

SECTION

1

MANAGEMENT  
PRINCIPLES



# MANAGEMENT IN LIVING

## Management Principles for Quality Living

### INTRODUCTION

In living, management is involved in every aspect of life where individuals and families have life goals. For example, the problems of feeding, clothing, and the use of income are all matters of management. These resources are scarce or limited, and thus there is a need for individuals and families to make decisions. The decisions these individuals and families make on a daily basis as they go through life to achieve these goals are referred to as **Management in Living**.

**Management in living** is therefore concerned with decisions individuals and families make as they go through life to achieve their life goals.

This section on management principles aims to highlight the crucial role of management in improving and enriching various aspects of daily life. During the first year, you will explore the following thematic areas: the scope of management in living, the importance of management in living, career opportunities within management, the focus of management in living, the characteristics of management in living, motivators of management in living, and the management processes.

Studying this section will equip you with the knowledge and skills needed to apply management principles and processes effectively in everyday life. This will enable you to use resources efficiently, achieve personal and collective goals, and address the needs of individuals, families, and communities.

#### At the end of this section, you should be able to:

- Describe the scope of management in living.
- Discuss the importance of management in living.
- Identify career opportunities in management in living.
- Discuss the focus of management in living.
- Discuss the characteristics of management in living.
- Discuss management processes.
- Discuss the characteristics of management.

#### Key Ideas:

- The scope of management in living is the application of management principles and processes in everyday life for efficient use of available resources to achieve goals and meet the needs of individuals, families, and societies.

- One key importance of management in living is to promote healthy family relationships. This refers to the overall well-being and happiness of family members that provide a sense of belonging, support, and security.
- Career opportunities in management-in-living refer to the employment, jobs, and professions that one can do after studying management-in-living.
- The idea of management is using resources at one’s disposal judiciously. The focus of management in living is therefore the process of using the family’s resources to meet its needs or goals.
- The characteristics of management are the distinguishing or unique features that help us manage our resources effectively and efficiently to achieve goals.
- Management processes are directed towards the effective use of resources in the achievement of goals. They include planning, implementing (organising, controlling), and evaluating.
- The characteristics of management are the distinct features that enable effective and efficient resource management to achieve goals.
- **Motivators** are the factors that influence or drive individuals to manage or utilise resources in a particular manner.

## Scope of Management in Living

As stated in the introduction, management in living is the application of management principles and processes in everyday life for efficient use of available resources to achieve goals and meet the needs of individuals, families, and societies. The scope covers **two broad areas** known as Principles and Practices of Management for Quality Living and Responsible Family Living.

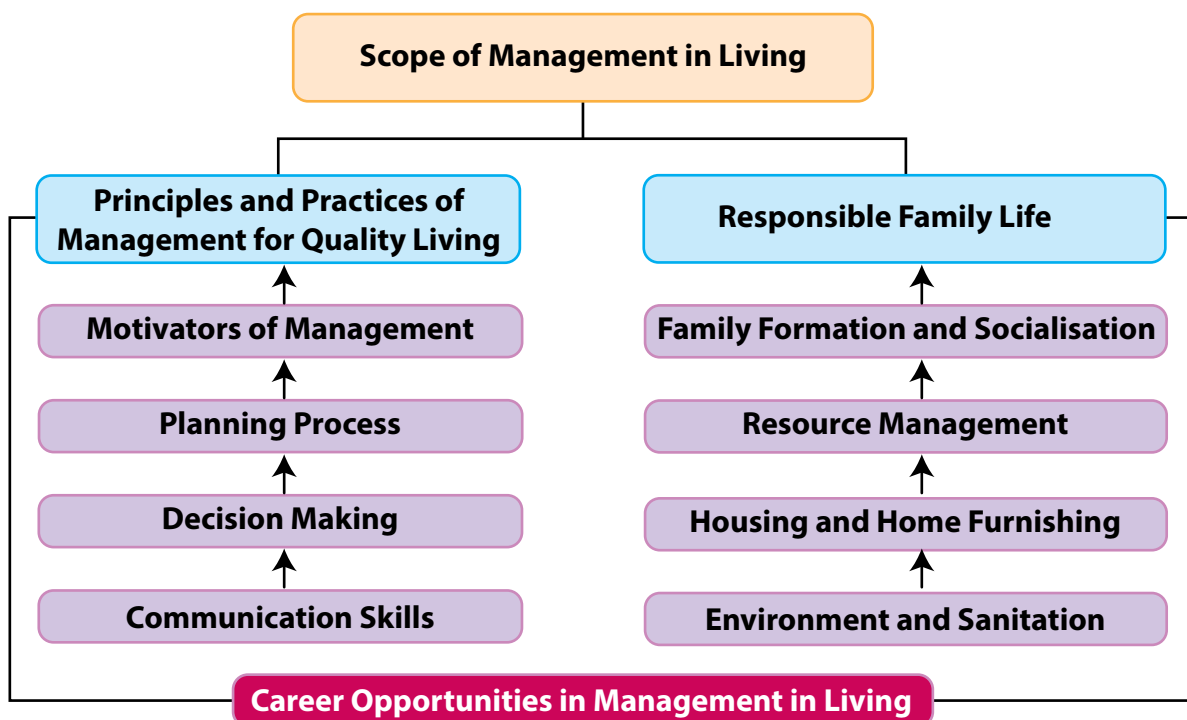


Fig. 1.1: Sample concept map on the Scope of Management in Living


## Activity 1.1

- 1a. In groups of three, review the concept map in **Fig. 1.1** above and discuss your understanding of the scope of management. Use prompt sheets during your discussions to guide you through key concepts. These sheets (see example in **Fig. 1.2** below) will provide a framework to support your discussions and encourage you and your peers to actively engage in the conversation. You may create your own discussion sheets or use the provided template below.

