

“To Study on Role and Importance of Managerial Skills in Business”

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Abstract:- This study attempts to analyze the contribution of businessmen in terms of their management skills towards the success of their business. Traditionally the term “management” refers to the activities (often the group of people) involved in the four general functions: planning, organizing, leading & coordinating of resources. Researchers aim at this topic was to discover business sense in different businessmen. The main intention of doing this research was that this research should be guided to the entire young entrepreneur to know all the pros and cons of business before starting. The methods used are descriptive analysis. The data for the study were collected by survey method to find out which skills were required to successfully run the business.

Keywords: Managerial skills, Entrepreneur, Time management.

I. INTRODUCTION

Management is not an easy task. It needs knowledge, skills, efforts and experience. Because of that, there is existence of hierarchy, organizational structure, and possibilities for each organizational member with adequate knowledge, experience and skills to move from the bottom to the middle and top level of managerial pyramid. When we talk about managerial skills, we talk about skills of a manager to maintain high efficiency in the way how their employees finish their everyday working tasks. For this purpose managers need skills which will help them to manage people and technology to ensure an effective and efficient realization of their working tasks. Simply, managerial skills are the knowledge and ability of the individuals in a managerial position to fulfill some specific managerial activities or tasks. However they can be acquired through practical implementation of required activities and tasks. Therefore, each skill can be developed through learning and practical experience of the individuals.

II. LITERATURE REVIEW

Keith Newton in his report Submitted to Small Business Policy Branch, Industry Canada state that there are several issues relating to management skills for small business in Canada. He try to identify that is there any evidence of deficiencies in management skills in the small firm population? Is it possible to identify key management skills for small firms? What are the barriers to the acquisition of the critical skills and on the contrary are there factors or circumstances favorable to their acquisition? What are some of the key characteristics of the demand for and supply of management skills for the small business sector in Canada etc.

Samaneh Ghorbani, Abbas Khodayari and Sardar Mohammadi states that in an general conclusion it can be

said that there is a positive and meaningful relation between organizational environment and managerial skills of managers which are the most rare and at the same time the most valuable capital of the organizations and are of the major and effective factors in the society that has primary and very important role in flourishing and development of human beings (Draker 1945). Considering the present organizational environment in national Olympic committee managers must have special condition and using the results and studies about management issues appropriate methods must be implemented according to organizations status and also try to tend the environment of the committee to an appropriate environment so that an appropriate pattern would be prepared with respect to organizational environment for other organizations and in that case the preliminaries for obtaining the organization’s goals will be provided and also because of the fact that there is no meaningful difference in viewpoint of male and female employees with managerial skills it is necessary that managers would be educated for managerial skills.

Sayed Reza Sayed Javadin, Fereshteh Amin Maryam Tehrani and Ali Ramezani in their study states the relationship between managerial skills and efficiency of bank branches Statistical Society of this research was all the branches in the Tehran city, that those who, at least one year has worked as masters of bank and among these branches, with cluster sampling method 43 Branch randomly selected as example statistical research. The method used for data collection was through questionnaire method and also documents extracted in mallet bank to calculate the branch efficiency. As the responsibility of managers have become heavier, their work and profession has become more specialized and their role for administrating organizations in proper ways has become more sensitive due to the increase efficiency of their organizations is of great importance, if organizations are

enthusiasm to reach their mission ,they should try to establish their management system properly and hire their required skills for role playing and management system properly and hire their required skills for role playing and management duties.

PhD. Roland Sahatcia Prof.Asoc. Dr. Ermira Qosja Anxhela Ferhtataj states the Impact of managerial skills on the efficiency and effectiveness of organizations (a case for Albanian business organizations). The main hypothesis for this research was there existence of correlation between managerial skills and a manager’s efficiency and effectiveness in accordance with the levels of management. The methods used in this study are quantitative research and descriptive analysis. The results of the study reveal the importance of training programs to improve interpersonal skills or “soft skills”, especially for low and middle management. Attention must be paid to the organizational structure, by aiming to make task allocation more reliable and organized and job descriptions logical and brief.

