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THE FUNCTIONAL CHARACTERISTIC SOCIAL MANAGEMENT

Social management provides productivity of the basic everyday activity of a company, therefore adapting to the market conditions of the economy can be considered as one to maintain competitiveness of the enterprise. This causes increased interest in social management now.

Thus it is a topic of interest now. There is particular discussion about the social management.

We consider, whether in by consideration the functions of social management we should add to the list of functions of management (forecasting and planning, organizing, coordinating, motivating and stimulating, controlling and analyzing), which are offered by many authors as management principles, the function of regulation, which is necessary to eliminate undesirable realization results.

In our view, social management is a more important function of management them coordination, as it is important not to coordinate action, and to produce correct work that has deviations from results that will then be rejected by the social program.

The general functional characteristic of social management is presented such follows. Choosing the process of strategy is the beginning of the social managerial process. It consists of forecasting and long-term planning of the functioning of social system. The strict regulation of functioning of the social system in achieving of goals is secured by the social program. Such program foresees the assignment of concrete tasks for the periods of planning.

The function organization is shown during introduction of element of the social program into the social process. Introduction of element of social managers by social managers means connecting to operations, managers select the executors, nominate their execution of tasks, and are responsible for the effectiveness the of distribution of powers to workers their workplaces.

The assignment of function such as motivation and stimulation in social management means to stimulation of executors to carry out their obligations. Manager use the methods of material and moral influence. Such methods motivate personal and raise efficiency. Control and analysis as functions track the results of social process. Such functions are shown on the data-badge of project process and information about divergence form plan.

Regulation is connected with other functions. The goals of regulation is avoiding divergence and mistakes that are defected in the control presses. The importance of regulation extends from the beginning to the end of the program for the social manager. These elements of the program that are connected with effectiveness and profitable activating of an enterprise and with better social presses, are very important for the social system.

We note that control and regulation functions are important goal that help to manage the social process of the social program.