Name \_\_\_\_\_ Discussion Stems

## Discussion Stems

**DIRECTIONS:** Choose from the discussion stems below as you participate in the conversation.



<b>Soliciting a Response</b>	<b>Acknowledging Ideas</b>
What do you think? You haven't said what you think. We haven't heard from you yet. Do you agree? Does that make sense to you? Can you take that further?	My thoughts are similar to ___'s. I agree with ____. I tend to think ___ is right. Building upon what ___ said... I support ___'s idea because ____ I think ___ said it best.
<b>Affirming</b>	<b>Holding the Floor</b>
I agree that ____ That's an interesting idea. I hadn't thought of that. You did a great job with ____ Thank you for explaining ____ Awesome idea to ____	As I was saying, ____ If I could finish my thought, ____ I was trying to say that ____ What I was trying to say is ____ If I could finish my thought, ____ May I finish my thought?

**Fig. 1.2**

- b. Select six (6) aspects of management in living to research and discuss your assigned topics. Use the resources such as textbooks, articles, and online materials, to gather information.
- c. Prepare a brief oral presentation summarising your findings. Focus on key points, definitions, and the relevance of your topic to daily life. Present your findings to the class for review.

### Activity 1.2

1. Your father’s 60th birthday is next week, and your siblings have tasked you with leading the party preparations. Apply management principles to plan the event, taking into account the following aspects:

- Available Resources
- Decision-making skills
- Communication skills
- The Planning Process

Use the table below to guide your planning according to the management principles outlined above, or you can create your own planning document.

Prompts/ideas	Planning
<p><b>Resources available</b></p> <ul style="list-style-type: none"> <li>● What is the budget?</li> <li>● Who can help?</li> <li>● Where is the venue?</li> </ul>	
<p><b>Decision-making skills</b></p> <ul style="list-style-type: none"> <li>● What is the theme?</li> <li>● Will there be decorations or entertainment?</li> </ul>	
<p><b>Communication skills</b></p> <ul style="list-style-type: none"> <li>● Do you have to hire or purchase equipment?</li> <li>● Who do you have to speak to?</li> <li>● Who will you invite?</li> </ul>	
<p><b>Planning process</b></p> <ul style="list-style-type: none"> <li>● Food and drinks</li> <li>● Shopping lists</li> <li>● Cooking</li> </ul>	

2. In a typical Ghanaian household, a family faces challenges in managing their daily routines and resources effectively. The family struggles with budgeting, meal planning, and time management.

Complete this activity in pairs.



### Instructions

- a. Identify which aspects of the scope of management in living relevant to the case study above.
- b. Explain how the scope of management in living is important for improving the family's daily routines. Discuss how each aspect can be applied to solve the family's issues.
- c. Analyse the case and use the scope of management in living to propose a detailed solution.
- d. Write a report detailing your analysis and proposed solutions. In your report, consider how effective management principles could improve the family's routines and resource use.
- e. Present your solutions to the class or peers for review.

## Importance of Management in Living

Management in living is important for the survival and proper functioning of the family. Below are some of the reasons for its importance:

1. **Healthy family relationships:** This concept refers to the overall well-being and happiness of family members and plays a vital role in understanding and addressing issues that impact family life. The knowledge gained through management in living can help individuals and families identify and resolve these issues, thereby enhancing comfort and harmony within the family. In a healthy family relationship, every member experiences a sense of belonging, feels supported, and enjoys a secure environment. To achieve this, the following elements are essential:
  - **Honest communication:** Always speak the truth and be transparent in expressing feelings and concerns.
  - **A supportive environment:** Provide encouragement and offer emotional support during challenging times.
  - **Conflict resolution:** A way to develop strategies for peacefully resolving disagreements, ensuring all voices are heard and respected.
  - **Quality time together:** Spend meaningful time with one another to strengthen bonds and share experiences.
  - **Trust and respect:** Build relationships grounded in mutual trust and respect, where every member's individuality is valued.

By fostering these elements, families can create a nurturing environment that promotes personal growth, emotional stability, and lasting connections.

2. **Acquisition of moral values and competencies:** The development of moral values and competencies is a lifelong journey. These values and competencies encompass the behaviours and attitudes that are deemed acceptable within a society. Cultivating such principles requires dedication, self-reflection, and a sincere commitment to personal

growth. By embracing these values, individuals become more compassionate and considerate, positively influencing both the lives of others and the broader community. In addition, acquiring these moral competencies equips individuals to navigate life's challenges with integrity and contribute meaningfully to society's well-being.

3. **Optimum use of resources to achieve set goals and standards:** This principle is central to effective management in all areas of life, whether personal, family, business or any other context. Key strategies include setting clear goals, identifying available resources, allocating those resources efficiently, prioritising tasks, delegating responsibilities, fostering collaboration, maintaining open communication, reducing waste, and managing risks. Mastering this principle enables individuals and families to use their limited resources wisely, allowing them to meet as many needs as possible while maintaining a high standard of living.
4. **Good decision-making skills:** Strong decision-making skills are vital for effective management in various contexts, such as personal life, family dynamics, social interactions, business operations, and organisational settings. Core elements of good decision-making include gathering relevant information, setting clear objectives, identifying potential alternatives, assessing risks and benefits, considering the broader implications, and seeking constructive feedback. Developing these skills allows individuals to navigate complex situations and make informed choices that lead to successful outcomes.
5. **Employable skills:** Management in Living equips individuals and families with essential life skills. Acquiring employable skills is crucial for enhancing one's prospects of securing and sustaining meaningful employment. These skills not only make individuals more attractive to potential employers but also improve their career development opportunities. Furthermore, they lay the foundation for further training and advancement in one's chosen career. To acquire employable skills, consider the following steps: conducting self-assessments, identifying key target skills, pursuing internships or apprenticeships, building a strong network, engaging in volunteer work, and focusing on the development of soft skills such as communication and teamwork. These skills collectively increase an individual's adaptability and employability in a competitive job market.

