

# Основи на менаџмент

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## Предговор

Менаџментот е стар колку и човечкиот род и познато е дека свесно е практикуван од тогаш па наваму. Современиците истакнуваат дека менаџментот е генеричка функција на сите организации и генерички орган на општеството на знаење. Токму таа негова вредност иницирала потреба денес менаџментот да се предава како предмет на сите универзитети кои ги едуцираат студентите за организиско работење. Според својата содржина и структура, учебникот „Основи на менаџмент“ ги опфаќа најважните принципи, процеси и концепти кои се во основата на современиот менаџмент како наука, практика, уметност и вештина. Учебникот се состои од пет дела:

Првиот дел е со воведен карактер, проследен со глава I, која се занимава со *еволуцијата на менаџментот како практика и наука*, со посебен акцент на разни пристапи и училишта за управување во дваесеттиот век и глава II, која ги содржи основните карактеристики на *менаџментот* како процес и *менаџерите* како реализатори на тој процес - основа за правилно разбирање на процесот и функциите на менаџментот и оние кои го практикуваат и спроведуваат, со осврт на сопственоста и опкружувањето како фактори на исклучително важно влијание врз процесот.

Вториот дел ги содржи: глава III - *Основи на планирањето*, во која на планирањето се приоѓа како кон процес кој има дефинирани цели и се потребни соодветни стратегии за негово реализација и глава IV - *Одлучување*, во која се осврнуваме на видовите и стиловите на овој процес, како и на процесот на донесување решенија и нивна евалуација.

Третиот дел ги опфаќа прашањата за *организација* - глава V, и *Управувањето со човечки ресурси* - глава VI. На организацијата и пристапуваме од аспект на нејзиното дизајнирање, нејзините модели, но и на авторитетот и моќта и распонот на нивна контрола. Човечките ресурси се третираат од аспект на нивна регрутација, селекција и социјализација, потоа нивниот развој, евалуација на нивниот резултат, но и надоместоците и мотивацијата на истите.

Четвртиот дел се однесува на основните прашања на лидерската функција: *Комуникација* - глава VII, *Мотивација* - глава VIII, *Управување со групи* - глава IX и *Лидерство* - глава X. Комуникацијата се разгледува од аспект на многу значаен организациски процес кој е причина за успешниот или неуспешниот тек на информации во секоја организација. Теоретскиот пристап кон мотивацијата придонесува за нејзино разбирање како двигател на ефикасноста на сите процеси, кој во различно ниво на развој на мислата за менаџмент имал различни пристапи. Организациските групи и тимови се носители на ефективноста на работниот резултат и нивните видови, карактеристики, конфликти и нивно разрешување, се аспекти кои ќе им помогнат на студентите правилно да ги разберат за да бидат дел од нив. Лидерството и лидерите се алките на текот на бизнис процесите кои го поврзуваат ефективното и ефикасното. Даден е краток преглед на нивните пристапи и развој, а акцентот е ставен на современите теории.

Петтиот дел, глава XI ги прикажува основните на *Контролирањето* како раководна функција, стиловите на контролирање, како дефинирањето стандарди, мерењето, споредувањето и преземањето корективни акции за неправилно реализације на процесот.

На почетокот на секое поглавје, дадена е основната содржина и она што е потребно да го научат во тоа поглавје. На крајот на секое поглавје, понудени се прашања за дискусија и проверка на учењето. Овие прашања ќе им помогнат на студентите да се подготвуваат за организациските проблеми и да донесуваат поефективни и поефикасни одлуки.

Авторот се заблагодарува на рецензентите за поддршката и стимулациите, но и за конструктивни забелешки за создавање на овој учебник.

Авторот се заблагодарува и на сите оние кои во иднина, ќе даваат коментари, предлози и предлози да го направат следното издание уште подобро.

