

# Business Communication Study Guide 1

## Chapter 1

**Management Definition:** The art and science of accomplishing individual and organizational goals through the efforts of individuals and groups using planning, organizing, leading, and controlling.

- Principles of management are the means by which you accomplish tasks through others—individually, in groups, or in organizations.

### 3 types of managers, supervisory/manager descriptions

1. **Top Managers:** Responsible for developing the organization's strategy and acting as a steward for its vision and mission.
2. **Functional Managers:** Responsible for the efficiency and effectiveness of a specific business area (ex: accounting or marketing). (could be called Brand Managers)
3. **Supervisory Managers/Team Managers:** Responsible for coordinating a subgroup of a particular division or a team composed of members from different parts of the organization. (e.g. Hotel managers, responsible for staffing to customer service to flowerling display.)
4. **Line & Staff managers** serve 2 distinct functions. Line managers (product or service managers) lead a team that contributes directly to the products or services the organization creates. Staff Manager: leads a function that creates indirect inputs (finance & accounting), & also serves as a supporting role.
5. **Project Manager:** responsible for the planning, execution, and closing of a specific project.
6. **General Manager:** responsible for managing the identifiable revenue-producing unit (ex: store, business unit, or product line). Make decisions across various functions and have rewards tied to the performance of the entire unit. Take direction from their top executives & must 1st understand the executives' overall plan and then set a specific goal for their department to fit with the plan.

### Mintzberg's 10 Managerial Roles and the 3 Mintzberg uses to Categorize Feedback:

**Interpersonal:** involve providing information and ideas.

- **Figurehead:** manager represents the organization in all matters of formality, basically the face of the organization.
- **Leader:** Giving leadership
- **Liaison:** managers use liaison to gain favors and information and maintain routine workflow. Managers must communicate with internal and external contacts. Be able to network effectively on behalf of your organization.

**Informational:** involve processing information

- **Monitor:** Receive and collect information. Also monitoring the team, in terms of productivity and well-being.
- **Disseminator:** Transmitting information into the organization.
- **Spokesperson:** disseminates the organization's info into its environment. Responsible for transmitting info about the organization and its goal to the outside people.

**Decisional:** involve using information

- **Entrepreneur:** Initiates change. Create and control change within the organization, meaning solving problems, generating new ideas, and implementing them.

# Business Communication Study Guide

**Liyong Dong**



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