### Activity 1.3

- 1
  - a. In groups of three, use a range of sources including the internet, books and interviewing experts to research the importance of management in living to the individual, family, and society.
  - b. First, take a few minutes to think about why Management in Living is important for individuals, families, and society. Consider how effective management can improve daily life and help in achieving personal and family goals.
  - c. Pair up with a classmate or a friend to discuss your thoughts. Share your ideas on how management skills can influence areas such as time

management, communication, financial planning, resource allocation, etc., within a family setting and society.

Based on your research and discussion, fill in the table below on the importance of Management in living to the individual, the family and society.

The importance of management in living to:

The Individual	The Family	The Society

- d. Now as a team, present your ideas to the whole class for further discussions.
- e. In your notebooks, a short paragraph summarising what you've learned and how you think these skills could benefit you and your family

### Activity 1.4

1. In groups of four, perform this short play in front of the class:

**Title of Play: "The Family Decision"**

**Characters:**

- **Mr. Agbovi** – Father
- **Mrs. Agbovi** – Mother
- **Delali** – Son
- **Eyram** – Daughter

**Note:** In a single-sex school, students can portray characters of the opposite gender. For example, in an all-girls school, a girl can take on the roles of Mr. Agbovi and Delali. The same applies in an all-boys school.

**Setting:** The Agbovi family living room. There is a table with papers, a budget sheet, and some family photos. (**Note:** Use classroom desks/ tables and chairs to create the family living room atmosphere. The Family photos can be represented by pieces of paper or manila cards labelled as Photo 1, Photo 2 and so on.)



**Mr. Agbovi:** (*Standing by the table*) Alright, family, we need to plan for the upcoming community event. It's important for us to contribute and show our support. We have two weeks to get everything ready.

**Mrs. Agbovi:** (*Sitting at the table, looking at the budget sheet*) Yes, but we have to manage our finances carefully. We only have a limited budget. We need to decide how to allocate it wisely.

**Delali:** (*Looking concerned*) What if we run out of money? How can we make sure we stay within our budget?

**Eyram:** (*Excitedly*) How about we make a list of what needs to be done? We can then assign tasks to everyone and keep track of our progress.

**Mr. Agbovi:** (*Nodding*) Great idea, Eyram. We need to divide the tasks. Delali, you're good with numbers, so you can help with budgeting and finding cost-effective solutions.

**Delali:** (*Nods*) Sure, I can do that. I'll also look into affordable supplies.

**Mrs. Agbovi:** (*Smiling*) And Eyram, you can take care of the decorations. We want everything to look nice, but we need to keep it budget-friendly.

**Eyram:** (*Enthusiastically*) I'll get started on that right away. I'll also make sure we have a checklist to keep track of everything we need.

**Mr. Agbovi:** (*Clapping hands*) Excellent! Let's remember to communicate regularly. If anyone encounters any issues or needs help, let's discuss it as a family.

**Mrs. Agbovi:** (*Nodding*) Good communication and planning are key to ensuring we successfully manage our tasks and stay within budget.

**Delali:** (*Grinning*) And if we face any problems, we can solve them together. Like if we find out we're overspending, we can adjust our plans.

**Eyram:** (*Excited*) I'm really looking forward to this! It'll be a great way for us to work together and contribute to the community.

**Mr. Agbovi:** (*Smiling*) Exactly. By managing our resources well and working as a team, we can make this event a success.

**Mrs. Agbovi:** (*Standing up*) Let's get started, then. With our combined efforts, we'll make sure everything goes smoothly.

**All:** (*together*) Let's do it!

### Follow-up Questions

Now, discuss the answers to the following questions and present your answers to the class after your performance.

1. How did Mr. Agbovi's role as the family leader influence the planning process? Why is effective leadership crucial in managing tasks and resources?
2. Eyram proposed creating a checklist to track progress. How does this method help in managing tasks efficiently, and what other strategies could be used?
3. How does open and effective communication, as seen in the play, contribute to successful management within a family setting?

4. The family assigned roles based on individual strengths. How does this improve overall management, and what could happen if one person took on all the responsibility?
5. The family prioritised tasks based on urgency and importance. How does prioritisation contribute to effective management, and what challenges might arise if tasks are not properly prioritised?
6. In the play, the family made adjustments to stay within budget. Why is flexibility important in management, and can you think of a situation where adaptability was crucial?

## Career Opportunities in Management in Living

The primary objective of management in living is to help individuals and families develop essential life skills and prepare students for various career opportunities, some of which may require higher education to become professionals, such as teachers, credit advisors, interior decorators, or housekeepers. The skills acquired through this learning will contribute to making life more comfortable, safe, and secure. Some of these career paths are discussed below:

1. **Social Services:** These are support systems designed to address various social needs and enhance the well-being of individuals, families, and communities. For example, providing cleaning services to maintain hygiene within the home and community.



**Fig. 1.3:** Social services (Source: Leonardo Ai Image generator, 2023)

- **Dry Cleaning and Laundering:** Dry cleaners and launderers provide services for cleaning and maintaining clothing items. A home economics graduate can establish a successful business by setting up a laundry and/or dry-cleaning service.
- **Environmental Management Counselling:** This involves advising individuals on how to lead healthy and fulfilling lives by following sound environmental

practices. Counsellors in this field help people understand the importance of maintaining a clean and sustainable environment.

- **Interior Decoration/Design:** Professionals in this field plan and design the interiors of homes, hotels, hospitals, offices, and other spaces. The study of management in living equips individuals with the skills needed to become interior decorators.

**2. Industrial-based careers**

These refer to job opportunities and professions directly associated with the manufacturing, production, and processing of goods and services across various industries. For example, catering involves providing food and related services.