Lori L. Moore, Assistant Professor University of Idaho Rick D. Rudd, Associate Professor University of Florida states the leadership skills and competencies for extension directors and administrators. The key purpose of this study was to discover the major leadership skill areas and specific leadership competencies within each skill area needed by Extension leaders. From the data, it was concluded that Extension leaders need competence in six leadership skill areas: human, conceptual, technical, communication, emotional intelligence, and industry knowledge skills. There appears to be interrelationships between the leadership skills within and between skill areas. This is not a surprising finding due to the fact that leadership involves both the attitudes and behaviors exhibited by leaders and the influence of these on followers. Many of the skill areas include competencies that relate to the leader themselves, and similar competencies that relate to the impact these have on followers. In the conceptual skills area, one of the competencies was that the leader has the ability to create a vision (behavior) and other competencies related to how well that vision is communicated to the organization such that everyone takes ownership of it (impact).

III. OBJECTIVES OF STUDY

My aim behind this topic was to discover business sense in different business men.

Studying the great minds of business is what I seek from this project

- To study different managerial skills required for business man.
- To discover the scope of management skills.

- To study how to sustain growth of business.

RESEARCH METHODOLOGY

- Data source

Data was collected through questionnaire by conducting personal and telephonic interviews.

- Primary data

Through questionnaire primary data has been collected. It was the main source of data for this research.

- Secondary data

Secondary data was collected through books, magazines, research papers and internet.

- Sampling

Sampling size was 300 business men.

MANAGERIAL SKILLS REQUIRED FOR SUCCESSFUL ENTREPRENEUR

To become a successful entrepreneur means you are your own manager, as well as a manager of other employees in your origination. Your skills need to be extensive in order for you to be successful.. So basically it is a multi-tasking work style that can plan for both the short- and long-term goals of business.

Time Management

A successful entrepreneur should be able to make clever decisions about how he uses his time, continually evaluating and prioritizing tasks according to the importance. Entrepreneurs must have to balance his personal and professional life.

Business Planning

Planning is the first step for every objective and to get success. A successful entrepreneur should have management skills to accurately study their market and develop a comprehensive and long term business plan. This type of business planning includes the capability to manage economic forecasting.

Communication – Getting your Point through

For any business to work well there should be a very clear and a thorough flow of communication from the top level management to the bottom level and vice versa. Only then the problems and solutions can be heard of or dealt with complete ease and efficiency.

Employee Management

Successful entrepreneurs must have the managerial skills necessary to evaluate potential employees, select, recruit and train potential workers and put them in appropriate positions in their organization. This means being a good judge of character, finding right people who will work well in group and ensuring that all the staff is well qualified for their jobs.

Customer Management

Identifying and keeping customers is one of the entrepreneur's most important management activities because

every business is depend on revenue from its customers to keep the business alive.

Sales Management

To achieve the success in the business entrepreneur must be able to sell himself and his products and services. Even if you have an outstanding sales force representing your company, customers are likely making their investment in you as much as in your business.

Financial Management

Every business is having their financial expert and professionals to track flow of money and other assets/liabilities. But entrepreneur is ultimately responsible for the financial management of his company.

Business Management

Successful entrepreneurs must have required overall business management skills. It means understanding all aspects of how his business operates including all the regulatory requirements of their industry. Entrepreneurs must have knowledge about manpower, labor, tax laws etc. it must stay shoulder to shoulder of industry and market trends. These are the basic skills required for a successful management as a process. Some authors also mention other skills related to management skills. But these are some primary skills.

DATA ANALYSIS AND INTERPRETATION:

Q.1 Which of the following difficulties did you face while starting your business?

- a. financial problem
- b. family support
- c. managerial level problems
- d. Lack of market knowledge

Option	Respondent	Percentage
A	84	28%
B	48	16%
C	87	29%
D	81	27%
TOTAL	300	100

Interpretation: -

From above chart, it was observed that 29% business man faced difficulties due to managerial problem's,28% faced difficulties due to financial problems,27% faced difficulties due to less or no market knowledge and 16% faced problems due to family support.

Q.2 What are the basic things an entrepreneur must know while starting a business?

- a. risk bearing (break-even point)
- b. rules & regulations
- c. marketing knowledge/ awareness
- d. financial literacy

Option	Respondent	Percentage
A	147	49%
B	63	21%
C	69	23%

D	21	07%
TOTAL	300	100

Interpretation: -

From above chart, it is seen that according to 49% business man the essential thing a business man should know while starting business is risk bearing ability (break-even point), according to 23% business man market knowledge or awareness is most important, according to 21% rules and regulations are important and only 7% said that finance literacy is important while starting a business.

