

УДК 374.5.22

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MAIN FUNCTIONS OF MANAGEMENT

Annotation: This article discusses the basic functions of management. Management functions are illustrated by examples.

Keywords: management, management, economics, risk, innovation

ОСНОВНЫЕ ФУНКЦИИ МЕНЕДЖМЕНТА

Аннотация: В данной статье рассматриваются основные функции менеджмента. Функции управления поясняются примерами.

Ключевые слова: менеджмент, управления, экономика, риск, инновация

A function is, firstly, a role that is performed by a subject or object in a certain field of activity. It can be said that a function is what the subject or object in this case is responsible for. In a number of the exact sciences, relations between objects are called a function when a change in one of them leads to a change in the other. The management function reflects the content of the management process, the type of management activity, the set of responsibilities of the management subsystem (management entity). The end result of management is the development of managerial influence, team, order, aimed at achieving the goal. One worker can perform several functions, several workers can perform one function. Each management function is the scope of a specific

management process, and a control system for a specific object or activity is a set of functions connected by a single management cycle. All management functions can be divided in two ways: according to the content of the management process (main functions) and the direction of impact on the objects of management (specific or specific functions) 2. The main functions are fundamental to the entire management process, and specific functions reflect the characteristics of specific management activities of employees. They are studied by special disciplines: merchandising, business organization, accounting, planning, law, etc. The most complete content of management as a process reflects the main functions. They are a common condition for managing social and socio-economic processes. The main functions of management are: planning, organization, motivation, promotion and control. In addition, the main management functions are characterized by the completeness of the content, stability of the structure, consistency and universality of use in various fields of activity. Their main feature is that each main management function is a separate management process for developing activation methods and means of influencing personnel and their activities to achieve the overall results of the socio-economic system. Planning - the main function of management is a type of activity on the formation of means of influence, ensuring the achievement of goals. Planning is applied to important decisions that determine the further development of the company. According to the concept of German professor D. Khan, planning is a future-oriented systematic decision-making process. The essence of planning is manifested in the concretization of the development goals of the company and each unit separately for a set period: the definition of business tasks, the means to achieve them, the timing and sequence of implementation, the identification of material labor and financial resources to solve the tasks. Depending on the content of the goals and objectives, the following forms of planning and types of plans can be distinguished: Forms of

planning: - perspective- medium term- current (budget, operational)Types of plans:1. Depending on the content of economic activities: production plans, sales plans, logistics, financial plan, plan of advertising work, the plan for the HQT and others.2. Depending on the structure of the company: work plan of the enterprise, section, branch, department.Planning involves a reasonable choice of goals, the definition of policies, the development of measures and measures, the choice of methods for achieving goals.Depending on the direction and nature of the tasks under consideration, there are three types of planning: strategic or prospective; medium term and tactical or current3.Strategic planning is focused on the long existence of the enterprise and covers a period of 10-20 years. It provides for the development of the overall objectives of the company for the future, determines the development program, the content and sequence of implementation of activities to achieve the goals with the funds and the necessary resources. A strategic plan must be supported by extensive research and evidence. To compete effectively in today's business world, a firm must constantly be engaged in collecting and analyzing a huge amount of information about the industry, market, competition and other factors.

Since in the conditions of the spontaneous development of the market, the expression of plans in quantitative indicators is impossible, plans are expressed in qualitative indicators in the form of forecasts and programs. On their basis, the coordination of promising areas of development of the company is carried out, taking into account the needs and resources4.Strategic planning is carried out in the form of:- long-term plans: where indicators of the past period on the principle of "the future will be better than the past" are translated into action programs, budgets, profit plans with the definition of deviations of actual indicators from the planned ones.- strategic plans: the company's development indicators for the future period are developed taking into account the scientific substantiation of the problems that the company may face. Here, perspectives

and goals are interconnected to formulate a strategy. Strategic plans should be designed to not only remain complete over long periods of time, but also to be flexible enough so that, if necessary, they can be modified and reoriented. Some organizations, like individuals, can achieve a certain level of success without spending a lot of work on formal planning. Moreover, strategic planning alone does not guarantee success. An organization creating strategic plans may fail due to mistakes in organization, motivation, and control. Planning can create a number of important and often significant enabling factors for an organization. The current rate of change and increase in knowledge is so great that strategic planning is the only way to formally predict future problems and opportunities. Strategic planning provides the basis for decision making. Planning helps reduce risk when making decisions. Planning, as it serves to formulate the established goals, helps to create a unity of common purpose within the organization. For strategic planning characterized by the following provisions. 1. A small planning department (less than 6 people) of a corporation is complemented by planning at lower levels. 2. The age of the planning function even in the largest corporations is less than ten years. 3. Strategic plans are developed at corporate senior management meetings held annually. 4. The annual strategic plan is combined with the annual financial plan. 5. Most organizations believe that the planning function can be improved. Medium-term planning is most often drawn up for 5 years, since it is this period that most corresponds to the period of renewal of production and product range. These plans formulate the main tasks for a given period, for example, the production strategy of the company as a whole and of each division; sales strategy; financial strategy; personnel policy; determination of the volume and structure of the necessary resources and forms of material supply, taking into account intra-company specialization and co-production. Medium-term plans include the development in a certain sequence of activities aimed at achieving the goals outlined in the long-term development

program. The plan usually contains quantitative indicators, including in relation to the allocation of resources. It provides detailed information by product, investment data and funding sources. It is developed in production units. The current (operational) planning is to define intermediate goals and objectives. At the same time, tools and ways of solving problems, using resources, introducing new technologies are being developed in detail. This is usually planned for a year. Plans are a detailed specification of the goals and objectives set by the long-term and medium-term plans. Current planning is carried out through the detailed development of operational plans for the company and its divisions, marketing programs, plans for scientific research, plans for production, and logistics. The main components of the current plan are calendar plans (monthly, quarterly, semi-annual), which represent a detailed specification of the goals and objectives set by the long-term and medium-term plans. Schedules are drawn up on the basis of information on the availability of orders, the degree of utilization of capacities and their use, taking into account the stipulated deadlines for the execution of each order, inventory, commodity supply, and state of the market. The calendar plans provide for the costs of reconstruction and replacement of equipment, construction of new enterprises, training of the workforce. Plans for product sales and services include indicators for product exports, technical services and services.

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