Catering



Entrepreneurship

**Fig. 1.4:** Industrial-based careers (Source: Leonardo Ai Image generator, 2023)

**3. Professional and Paraprofessional careers**

A professional career involves pursuing employment and advancement in a specific field or profession that demands specialised knowledge, skills, and expertise, such as teaching and nurturing learners to realise their potential.

A paraprofessional is an individual who works in a supportive role within institutional settings, assisting professionals. Examples include a nursery or childcare attendant and a laboratory attendant.

Some examples of professionals and paraprofessional careers are:



Teaching



Child care

**Fig. 1.5:** Professional and Paraprofessional careers



- **Teaching:** Teachers in this field educate students on home management, family living, and child development in schools. With additional training in home management, graduates can teach at nursery schools. Therefore, those who study management in living can find employment as educators.
- **Child Development Specialist:** These professionals work individually with children during the diagnostic phase of identification and provide guidance to parents and teachers on best practices for supporting students. They typically work in schools, childcare facilities, and medical clinics.
- **Childcare:** Individuals in this field work at Childcare Centres, where parents bring their children for care while they are occupied. This has led to the establishment of preschools in nearly every city and town in Ghana.
- **Nursery School Attendants:** With further training, senior high school graduates in home management can become nursery school attendants.
- **Financial Counselling:** Those who study management in living can become financial counsellors, helping individuals and families manage their income, live within their means, and avoid unnecessary expenditure.
- **Credit Advisors:** This knowledge also enables individuals to become credit advisors in financial institutions and consumer credit companies

**Activity 1.5**



**Fig.1.6**

**Image sources:** Created with Microsoft Designer AI image generator

1. The images above depict various careers in Management in Living. From the list below, match the images to their corresponding career names.

Caterer/ Food Service Manager	Laundry and Dry-Cleaning Service Provider	Home Economics Teacher	Financial Counsellor
Child Care Provider	Credit Advisor	Interior Decorator	Events Planner
Community Health Educator	Environmental Management Consultant	Social Services Worker	Hotel Manager

2. Research more information about these careers. You can use the internet, textbooks, interviews, etc.

In your group, discuss:

- a. Roles and responsibilities of the careers in **A, B, C, D, E,** and **F.**
  - b. Qualifications for the careers in **A, B, C, D, E,** and **F.**
  - c. Skills and knowledge needed for the careers in **A, B, C, D, E,** and **F.**
  - d. Stereotypes you have identified related to these careers (from the images and your online research). How do these stereotypes affect individuals who may be interested in pursuing such careers?
3. Create a manual or digital presentation (e.g. PowerPoint) to share your findings with the class. Your presentation should include the identified stereotypes and strategies for overcoming them. Also, in your presentation, focus on how to encourage individuals to pursue careers based on their interests and skills rather than conforming to societal stereotypes.

### Activity 1.6

1. How will your interests, skills, and aspirations influence your choice of career?
- a. **What are my qualities?**

Complete the table, highlighting your qualities. Add more of your qualities to the list.

	Quality	Do I have this quality?	How do I show this quality in everyday life?
1	e.g. Helpful	Yes	I help my parents care for my younger siblings.
2			
3			

4			
5			
6			
7			
8			
9			
10			
Which qualities would you like to develop, and how might you do this?			
Which careers would best suit the qualities you have identified?			

**b. What are my skills?**

Complete the table, highlighting your skills. Add five or more of your skills to the list.

	Skill	Do I have this skill?	How do I show this skill in everyday life?
1	e.g. Problem-solving	Yes	When I work in groups, I am often the person who provides solutions.
2			
3			
4			
5			
6			
7			
8			
9			
10			
Which skills would you like to develop, and how might you do this?			
Which careers would best suit the skills you have identified?			



## Extended Reading

Recommended reading materials and links for more information:

### Reading Materials

Asare, E. & Kwafao, M. (2017). Understanding Management- In –Living (3<sup>rd</sup> ed.). Kwadwoan Publishing: Accra, Ghana. **Pages 3-9**

Ahmed, M.S. (2017) Management In-Living for Senior High Schools. Approacher’s GH Lt, Kumasi **Pages 5 -9**

### Links

<https://www.collegenp.com/article/benefits-of-studying-management-course/>

<https://work.chron.com/list-careers-having-home-family-management-17926.html>

## The Focus of Management in Living

The focus of management is the effective and efficient use of resources to achieve goals. This lesson, therefore, explores the focus of management in living, the characteristics of management in living, and the management processes. By the end of this lesson, you will be equipped to manage your limited resources effectively to meet your goals. The essence of management lies in the judicious use of available resources. The focus of management in living, therefore, involves the process of utilising a family’s resources to meet its needs or achieve its goals. The specific focus may vary depending on the individual, family, society, or organisation involved. Effective and efficient management integrates these focus areas to create a cohesive system that achieves its goals, mission, and objectives. These focus areas include:

1. **Identifying needs and wants:** Focusing on identifying and understanding the needs and wants of the individual, family, and society can help make informed decisions to enhance satisfaction and loyalty as well as achieve sustainable growth and development.
2. **Using available resources judiciously:** This is the most important focus of management. It involves using resources at one’s disposal wisely and efficiently to achieve higher productivity and overall success for the individual, family, and organisation.
3. **Various activities (planning, implementing, and evaluating actions):** By incorporating planning, implementing, and evaluation as ongoing and interconnected activities, families can adapt to changing circumstances, improve performance, and achieve their long-term objectives effectively.
  - **Planning** is deciding in advance what to do, how to do it, when to do it, and who should do it. It involves the process of thinking about the activities required to achieve a desired goal.
  - **Implementing** is carrying out the various activities using resources available to achieve specific goals. It means putting your plan into action.
  - **Evaluation** is looking back to see how far set goals have been achieved. It involves assessing the whole process to determine whether resources were effectively used, to what extent goals were achieved, whether there were any problems or mistakes, and how they could be solved or prevented in the future. Evaluation

is the last stage in the management process, but it occurs at every step in the process.

