

Media Management

Masters
Journalism & Mass Communication



Management Principles





Management

Definition

It is a process of designing and maintaining an environment in which individuals, working together in groups, efficiently accomplish selected aims.



PRINCIPLES

In management, principles are fundamental truths



TECHNIQUES

Techniques are essentially ways of doing things.



EFFECTIVENESS

To achieve objectives within the available resources



EFFICIENCY

To achieve objectives at the least cost of resources.



ORGANIZATION

It is a deliberate arrangement of people to accomplish some specific purpose



Characteristics of an Organization

- Distinct Purpose
- Deliberate Structure
- People



INPUTS

- Human
- Capital
- Managerial Skills
- Technological Application



OUTPUTS

- Products
- Services
- Satisfaction
- Goal Achievement
- Profits



STAKE HOLDERS

- Owners
- Employees
- Consumers
- Suppliers
- Stock Holders
- Government
- Community



SYSTEM

Is a set of inter-related and inter-dependent parts arranged in a manner that produces a unified whole.

- Closed system
- Open system



SYSTEM

Closed System

System that is not influenced by or does not interact with its environment.

Open System

System that is dynamic and interacts with its environment.



Functions Of Management

- Planning
- Organizing
- Staffing
- Leading
- Controlling

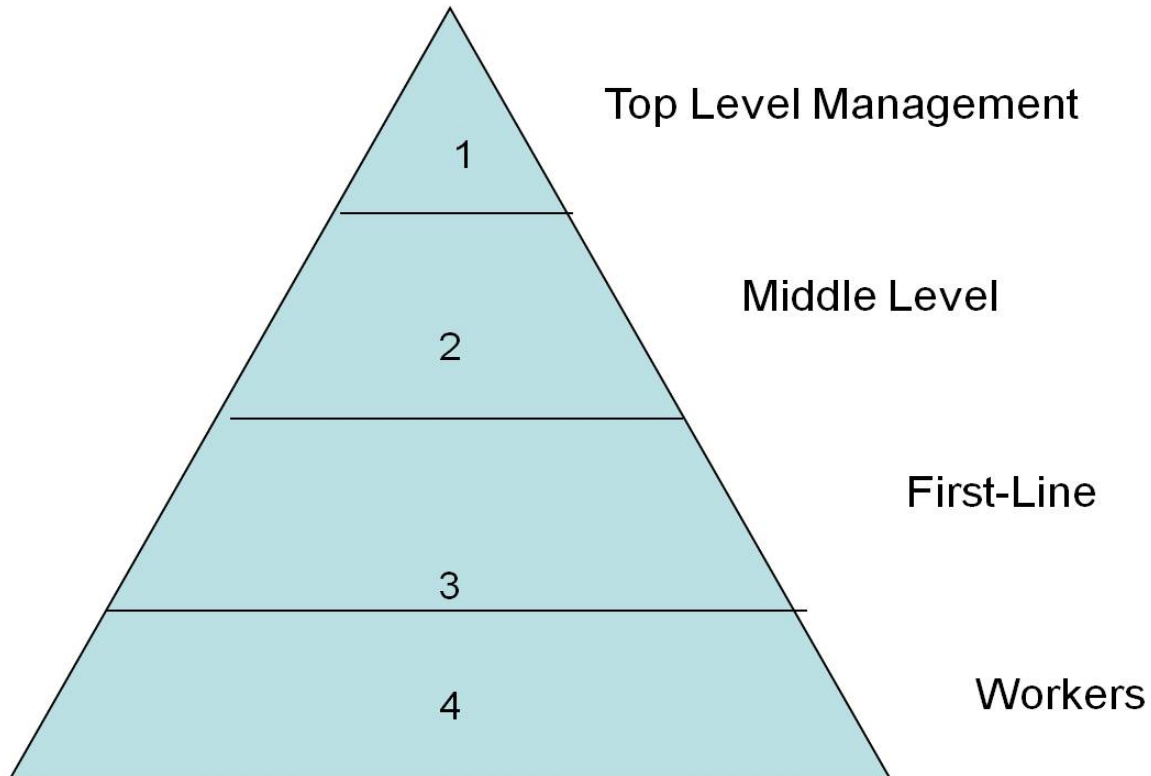


FUNCTIONS OF MANAGERS

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LEVELS OF MANAGEMENT





Levels Of Management

Top level :Top Managers

Responsible for making decisions and setting policies that affect all aspects of organization.