Авторот

## ПРЕДГОВОР ПРВ ДЕЛ

### ГЛАВА I. ЕВОЛУЦИЈА НА МЕНАЏМЕНТОТ

1. РАНИ ТЕОРИИ НА МЕНАЏМЕНТОТ
  - 1.1. Менаџментот кај древните цивилизации
  - 1.2. Управувањето во феудализмот
  - 1.3. Менаџмент на индустриската револуција
  - 1.4. Менаџментот во капитализмот

*Прашања за дискусија и проверка на учењето*

### 2. РАНИ ТЕОРИИ И ТЕОРЕТИЧАРИ НА МЕНАЏМЕНТОТ

- 2.1. Класично школо за менаџмент
- 2.2. Бихевиористичко школо за менаџмент
- 2.3 . Квантитативно школо за менаџмент
- 2.4. Системско школо за менаџмент
- 2.5. Ситуациско - контингентно школо за менаџмент
- 2.6. Современи концепти во развојот на менаџментот на XX век
- 2.7. Современи трендови во развојот на менаџментот

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### ГЛАВА II: МЕНАЏМЕНТОТ И МЕНАЏЕРИТЕ

1. МЕНАЏМЕНТ
  - 1.1. Поим и дефинирање на менаџментот
  - 1.2. Основна поделба на менаџментот
  - 1.3. Менаџментот и сопственоста
  - 1.4. Менаџментот и опкружувањето
2. МЕНАЏЕРИ
  - 2.1. Поимот менаџер
  - 2.3. Видови менаџер
  - 2.4. Карактеристики на менаџерите

*Прашања за дискусија и проверка на учењето*

## ДЕЛ ВТОР – ПЛАНИРАЊЕ

### ГЛАВА III: ОСНОВИ НА ПЛАНИРАЊЕ

1. ПОИМ, ЗНАЧЕЊЕ И ЦЕЛИ НА ПЛАНИРАЊЕТО
  - 1.1. Планирањето како функција на менаџментот
  - 1.2. Планирањето како процес
  - 1.3. Планирањето како научна дисциплина
2. ПРОЦЕСОТ НА ПЛАНИРАЊЕ
  - 2.1. Поим, значење и цели на процесот на планирање
3. ОРГАНИЗАЦИСКИТЕ ЦЕЛИ КАКО ПРОИЗВОД НА ПЛАНИРАЊЕТО
  - 3.1. Поим и значење на организациските цели
  - 3.2. Видови организациски цели
  - 3.3. Карактеристики на организациските цели
  - 3.4. Пристапи за поставување организациски цели