Q.3 Did you prepare any strategy to handle failures?

- a. Yes
- b. No

Option	Respondent	Percentage
A	213	71%
B	87	29%
TOTAL	300	100

Interpretation: -

From above chart, it is observed that 71% business man prepared strategy to handle failures & 29% businessman had not prepared any strategy to handle failures.

Q.4 Which of the following is the most important business man skill?

- a. risk assessment.
- b. strategic thinking.
- c. self-confidence.
- d. the ability to make the best of personal networks.
- e. motivating others to achieve a common goal.
- f. the ability to deal with other challenges and requirements.

Option	Respondent	Percentage
A	12	04%
B	18	06%
C	162	54%
D	45	15%
E	33	11%
F	30	10%
TOTAL	300	100

Interpretation: -

From above chart, it was observed that according to 54% business man self-confidence is the most important thing, according to 15% business man the ability to make the best use of personal networks is important, according to 11% motivating others to achieve a common goal is important, according to 10%. The ability to deal with other challenges and requirements is important, according to 6% strategic thinking is important and according to 4% risk assessment is important.

Q.5 Which of the following strategies did you use for attracting customers in your initial phase?

- a. Discount
- b. Promotion and advertisement
- c. Offers
- d. Installment

Option	Respondent	Percentage
A	114	38%
B	81	27%
C	42	14%
D	63	21%
TOTAL	300	100

Interpretation: -

From above chart, it was observed that 38% business man use discount strategy for attracting customers in your initial phase, 27% used Promotion and advertisement strategy, 21% used installment strategy and 14% used providing offer strategy.

Q.6 What is the best way to achieve long-term success?

- By working hard
- By being focused
- By being passionate about your work
- All the above

Option	Respondent	Percentage
A	42	14%
B	45	15%
C	54	18%
D	159	53%
TOTAL	300	100

Interpretation: -

From above chart, it is observed that according to 53% business man all the above option that is working hard, being focused and being passionate about work, according to 18% business man being passionate work, according to 15% being focused is important for long term success and according to 14% working hard is important for achieving long term success.

Q.7 How do you build a successful customer base?

- By giving best service
- By having friendly communication
- By earning their trust
- By allowing credit transactions

Interpretation: -

Option	Respondent	Percentage
A	84	28%
B	153	51%
C	51	17%
D	12	04%
TOTAL	300	100

From above chart, it was observed that 51% business man build their successful customer base by having friendly communication with customer ,28% business man build their successful customer base by giving best service,17% business man build their successful customer base by earning customers trust, 4% business man build their successful customer base by allowing credit transactions.

Q.8 Do you follow some specific self-control mechanisms to encourage you to keep walking when things are not going as smoothly as planned?

- By spending time with family or friends
- By taking vacation
- yoga and meditation
- none of the above

Option	Respondent	Percentage
A	72	24%
B	42	14%
C	72	24%
D	114	38%
TOTAL	300	100

Interpretation: -

From above chart, it was observed that 38% business mans do not have any specific self-control mechanisms to encourage themselves,24% do yoga or meditation for relaxing or 24% spend time with their family or friends to motivate or encourage themselves when they are facing difficult situations and 14% prefer to take vacations for relaxing.

IV. FINDINGS AND CONCLUSION

The researchers' findings show that managerial skills levels and the adoption of best practices are uneven amongst the entrepreneur and that there are long tails of businessmen with poorly developed managerial skills and which do not use management best practices. The research also shows that variations in leadership and management skills are associated with variations in business performance; both directly and indirectly through an increased propensity to adopt management best practices. The findings also show different dimensions of Leadership and management skills and elements of management best practice are more closely associated with improved performance outcomes.

It is important for an entrepreneur to be aware of why and where is the gaps in their managerial skills and what to do for filling those gaps. Any business is built by building the people in it. Therefore, a practical, everyday development programme needs to be carried out in a simple fashion. There is also need of positive assessment to be carried out

continuously and openly both by the lead entrepreneur and by his other team members. A business flourishes through the effective use of its assets, particularly the people in it.

At the end, we want to note something about managerial skills and business potential. Better management skills in every organization will produce large business potential and these types of skills are in the category of business elements that can defiantly increase business potential.

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