Mid Level :Middle Level Managers

Responsible for working out strategies and plans to implement decisions and policies made by top level managers.



FIRST LINE LEVEL : Supervisors

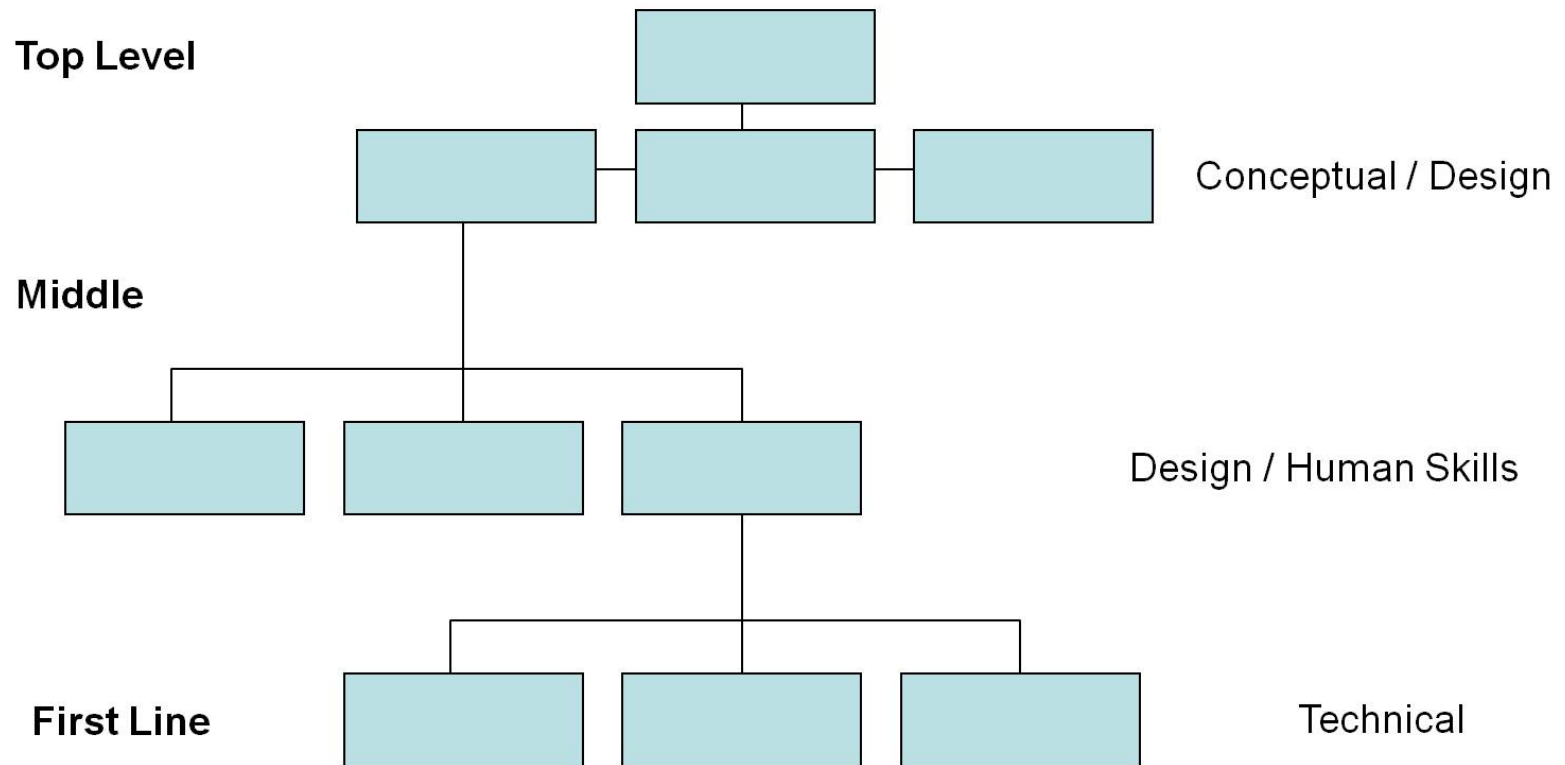
Responsible for ensuring work is done according to plans.



