

P. G. 4rth Semester

Taterway

C. C. 3 - Concept of management

Unit 1 – Management as a system

**Topic – 3. Types of management
Science**

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Types Of Management

Management is doing things right. It's the discipline of planning, organizing, leading and controlling an organization.

Management has many faces. That is to say that managers have many styles and management has many types.

These are the most common types of management -

Types of Management

- 1. Strategic Management – strategic management looks at an organisation’s overall strategy formation and execution with the goal of growing and sustaining competitive advantage .**

- 2. Sales management - Management of sales territories, teams or account.**

- 3. Marketing Management – Management of marketing strategies, products, brands ,and promotions.**

- 4. Public Relations - Managing communications between an organisation and the public.**

- 5. Operation management- The management of production of good and service. Operation management is a board**

field that describes everything from manufacturing management to retail Management.

6. Supply chain management- Managing the process of moving a product or service from supplier to customer.

7. Procurement Management- Managing the acquisition of goods and services from external sources.

8. Financial and accounting management- Managing financial an accounting processes and teams.

9. Human resource Management- Responsible for attracting ,hiring, training, compensating, rewarding and managing the performance of employees. Human

resource places a key roll in forming and overseeing's an organisation's culture.

10. Information technology management- Managing information technology teams and processes.

11. Research and development management- The management of research and development process and teams.

12. Engineering Management- Managing the applications of engineering to business solution. For example-new product development, manufacturing I and constructions.

- 13. Program management- Program management is the management of ongoing portfolio of projects.**
- 14. Project management- Project management is the planning, organisation and control of projects.**
- 15. Risk management- Risk management is the discipline of identifying, assessing and controlling the chance that objectives and process will have negative consequences.**
- 16. Change management- Change management applies a structured approach to business change. The goal of change management is to help organisations and teams make smooth transition to target states.**

- 17. Quality management- The management of quality planning ,control, assurance and improvements.**
- 18. Innovation management- The management of innovation process such as strategy, research and development or organisational change.**
- 19. Design management- The management of design process such as new product design.**
- 20. Facility management- The management of facility such as offices and data centres.**
- 21. Knowledge management- Knowledge management enables the identification, creation, representation, distribution and**

use of knowledge. In a knowledge driven economy, this has become a critical field.