency ,effectiveness and achieving goals
4. It helps optimize the use of human resource.
5. It contributes in achieving ease of communication process.
6. Good administrative organization contributes to clarify the evaluation, follow –up and accounting operations.

(Lozi, 2002, p. 23-24)

OBJECTIVES OF ADMINISTRATION ORGANIZATION:

Administrative organization has several goals including: formal objectives, particular objective and operational objectives. From these objectives, several subsidiary goals emerge and these goals are as follows:

1. Clear definition of responsibilities, competence and administrative relation within the organization.
2. Clear definition of powers granted to individuals and employees.
3. Achieving good coordination between the administrative units and between employees inside the organization.
4. Providing a work environment and regulatory climate that helps to accomplish goals .clear division of labor at all levels.
5. Clear division of labour at all levels.
6. Determining the horizontal and vertical relationships between parts and at all levels.
7. Appropriate choice for individuals and workers.

DIRECTING

The next step after formulating the organization plans and framing its system and staff and employing individuals is directing and guiding people towards achieving the organizational aims.the function and role of the director/managerial/ leader is guiding the followers /employees to encourage and support.

The encouragement strategy refers to guiding and raising awareness among community of workers to be united. If it is achieved, it is a good sign of development. (Fahmi Othman, 2003, p.112)

DIRECTING VARIABLES

The directing of bosses by the leader is based on the types of leadership (Dictatorate, democracy, flexibility), and the decision-taking styles. Some of the variables are the importance of the case, leader's

type, encouraging bosses, and moreover,

1. Know all facts/details about the case.
2. Think of the result of taking the decision.
3. Take into consideration the individual element for taking decision.
4. Make sure that the taken decision is the right one.
5. Distribute primary to all workers.
6. Make straight and clear commands.
7. Follow-up everyone has been delegated and giving specific commands either written or orally.

SUGGESTIONS ON DIRECTING PROCESS:

There are certain suggestions as follows:

1. Avoiding rough guidance.
2. Being attention to oral direction their reflection.
3. Giving chance for staff's inquires
4. Encouraging feedback so to develop situation.
5. Specific and to point orders are recommended.
6. Details are given for senior assistances.
7. Avoiding contradiction instruction.
8. Avoiding discrimination among all staff.

CONCLUSION

This paper has discussed management, its definition and importance. It has provided a short history of the development of management. It also presented the tasks, functions, principles and applications of management. It has focused on the applications of management presenting some important aspects of planning, organizing and directing.

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