

# 1

## Chapter

# Introduction to Management

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## LEARNING OUTLINE

*FOLLOW THIS LEARNING OUTLINE AS YOU READ AND STUDY THIS CHAPTER.*

### **What Is An Organization?**

- Describe the characteristics of an organization.
- Explain how the concept of an organization is changing.

### **Who Are Managers?**

- Explain how managers differ from non-managerial employees.
- Discuss how to classify managers in organizations.

### **What Is Management?**

- Define management.
- Contrast efficiency and effectiveness. Explain why efficiency and effectiveness are important to management.

### **What Do Managers Do?**

- Describe the four functions of management.

# Chapter 1 Introduction Mba Notes

**Mike Jess**



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