4. **Decision making:** This is a critical function of management that involves analysing information, considering various alternatives, and choosing the best course of action to achieve individual, family, and societal or organisational objectives. Effective decision-making ensures that resources are used efficiently and risks are managed appropriately.
5. **Communication:** Effective communication is vital for coordination, collaboration, and the achievement of common goals in the family. It fosters a positive family living and work environment that contributes to long-term success and sustainable growth and development.

### Activity 1.7

Your mother is planning to set up a dressmaking business. Having made clothes for the family for years and receiving requests from the local community, she wants to expand her skills into a fully developed business.

Develop a plan to assist your mother in establishing her dressmaking business by considering the focus areas of management. Use the template below to guide your planning process:

#### My Business Plan

<p><b>Aim:</b> Identify needs and wants.</p> <ul style="list-style-type: none"> <li>• Determine what is needed to start and run a successful dressmaking business</li> </ul>	
<p>How will I achieve this? What decisions do I need to make?</p> <ul style="list-style-type: none"> <li>• Outline the steps required to start the business, including business registration, pricing strategies, and marketing plans.</li> </ul>	
<p>What resources do I need? What resources are available to me?</p> <ul style="list-style-type: none"> <li>• Identify necessary resources, such as sewing machines, fabric, and tools. Consider available resources like your mother's existing skills and community support.</li> </ul>	
<p>Who do I need to communicate with?</p> <ul style="list-style-type: none"> <li>• List key contacts, such as suppliers, potential customers, and local business organisations.</li> </ul>	

<b>Procedures:</b>	
<b>Planning</b> <ul style="list-style-type: none"> <li>• Develop a clear plan outlining the steps needed to start the business. This includes deciding on what clothes to make, setting a budget, and figuring out how to market the business.</li> </ul>	
<b>Implementation</b> <ul style="list-style-type: none"> <li>• Write down the steps in your plan to start the business.</li> </ul>	
<b>Evaluate actions.</b> <ul style="list-style-type: none"> <li>• Review the results of your plan. Check what worked well and what didn't. Think about how you can improve next time.</li> </ul>	
<b>Produce a timeline indicating when the tasks will be completed.</b> <ul style="list-style-type: none"> <li>• Create a timeline that outlines when each step of the plan will be executed, from the initial setup to the launch of the business.</li> </ul>	

**Source:** Basic template from <https://www.twinkl.co.uk/resource/>

## Activity 1.8

### Case Study: Managing a Family Budget

**Group Work:** In groups of five, read the case study below and perform the tasks that follow.

The Nortey family consists of four members: Mr. Nortey, Mrs. Nortey, and their two teenage children. Mr. Nortey works as an engineer, while Mrs. Nortey is a teacher. They live in a medium-sized city in Ghana.

The family has a monthly income of GH¢ 6,000.00 but they are struggling to manage their finances effectively. Their monthly expenses include:

- Rent: GH¢ 1,500.00
- Utilities (electricity, water, internet): GH¢ 800.00
- Groceries: GH¢ 1,000.00
- School fees and supplies for the children: GH¢ 800.00

- Transportation (fuel, public transport): GH¢ 500.00
- Savings and miscellaneous expenses: GH¢ 400.00

Recently, Mr. Nortey has been promoted, which increased his income, but Mrs. Nortey's salary has been reduced due to budget cuts at her school. The family is concerned about how to manage their reduced income and ensure that they can cover their essential expenses and save for future needs.

**Note:** Respect each others views and critiques from peers in class with the context of the work.

### Questions and Tasks for the Case Study

1. What are the primary factors influencing the Nortey family's financial management in this case study? List the main areas where the Nortey family needs to focus on managing their money.
2. How do changes in income and expenses affect the family's budget? Talk about the issues affecting the family's budget, such as changes in income and expenses.
3. What specific strategies can the Nortey family implement to improve their financial management and ensure they meet their financial goals? Suggest a simple plan to help the family manage their money better. Include ways to save and reduce costs.
4. Share your plan with the class and explain how it will help the Nortey family improve their financial situation.

## The Characteristics of Management

The characteristics of management are the distinguishing or unique features that help us manage our resources effectively and efficiently to achieve goals. Management is a multifaceted discipline that involves planning, organising, directing, and controlling resources to achieve goals effectively and efficiently. Some key characteristics of management include:

1. **Identification of needs and goals:** This process involves understanding the current state of affairs, recognising what is lacking, and defining the desired outcomes to be achieved as an individual, family, or society, e.g., feeding, education, clothing, accommodation, health, and transportation.
2. **Assessment of resources available:** It involves evaluating and understanding the resources at the disposal of the individual, family, society, or a team, e.g., financial, human, technological, and material resources.
3. **Identifying limitations of available resources:** Knowing and understanding that our resources are not in abundance helps us make good decisions in achieving our goals, e.g., it promotes the setting of realistic goals and effective allocation of resources.
4. **Ability to anticipate or predict future occurrences:** The ability to think ahead enables us to plan against unforeseen circumstances or occurrences. Leaders and managers who possess this characteristic can proactively plan and respond to potential challenges and opportunities.

5. **Co-ordinate what is needed at the right time.** It involves synchronising various resources, tasks, and activities in a way that ensures they are available and executed when required to achieve individual, family, and societal goals. This process promotes optimal resource utilisation, minimises delays, and meets deadlines.
6. **Reconcile the differences between needs, wants, and the available resources:** It involves finding a balance between what is necessary, what is desired, and what can realistically be achieved with the resources at hand. This process includes identifying priorities, assessing available resources, and aligning set goals.