WORKERS : Operatives

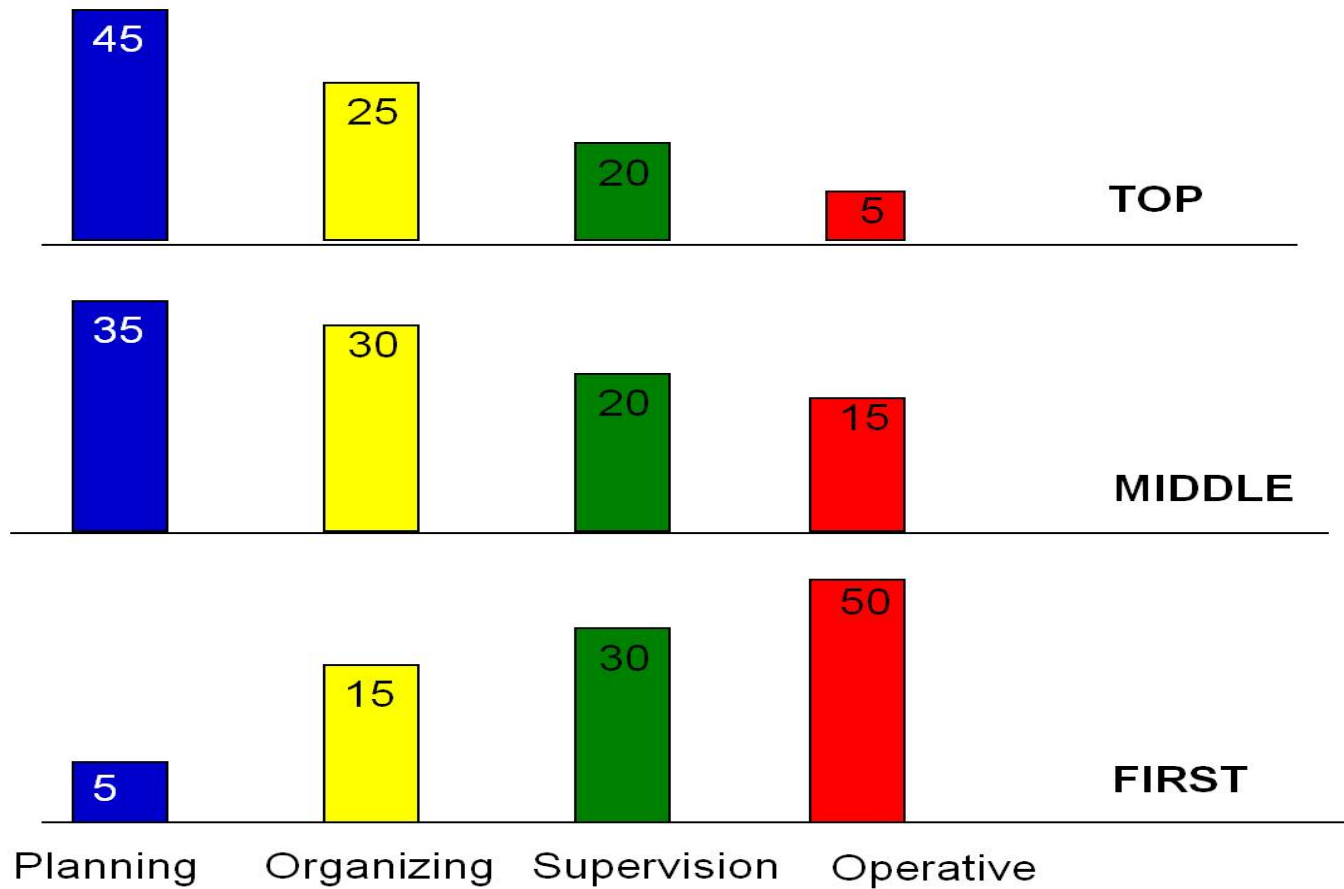
People who work directly on a job or task and have no responsibility for work of others.

MANAGERIAL SKILLS





MANAGERIAL FUNCTIONS





MANAGERIAL ROLES

- Interpersonal
- Informational
- Decisional



INTER PERSONAL ROLE

- Figurehead
- Leader
- Liaison



INFORMATIONAL ROLE

- Monitor
- Disseminator
- Spokesperson



DECISIONAL ROLE

- Entrepreneur
- Disturbance Handler
- Resource Allocator
- Negotiator



Beyond Classroom

Find out about the Media Management of 2 Media House



Thank You