

**P. G. 4rth Semester  
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.**