### Activity 1.9

1. Work in groups to explore the characteristics of management. Read through any additional learning materials provided by your teacher. As a group, discuss each characteristic of management listed below:
  - a. Assessment of needs.
  - b. Identification of resource limitations.
  - c. Ability to predict and plan for future challenges.
  - d. Coordination of resources.
  - e. Balancing needs, wants, and resources.
2. Consider how these characteristics apply to real-life situations.
3. Write a report covering the following points:
  - Assess the needs required to meet a specific goal.
  - Identify the limitations of the resources available to achieve this goal.
  - Discuss the ability to predict and prepare for future challenges.
  - Coordinate the necessary resources and actions to meet the goal at the right time.
  - Reconcile differences between needs, wants, and available resources.

### Activity 1.10

#### Case Study

The Boadu family, consisting of Mr. and Mrs. Boadu and their three teenage children, has decided to improve their household management practices to create a more efficient and harmonious home environment. Each week, they face the challenge of managing their time, resources, and responsibilities effectively.

This week, the family has several tasks to juggle, including meal planning, budgeting, and allocating time for household chores, schoolwork, and leisure activities. Mr. Boadu, who works long hours, often finds it challenging to balance work and family time. Mrs. Boadu manages the household budget but wants to involve the children more in financial decisions to teach them valuable life skills. The children, on the other hand, are busy with schoolwork and extracurricular activities, making it difficult to find time for their chores.

**Group tasks:**

- 1a. Imagine you are part of the Boadu family, and it is your turn to lead the weekly planning session. Using your knowledge in Management in Living, plan how the family can efficiently manage their resources and time to achieve their goals for the week. Consider the following in your planning:
  - i. Identify the available resources and how they can be allocated to meet the family's needs.
  - ii. Determine how decisions will be made regarding the distribution of tasks and responsibilities.
  - iii. Plan how the family will communicate effectively to ensure everyone is aware of their roles and expectations.
  - iv. Suggest ways the family members can work together to achieve their common goals.
  - v. Discuss the factors that could impact how this family manages their resources, specifically time and money

**Note:** Compile your discussions and responses in a written report and them to your classmates and/friends for review and further class discussion.

### Activity 1.11

Reflect on how the characteristics of management influence your daily activities. For each activity, identify the specific management characteristics that affect it and explain how they impact your decisions and actions.

Daily Activities	Characteristics of management



## Management Processes

Management processes are a system of coordinating work activities and actions so that they are completed efficiently and effectively. The managerial process includes planning, implementing (organising, controlling), and evaluating. Management processes are directed towards the effective use of resources to achieve goals. Below are the management processes that you need to undertake to manage effectively.

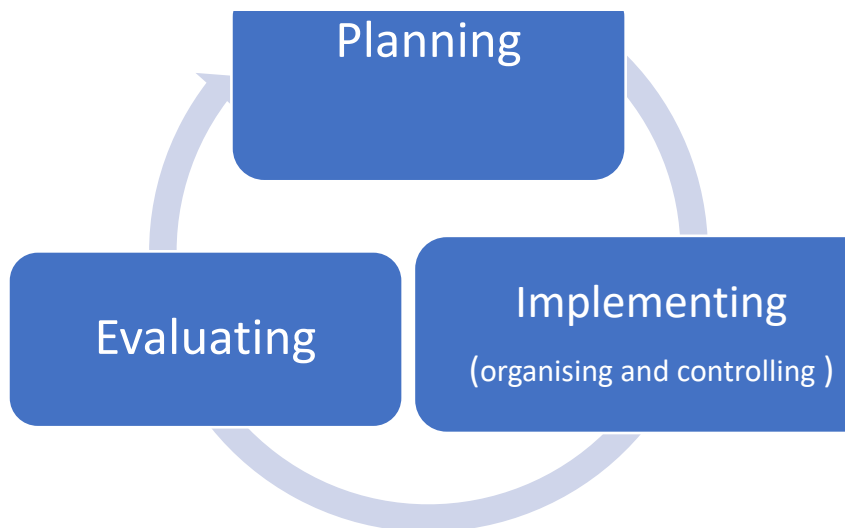


Fig 1.7: Management Process

### Discuss Management processes

1. **Planning:** To ensure effective use of available resources to fulfil needs, satisfy wants, and meet emergencies, individuals and families need to plan. A plan is a method outlined ahead of time for carrying out a task. Planning is very important because it tells us exactly where we are going or what we want to get done. Thus, planning provides the basis for other managerial activities and helps us achieve goals. Planning involves setting goals, identifying resources to be used, setting standards, and organising.
2. **Implementing:** This is the action stage in the management process. It is the “doing” stage. It is an important stage in the management process because, however good a plan is, you cannot achieve your goals if it is not put into action. This stage involves two main steps: **putting the plan into action** and **controlling the action**.
3. **Evaluating:** The purpose of management is to make effective use of available resources to achieve goals. Evaluation is an important stage that involves looking back or assessing to determine how far set goals have been achieved. The evaluation will be done in terms of the resources used and how effectively they have been used to achieve the goals set.

### Activity 1.12

Conduct an interview with a manager from an organisation or institution of your choice to learn about their management process. Compare their approach with what you have studied in class. Present your findings using different formats, such as a PowerPoint presentation, an organogram, or a chart.

**Note:** Show respect to the manager/principal or head and any other worker of the company. Thank them and leave when you are done with the interview.

#### Interview Tips:

- Plan your questions in advance.
- Make and maintain eye contact during the interview.
- Ask open-ended questions to encourage detailed responses.
- Listen attentively to the answers given.
- Take notes to capture key points.
- If you are unsure about something, politely ask for clarification.

