

CHAPTER 6
The Management Process
Study Guide

Define:

management*

planning

mission

strategic planning*

goal

objective

plan

strategy

operational plan*

contingency plan

organizing*

motivating

directing*

controlling

top management

middle management

first-line management

financial managers

operations manager

marketing manager

human resources manager*

administrative manager

technical skill

conceptual skill

interpersonal skill

leadership

laissez-faire leader

democratic leader

decision making

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