#### **4. СТРАТЕГИТЕ КАКО ПРОИЗВОД НА ПЛАНИРАЊЕТО**

4.1. Стратегии - поим, значење и карактеристики

4.2. Видови стратегии

#### **5. ПЛНОВИ**

5.1. Планови - поим и значење

5.2. Видови планови

5.3. Карактеристики на плановите

5.4. Постојани планови и планови за еднократна употреба

#### **6. ТЕХНИКИ И РЕСУРСИ ВО ПЛАНИРАЊЕТО**

6.1. Проценување на деловното опкружување

*Прашања за дискусија и проверка на учењето ДЕЛ*

### **ТРЕТ ДЕЛ**

#### **ГЛАВА IV: ОДЛУЧУВАЊЕ**

##### **1. ОДЛУЧУВАЊЕ - ПОИМ, УЛОГА И ЗНАЧЕЊЕ**

##### **2. ТЕКОТ НА ПРОЦЕСОТ НА ОДЛУЧУВАЊЕ**

2.1. Идентификување на проблемот

2.2. Утврдување причината за настанат проблем

2.3. Креирање решенија

2.4. Евалуација на решенија

2.4.1. Методи на евалуација на алтернативни решенија

2.5. Избор на решение

2.6. Имплементација на одлука

2.7. Евалуација на ефективност на одлука

##### **3. ВИДОВИ И СТИЛОВИ НА ОДЛУЧУВАЊЕ**

3.1. Видови одлуки

3.2. Стилови на одлучување

##### **4. ОДЛУЧУВАЊЕ ВО СОВРЕМЕНИ УСЛОВИ НА ДЕЛОВНО РАБОТЕЊЕ**

*Прашања за дискусија и проверка на учењето*

### **ТРЕТ ДЕЛ - ОРГАНИЗИРАЊЕ**

#### **ГЛАВА V: ОРГАНИЗАЦИСКА СТРУКТУРА**

##### **1. ОРГАНИЗИРАЊЕ - поим, значење и цели**

##### **2. УТВРДУВАЊЕ И ПОДЕЛБА НА РАБОТАТА**

2.1. Утврдување на работа

2.2. Поделба на работата

##### **3. ДЕПАРТАМЕНИЗАЦИЈА**

3.1. Департанизација - поим, улога, значење

3.2. Методи на департанизација

3.3. Модели на департанизација

3.4. Донесување одлуки за департанизација

3.4.1. Фактори што влијаат врз одлучувањето за департанизација

3.5. Избор на организациска структура

#### 4. ДЕЛЕГИРАЊЕ АВТОРИТЕТ

4.5. Авторитет и моќ

4.6. Процесот на делегирање авторитет и моќ

#### 5. ЦЕНТРАЛИЗАЦИЈА И ДЕЦЕНТРАЛИЗАЦИЈА

5.1. Централизација и децентрализација како тенденции

5.2. Бизнис децентрализација

6. Воспоставување обем на контрола

6.1. Поим за степен на контрола

6.2. Обемот на контрола и организациска структура

*Прашања за дискусија и проверка на учењето*

### ГЛАВА VI: УПРАВУВАЊЕ СО ЧОВЕЧКИ РЕСУРСИ

1. МЕНАЏМЕНТ НА ЧОВЕЧКИ РЕСУРСИ - поим, значење, цели

#### 2. ПЛАНИРАЊЕ НА ЧОВЕЧКИТЕ РЕСУРСИ

2.1. Планирање на човечки ресурси - поим, значење, цели

2.2. Процесот на планирање на човечки ресурси

#### 3. РЕГРУТИРАЊЕ, СЕЛЕКЦИЈА И СОЦИЈАЛИЗАЦИЈА

3.1. Регрутирање

3.2. Селекција

3.3. Социјализација на новопримените вработени

#### 4 РАЗВОЈ НА ЧОВЕЧКИ РЕСУРСИ

4.1. Развој на човечките ресурси - поим, значење, цели

#### 5. ОЦЕНУВАЊЕ НА УЧИНОКОТ НА ВРАБОТЕНИТЕ

5.1. Оценување на резултатот - поим, значење, цели

5.2. Оценување на резултатот на извршителите

5.3. Оценување на резултатот на менаџерите

#### 6. НАДОМЕСТОЦИ И БЕНЕФИЦИИ

6.1. Стратегии на материјални надомести

6.2. Нематеријални стратегии - бенефиции

*Прашања за дискусија и проверка на учењето*

## ЧЕТВРТ ДЕЛ - ЛИДЕРСТВО

### ГЛАВА VII: КОМУНИКАЦИЈА

1. КОМУНИКАЦИЈА - поим, значење и цели

#### 2. КОМУНИКАЦИЈАТА КАКО ПРОЦЕС

2.1. Селекција на информации

2.2. Кодирање на информации

2.3. Пренесување на пораки

2.4. Примање пораки

2.5. Декодирање

2.6. Воспоставување повратна комуникација

#### 3. ВИДОВИ КОМУНИКАЦИЈА

3.1. Вербална и невербална комуникација

3.2. Комуникација со надолен тек, со нагорен тек и хоризонтална комуникација

#### 4. КОМУНИКАЦИСКИ МРЕЖИ

4.1. Видови и карактеристики на комуникациски мрежи

4.2. Формални и неформални комуникациски мрежи

5. ПРЕПРЕКИ НА ЕФИКАСНИ КОМУНИКАЦИИ
  - 5.1. Поим и видови препреки за ефикасна комуникација
  - 5.2. Извори на препреки во комуникација во организациите
  - 5.3. Надминување на комуникациските препреки и развој на систем за комуникација
  - 5.4. Подобрување на системот на комуникација

*Прашања за дискусија и проверка на учењето*

#### ГЛАВА VIII: МОТИВАЦИЈА

1. МОТИВАЦИЈА И МОТИВИРАЊЕ
  - 1.2. Улога и значење на мотивацијата
  - 1.3. Фактори на индивидуална на мотивацija
2. ТЕОРИИ ЗА МОТИВАЦИЈА
  - 2.1. Класични теории на мотивацija
  - 2.2. Содржински теории на мотивацija
  - 2.3. Процесни теории на мотивацija
3. ВЛИЈАНИЕТО НА МОТИВАЦИЈАТА ВРЗ УЧИНОКОТ НА ОРГАНИЗАЦИЈАТА

