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FUNCTIONS AND TYPES OF MANAGEMENT IN SMALL BUSINESS

Resume: This article discusses the functions and types of management in a small business.

Keywords: management, business, management, planning, coordination

ФУНКЦИИ И ВИДЫ МЕНЕДЖМЕНТА В МАЛОМ БИЗНЕСЕ

Аннотация: В данной статье рассматриваются функции и виды управления в малом бизнесе.

Ключевые слова: менеджмент, бизнес, управления, планирование, координация

The word "management" in translation from English means "leadership skills", Management is a set of actions, measures and methods of managing people in an enterprise, aimed exclusively at achieving the objectives. It is easy to guess that the goals are considered - increase profits, increase competitiveness and more. The successful existence of the enterprise in modern market conditions suggests that its manager fully understands the essence of management.

The concept of "management" includes: The ability to manage.

- It is important to outline the development path of the company, develop specific tasks, and find ways to accomplish them;

- Control over the implementation of tasks.

It can be carried out in the form of appointment and assignment of a certain range of duties, motivation and punishment of employees for the work performed, the direction of their actions, request reports on the work done, etc.

The ability to organize and rally the team; To be able to correctly distribute and identify the importance of both human and material resources; Constant market research and forecasting, the ability to make decisions quickly, and their result should be - minimum costs, maximum benefits. It is important to understand the fact that a successful leader in the process of his work should always make decisions based on the interests of human relationships. For example, if his area of activity is sales, then first of all, the interests of the client, and not the company, should be taken into account. Only building trusting relationships will help both the client and the company to get the maximum benefit from working together.

Management tasks at the enterprise. Management has certain tasks. These include: Making decisions that will be aimed at maintaining and developing the company, and maintaining its competitiveness; To recommend the company on the market as a successful partner, strive for leadership, the development of new areas of development; The search for new ways and means for the development of the organization; Constant work with staff aimed at stimulating their work through all sorts of incentives; To conduct a constant analysis of the needs of the enterprise, to establish uninterrupted supply with everything necessary; Reach a certain level of profit.

To be able to stay on the achieved positions, and apply measures to improve the result; Calculate risks, overcome difficulties without causing damage to both the enterprise and personnel; Conduct daily analysis of the work performed, monitoring and setting additional tasks both to strengthen what has been achieved and to reach a new level of development. The main management principles include: Segregation of duties. Each enterprise has certain departments that perform their

characteristic tasks. For example, the legal department deals with legal issues, while the financial department is responsible for cash. Each of these links has a range of responsibilities and its own specialization, but their work is aimed at achieving one goal.

The correct division of labor will solve the maximum of problems; Despite the fact that the company has a huge number of departments, work instructions should come from one manager. Confusion in the instructions of superiors can significantly reduce labor productivity; Compliance with company regulations. Success in an enterprise depends on discipline and order. Each employee is required to know and strictly abide by the job description. Do not be late for work, be in the workplace. Material assets of the enterprise should also be kept strictly according to the regulations. The task of the leader in this direction is to exercise control over the performance of duties. Perpetrators must be punished, and those who distinguish themselves are encouraged; The ability to properly distribute and give the necessary authority to employees. Responsibility for the work performed lies directly with the leader, as well as those who were assigned tasks; Justice. It is important to make decisions in terms of equity. Especially this factor should be taken into account when determining punishment or reward. If the manager's actions are fair, this will allow employees to trust both the bosses and the company more; It is important to set an example to staff. For example, the interests of the collective should be above personal; It must always be remembered that dedicated and diligent work for the good of the enterprise must be rewarded; Maintaining initiative. The ability to listen to an employee's proposal will help the company find new solutions; The ability to maintain a corporate spirit. Creating a friendly team, by spending time together, spending holidays, will facilitate the work of the enterprise, as well as save staff turnover.

Management functions. In order to fully understand the importance of mastering the art of enterprise management, it is sufficient to study the functions of management in sufficient detail. These include: Focus on results. To achieve maximum benefits in the process of the enterprise will allow the correct formulation of tasks. This method will allow you to choose a development strategy and orient the activities of employees. The process of achieving your goals will help the leader to create a corporate spirit. Planning. Each enterprise has its own goals. In order to reach them, the leader needs to determine the circle of required resources. As they can be both material costs and the presence of workers with certain knowledge. The purpose of the planning function is to take care of the availability of everything you need in advance. The development of methods for achieving the best result can be attributed to the same function. For example, to increase the number of sales, the manager needs to determine how to achieve this. Obviously, his decision will be the production of promotional products and marketing activities. Although these steps are considered effective, they require certain cash costs, as well as the employees who will conduct the promotions. Organization of activities. This function includes the distribution of tasks between employees. The manager needs to organize activities in such a way that, despite the fact that each of the employees performs his part of the work, in general, their work should be joint. It is also required to develop criteria by which the work performed will be evaluated.

The control. This function is considered one of the most important. This is dictated by the fact that only the presence of constant control can lead the enterprise to the intended goal. Any field of activity in the enterprise needs control. Whether it is compliance with the regulations, the supply of raw materials or the quality of the work performed, etc. The manager needs to constantly analyze the labor efficiency of workers. This process will help determine which solutions were correct and which did not produce the expected results.

Coordination. This feature is optional, although no less important than the rest. She is responsible for the consistency in the work of all constituent links. After the work is divided into departments, it is necessary to assemble all the links in the chain into a single whole. Despite the fact that the company has many different departments, all of them need a close dialogue with the head. The task of a successful manager is to establish such a process. In a similar way, all errors in operation are detected and existing interference is eliminated in a timely manner. Coordination is carried out through meetings, meetings or plans.

Employee incentive or motivation. A successful manager knows that if you motivate the work of employees, including financially, this will increase productivity. The employee's work must be based not only on personal interests, but also in the interests of the organization. It is possible to motivate a team not only with the help of cash payments, it can be certificates, awards, maintaining a corporate spirit, and so on.

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