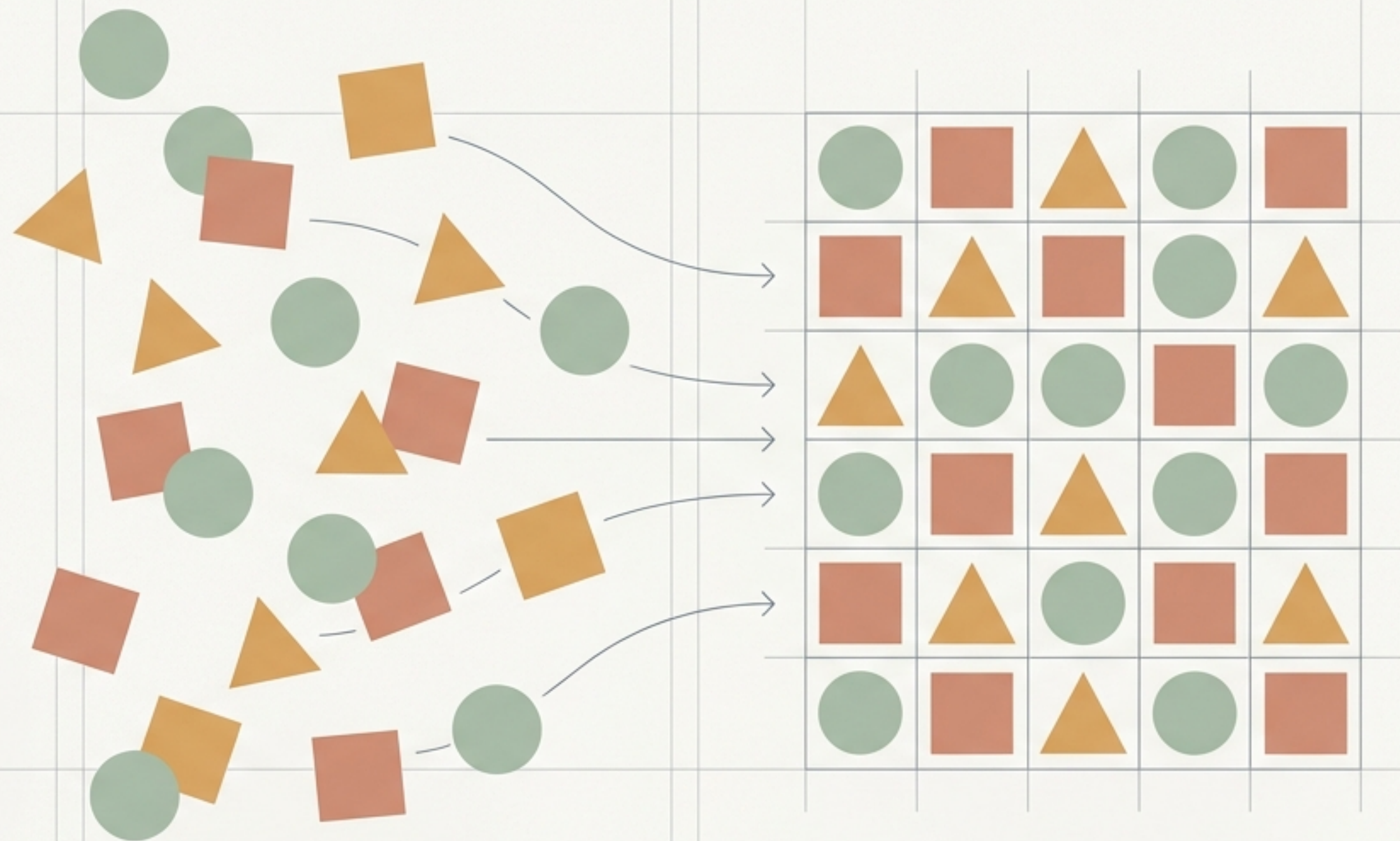
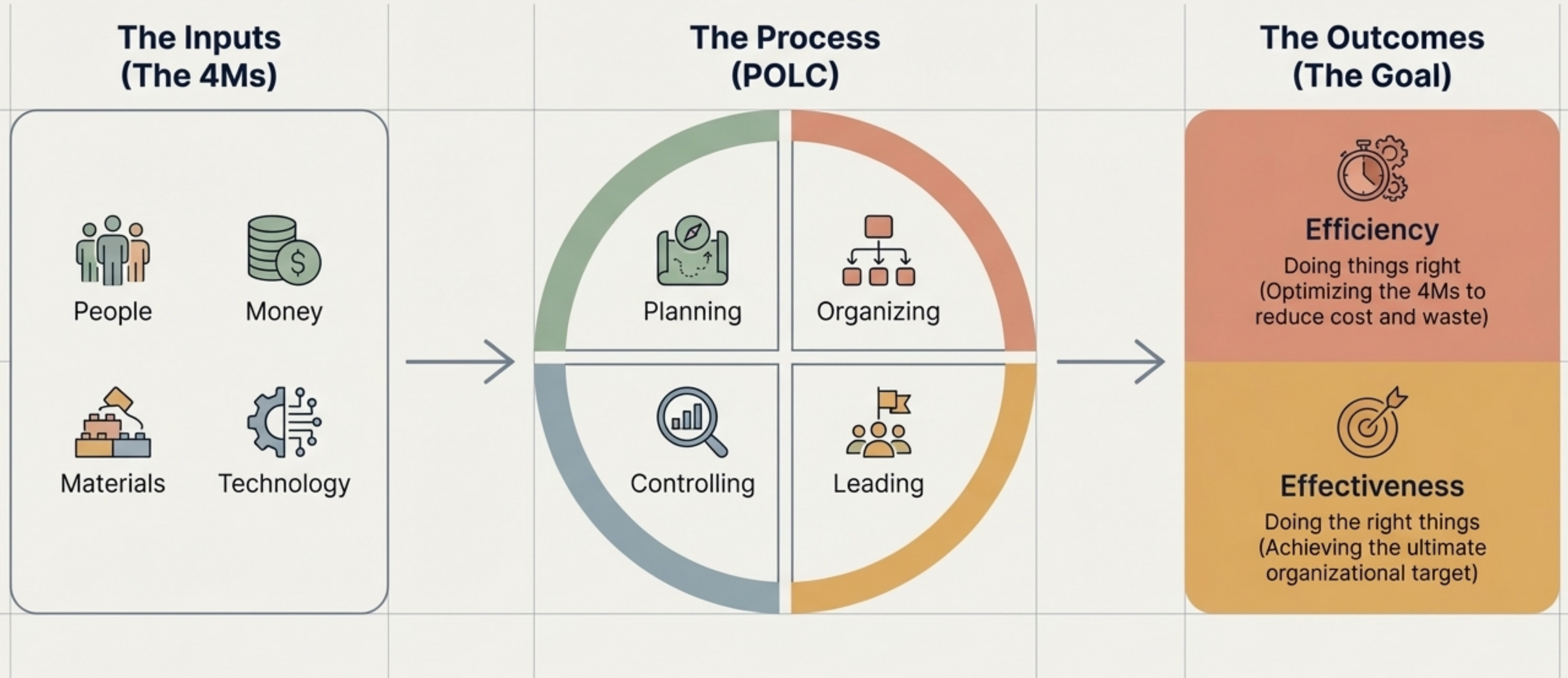