*Прашања за дискусија и проверка на учењето*

#### ГЛАВА IX: УПРАВУВАЊЕ СО ОРГАНИЗАЦИСКИ ГРУПИ И ТИМОВИ

1. ПОИМ ЗА ОРГАНИЗАЦИСКИ ГРУПИ И ТИМОВИ
  - 1.1. Улога и значење на групите
  - 1.2. Причини за вклучување на луѓето во групи
  - 1.3. Животен циклус на групите
  - 1.4. Карактеристики на групите
  - 1.5. Видови групи
2. ТИМОВИТЕ КАКО ПОСЕБЕН ВИД ГРУПИ
  - 2.1. Тимови - поим, значење и цели
  - 2.2. Карактеристики на тимовите
  - 2.3. Видови тимови
  - 2.4. Состав на тимовите
  - 2.5. Улоги на членовите на тимот
  - 2.6. Формирање и развој на тимови
  - 2.7. Карактеристики на ефикасни тимови
3. Групите и организациската продуктивност
  - 3.1. Реалниот резултат на организацијата
4. Групно одлучување
  - 4.1. Групна поларизација и групна заслепеност
  - 4.2. Предности и недостатоци на групното одлучување
5. УПРАВУВАЊЕ СО КОНФЛИКТИ
  - 5.1. Поим за конфликт
  - 5.2. Карактеристики на конфликтите
  - 5.3. Структура на конфликтите
  - 5.4. Конфликтно однесување
  - 5.5. Причини за конфликти
  - 5.4. Видови конфликти
  - 5.5. Начини на управување со конфликти

*Прашања за дискусија и проверка на учењето*

**ГЛАВА X: ЛИДЕРСТВО**

**1. ЛИДЕРСТВО И ЛИДЕРИ**

- 1.1. Дефинирање на лидерството
- 1.2. Лидери - улога, карактеристики

**2. ВИДОВИ ЛИДЕРСТВИ**

- 2.1. Извори на моќ на лидерите

**3. ТЕОРИИ ЗА ЛИДЕРСТВО**

- 3.1. Теорија на карактерните особини на личноста
- 3.2. Бихевиористички теории за лидерство
- 3.3. Ситуацијски теории за лидерство
- 3.4. Современи теории за лидерство

*Прашања за дискусија и проверка на учењето*

**ДЕЛ ШЕСТИ - ОСНОВИ НА КОНТРОЛА**

**ГЛАВА XI: КОНТРОЛА И КОНТРОЛИРАЊЕ**

**1. ПРОЦЕСОТ НА КОНТРОЛА - поим и значење**

- 1.1. Видови стандарди за мерење резултат
  - 1.1.1. Методи за утврдување на стандарди
  - 1.1.2. Мерење на постигнатиот резултат
  - 1.1.3. Споредување на остварениот резултат со стандардите
  - 1.1.4. Преземање корективна акција

**2. ВИДОВИ И СТИЛОВИ НА КОНТРОЛА**

- 2.1. Видови на контрола
  - 2.1.1. Превентивна, тековна и дополнителна контрола
    - 2.1.1.1. Претходна контрола
    - 2.1.1.2. Тековна контрола
    - 2.1.1.3. Дополнителна контрола
  - 2.2. Стилови на контролирање
    - 2.2.1. Пазарен стил на контролирање
    - 2.2.2. Бирократски стил на контролирање
    - 2.2.3. Контролирање преку група

**3. СТРУКТУРА НА ПРОЦЕСОТ НА КОНТРОЛИРАЊЕ**

- 3.1. Воспоставување на стандарди
  - 3.2. Мерење со стандарди
  - 3.3. Споредување со стандарди
  - 3.4. Преземање корективни акции
- 4. Принципи и правила за ефикасна и ефективна контрола**
- 4.1. Принципи на контрола
  - 4.2. Правила на контрола

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