Use the template below to record your questions and the manager's answers:

<p><b>Instructions: Instructions:</b> Prepare questions related to the management processes that you will ask the manager during the interview.</p>
<p>Question:</p> <p>Answer:</p>
<p>Question:</p> <p>Answer:</p>
<p>Question:</p> <p>Answer:</p>
<p>Question:</p> <p>Answer:</p>
<p>Question:</p> <p>Answer:</p>

### Activity 1.13

In groups of three, complete the tasks below:

1. Watch the video: <https://youtu.be/q6LMjurECZM>
2. As you watch, take note of how these processes are applied in everyday situations.
3. In your group, discuss what you observed in the video.
4. Consider how management processes, such as planning, organising, and controlling, influence daily activities.
5. Discuss five (5) specific examples, such as managing time for schoolwork, budgeting for personal expenses, etc.
6. After your group discussion, share your thoughts with the class.
7. As part of your presentation to the class, discuss how effective use of resources can help achieve goals in your daily life.

### Activity 1.14

1. Reflect or think about your daily activities and how they are managed.
2. Consider the specific management processes, such as planning, organising, and decision-making, that you use throughout the day.
3. Make a list five (5) of your daily activities, such as completing homework, participating in extracurricular activities, or helping with household chores.
4. Next to each activity, list the specific management processes involved and explain their impact. For instance, how planning helps you allocate time for studying.
5. Share your reflection with your classmates.
6. Discuss how understanding management processes can help improve your daily routine and achieve your personal goals.

## Extended Reading

Recommended reading materials and links for more information:

### Reading Materials

Asare, E. & Kwafao, M. (2017). Understanding Management- In –Living (3<sup>rd</sup> ed.). Kwadwoan Publishing: Accra, Ghana. **Pages 49-80**

Ahmed, M.S. (2017) Management In-Living for Senior High Schools. Approacher’s GH Lt, Kumasi. **Pages 38-50**

### Links

<https://www.google.com/search?client=firefox-b-d&q=Focus+of+management+in+living>

**Video on management processes:** <https://www.youtube.com/watch?v=FcMR82XCdsc>

## Motivators of Management

Motivators are key characteristics in the management of living. They are the factors or influences that drive individuals to manage resources effectively and pursue their goals with dedication. Motivators can include both people and circumstances that inspire and encourage individuals to perform their tasks with satisfaction and commitment. Understanding these motivators can enhance your ability to manage resources effectively, leading to better outcomes and achievement of goals. In this section, we will explore various motivators in detail and how they impact management practices.

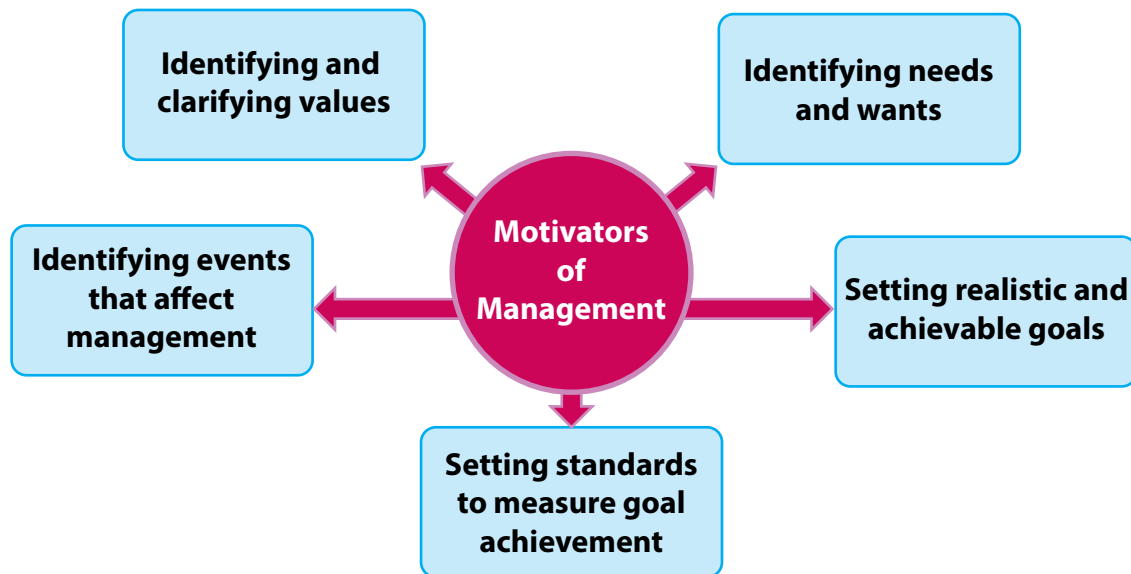


Fig. 1.8: Motivators of Management

Motivators of management inspire and encourage individuals to perform their roles effectively to achieve success.

Motivators include:

**Needs** are the things one requires to survive; in other words, things one cannot do without, e.g., food, clothing, and shelter.

**Wants:** They are the things we wish to acquire, essentially items or goals that we could manage without but still desire.

**E.g.,** You will not lose anything if you do not wear a necklace or a bangle.

**Goals:** They are the personal milestones that one aims to achieve in life. E.g., my goal is to become a teacher in the future.

**Values:** These are the things that we consider desirable or very important. E.g., If you value knowledge, all your resources are geared towards education.

**Standards:** They are the level of quality or attainment. That is the level you want to reach in your goal attainment. E.g. If you want to become a nurse in the future, what type of nurse do you want to become? A degree nurse, community health nurse, or A midwife?