Fundamentals of Management

A visual playbook on the people, processes, and principles that drive organizational success.



Decoding the Management Process



Two Sides of the Same Coin: Management vs. Administration

Administration



Focus: Macro-level, Policy Making.

Role: Owners, Board of Directors (The Decision Makers).

Task: Determines what needs to be done and sets the ultimate objectives.

Sector: Most commonly associated with government, public sectors, and non-profits.

Management



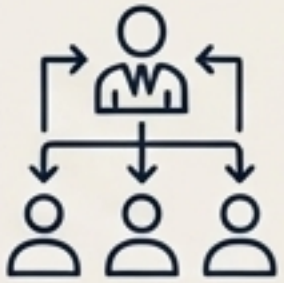
Focus: Micro/Macro-level, Execution.

Role: Managers, Supervisors (The Implementers).

Task: Determines how things will get done to achieve the set objectives.

Sector: Most commonly associated with private sectors and for-profit businesses.

The Symbiosis of Structure and Process



The Organization

The Entity

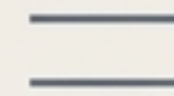
Represents the People, the Goals, and the Structural hierarchy.



Management

The Tool

Represents the Process and the Resource Allocation (driving efficiency and effectiveness).



Organizational Survival & Growth

The ultimate result of managing resources at the lowest cost to achieve maximum output.

Why Management Matters



Optimize Resources

Maximizing the utility of the 4Ms while reducing costs.



Guide Goals

Aligning all moving parts toward a singular, unified direction.



