

MANAGEMENT is the administration of an organization, whether it is a business, a not-for-profit organization, or government body. Management includes the activities of setting the strategy of an organization and coordinating the efforts of its employees (or of volunteers) to accomplish its objectives through the application of available resources, such as financial, natural, technological, and human resources. **FIVE FUNCTIONS OF MANAGEMENT:** 1. planning 2. organizing 3. commanding 4. coordinating 5. controlling **SWOT ANALYSIS** is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning **HUMAN RESOURCE MANAGEMENT (HRM OR HR)** is the strategic approach to the effective management of people in a company or organization such that they help their business gain a competitive advantage. Human resource management is primarily concerned with the management of people within organizations, focusing on policies and systems. **MAIN FUNCTIONS OF A MANAGER BY PETER DRUCKER:** 1. Setting Objectives & Planning 2. Organizing the Group 3. Motivating & Communicating 4. Measuring Performance 5. Developing People. **MICHAEL PORTER FOUR CORNERS MODEL:** 1. Motivation – drivers 2. Motivation – management assumptions 3. Actions – strategy 4. Actions – capabilities **OPERATIONS MANAGEMENT** is an area of management concerned with designing and controlling the process of production and redesigning business operations in the production of goods or services. It involves the responsibility of ensuring that business operations are efficient in terms of using as few resources as needed and effective in terms of meeting customer requirements. **DELTA MODEL** is a customer-based approach to strategic management. Compared to a philosophical focus on the characteristics of a product, the model is based on consumer economics. **BUSINESS PROCESS MANAGEMENT (BPM)** is a discipline in operations management in which people use various methods to discover, model, analyze, measure, improve, optimize, and automate business processes. **CONTINUOUS IMPROVEMENT AND FOCUSED MONITORING SYSTEM (CIFMS)** is a process management and quality management concept, which offers companies "quick wins" benefits, which enable them to produce high quality products with shorter lead-time. **BUSINESS PROCESS AUTOMATION (BPA)** also known as business automation or digital transformation, is the technology-enabled automation of complex business processes. It can streamline a business for simplicity, achieve digital transformation, increase service quality, improve service delivery or contain costs. It consists of integrating applications, restructuring labor resources and using software applications throughout the organization. Robotic process automation is an emerging field within BPA and uses artificial intelligence. **PETER DRUCKER:** was an Austrian-born American management consultant, educator, and author, whose writings contributed to the philosophical and practical foundations of the modern business corporation. **PHILIP KOTLER:** is an American marketing author, consultant, and professor; He gave the definition of marketing mix. Kotler describes strategic marketing as serving as "the link between society's needs and its pattern of industrial response. **E-COMMERCE:** the activity of buying or selling of products on online services or over the Internet.