**Events:** Events are unexpected occurrences. They are things that happen suddenly, without our control. E.g., unexpected visitors and disasters such as floods, and fire outbreaks,

## Ways to Apply Motivators in Our Daily Life:

Below are some ways to apply motivators in our daily lives:

1. **Goal Setting:** Set clear and achievable goals. Break goals down into smaller, manageable tasks and create a plan to accomplish them. This will give a sense of direction and motivation to work towards objectives.
2. **Recognising Personal Needs:** Identify personal needs and desires. Understanding what drives you will bring you joy and will help you stay motivated and focused on activities that align with your passions.
3. **Time Management:** Manage time effectively by prioritising tasks and eliminating distractions. Setting specific timeframes for completing tasks can create a sense of urgency and keep you on track.
4. **Positive Reinforcement:** Positive reinforcement can boost confidence and motivation to keep moving forward. For example, celebrate achievements and milestones, no matter how small.
5. **Seeking Support:** Seek support from friends, family, or mentors. Share goals with them and seek their encouragement and feedback. A strong support system can help you stay motivated during challenging times.
6. **Embracing Challenges:** Embrace challenges as growth opportunities rather than viewing them as obstacles. Adopting a proactive and positive attitude towards challenges can boost resilience and determination.

### Activity 1.15

Consider your own goals and interests as a student. Reflect on what motivates you to achieve your academic and personal goals.





#### Tasks:

1. **List Personal Motivators:**
  - Write down at least three (3) personal motivators that influence your efforts to succeed in school and in your personal life. Examples might include future career aspirations, personal achievements, or support from family and friends.
2. **Explain Each Motivator:**
  - For each motivator, write a brief explanation of how it affects your motivation and helps you achieve your goals.
3. **Create a Motivator Journal:**

- Maintain a journal for one week where you record instances when your motivators influenced your actions or decisions. Include dates, activities, and reflections on how these motivators impacted your performance.
4. Make an action plan with timescales to motivate you.
  5. **Submit Your Journal and Share your goals:**
    - Submit your journal and written explanations for evaluation. Ensure your reflections are clear and demonstrate a deep understanding of how motivators impact your goals.
    - Share your goal with a friend and describe what motivates you and how you will achieve the goal.
  6. Follow your plan daily to achieve objectives.

### Activity 1.16

Look at the images below and write the type of motivator that describes it.

Images of Motivators	Type of Motivator
	
	
	
	



## Activity 1.17

**Scenario:** Imagine you are a student planning to organise a fundraising event for your school's sports team. Your aim is to gather enough funds to buy new equipment and uniforms. To make the event successful, you need to identify what motivates people to contribute to such causes.

### Tasks:

1. Conduct research to identify various motivators that could encourage people to donate to your fundraising event. Consider motivators like personal interest in sports, community spirit, and recognition for contributions.
2. Write a list of at least five different motivators that you think could influence potential donors. Include a brief explanation for each motivator on why it would be effective in encouraging donations.
3. Develop a short presentation or a poster that displays your list of motivators. Include visual elements such as charts or images to make your presentation engaging.
4. Present your poster or presentation to the class, or submit it for evaluation. Ensure you highlight how each motivator can be used to maximise fundraising efforts.

**Note:** Respect each other view on the presentation and accept constructive critiquing about the work. Do not mock or make fun about peer work.

## Extended Reading

### Recommended reading materials and links for more information:

#### Reading Materials/Referencing

Asare, E. & Kwafao, M. (2017). Understanding Management in –Living (3<sup>rd</sup> ed.). Kwadwoan Publishing: Accra, Ghana. **Pages 53-60**

Ahmed, M. S. (2017). Management in Living for Senior High Schools Approacher's (GH.) LTD Kumasi, Ghana. **Pages 38-43**

#### Links:

[https://www.google.com/search?q=motivators+in+management+in+living&sca\\_esv=f977441fd745688c&sca\\_upv](https://www.google.com/search?q=motivators+in+management+in+living&sca_esv=f977441fd745688c&sca_upv)

[Motivation in Management | Definition, Process & Types - Lesson | Study.com](#)

<https://youtu.be/TP1gPF6e3UM>

# Review Questions for Section 1

1. Akua was confronted with choosing between an SHS day school closer to her home and a boarding school in another town. Which of the management principles will Akua use to solve the problem?
  - a. Communication skills.
  - b. Decision-making skills.
  - c. Resource management skills.
  - d. Planning skills.
2. Management in living is important to society because
  - a. Resources are limited.
  - b. Resources are in abundance.
  - c. Families are large.
  - d. Families are small.
3. Which of the following best explains the concept of management in living?
  - a. Using resources unwisely to achieve goals.
  - b. Using resources to make the family uncomfortable.
  - c. Making judicious use of scarce resources to achieve goals.
  - d. Making decisions depends on the spell of the moment.
4. The problems of feeding, clothing, and the use of income are all matters of
  - a. Management.
  - b. Motivators.
  - c. Morals.
  - d. Values.

5. List five (5) career opportunities in management in living.

6. **Apply your knowledge of management focus to solve a current family challenge. Use the case study below to guide your response:**

## Case Study

A local community is experiencing regular power cuts due to an issue with the main electricity supplier. The outages mostly occur in the evening when families are at home preparing dinner. Explain how this issue can be managed using the focus of management.

7. **As the manager of a company, explain how you would use the characteristics of management to achieve your set goals. Use the case study below to guide your response:**

## Case Study

You manage a busy laundry service and have recently invested in new machinery to enhance efficiency. As a result, customer numbers have increased. Currently, you employ three staff members, but with the higher customer turnover, you need to hire additional staff. You will also need to allocate time and resources to train the new hires to operate the new machinery effectively.

- How can you apply the characteristics of management to effectively manage your resources and achieve your goals?
8. Write an essay, describing a long-term goal you have set for yourself. How will you utilise management processes to achieve this goal?
  9. Maame Pomaah is always seen cleaning the house, washing clothes, and keeping her surroundings clean by desilting the gutter and weeding. What influences her behaviour? Give reasons for your answer.
  10. Issaka wants to be a doctor. He spends his money on books, pens, and pencils and is always in the library studying. He does his class assignments on time. Discuss what is influencing Issaka's behaviour.

## Acknowledgements



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