Drive Efficiency

Creating systematic, repeatable processes.



Manage People

Placing the right talent in the right roles, boosting morale, and mitigating conflict.



Build Competitiveness

Fostering adaptability, innovation, and social responsibility.



Eliminate Redundancy

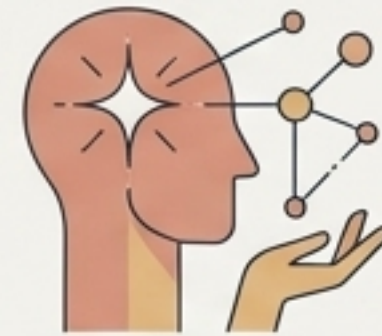
Providing clear structures to prevent confusion and overlapping efforts.

The Duality: A Balance of Science and Art



Science (The Knowing)

- Systematic knowledge, proven theories, and academic principles (e.g., Planning, Staffing).
- The framework that can be studied and codified.



Art (The Doing)

- Practical application, human intuition, and situational adaptation.
- The skills required for decision-making, persuasion, and human interaction.

Mastery requires both: the theoretical foundation of the Science, and the interpersonal execution of the Art.

The Evolution of Management Thought

Era 1: Classical Management

Era 2: Modern Management

1

Scientific Management

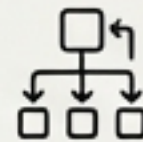
Frederick Taylor's pursuit of the One Best Way.



2

Administrative Management

Henri Fayol's 14 Principles and the POCCC framework.



3

Bureaucracy

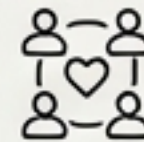
A focus on strict rules, clear hierarchies, and high specialization.



4

Behavioral Approach

Focusing on human factors, motivation, and organizational behavior (e.g., the Hawthorne Studies).



5

Quantitative Approach

Leveraging statistics, operational research, and data analysis to drive decision-making.



The Hierarchy of Management

Top Management

Roles: CEO, President, CFO.

Focus: Vision, mission, and long-term strategic direction.

Middle Management

Roles: Directors, Branch Managers, Department Heads.

Focus: The Bridge. Translating high-level strategy into actionable operational plans.

First-Line Management

Roles: Supervisors, Foremen, Office Managers.

Focus: Daily operations, quality control, and direct employee oversight.

The Thinkers vs. The Doers



Profile 1: The Manager

Focus: The What and the Why.

Responsibilities: Strategizing, delegating, building culture, and evaluating the big picture.

Key Skills: Decision-making, resource allocation, and communication.



Profile 2: The Operator (Staff)

Focus: The How.

Responsibilities: Executing daily tasks, reporting results, and managing specific operational details.

Key Skills: Technical proficiency, procedural adherence, and specific subject matter expertise.

Anatomy of a Manager: Strategy & Structure



Planning (กำหนดกลยุทธ์)

- Setting short-term and long-term goals.
- Defining operational policies and strategic direction.



Organizing (จัดองค์กรและทรัพยากร)

- Allocating the 4Ms (People, Money, Materials, Tech).
- Building the structural framework to support the plan.

Anatomy of a Manager: People & Processes



Leading (นำและสร้างแรงจูงใจ)

- Motivating teams, communicating clearly, and developing employee potential.
- Managing human resources, including welfare and recruitment.



Controlling (ควบคุมและประเมินผล)

- Tracking operational progress and evaluating KPIs.
- Making decisive choices to solve problems and course-correct.

The Management Playbook: Key Takeaways



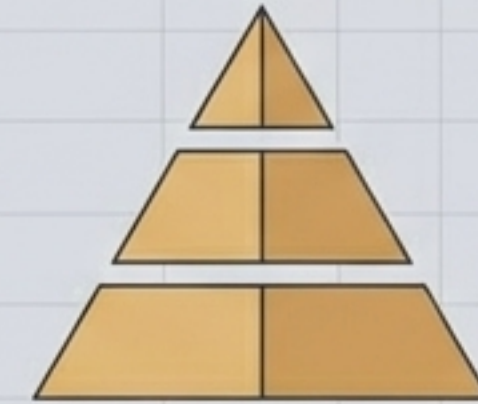
The Core Framework (POLC)

- Plan, Organize, Lead, Control.
- The ultimate goal: Efficiency + Effectiveness.



The Duality

Science (Systematic principles)
+ Art (Human application).



The Hierarchy

- Top (Vision), Middle (Translation), First-Line (Execution).
- Managers define the What and Why; Operators execute the How.