

различных сферах, от международной торговли и логистики до финансов, культуры и туризма. Специалисты со знанием китайского языка являются высококвалифицированными профессионалами, способными не только переводить тексты, но и строить мосты между культурами, содействуя укреплению экономических и культурных связей между Китаем и остальным миром. Рост китайской экономики и ее все большее влияние на глобальные процессы гарантируют стабильный и высокий спрос на специалистов, владеющих этим языком, на протяжении многих лет. Поэтому инвестиции в изучение китайского языка являются, безусловно, выгодным вложением в будущее.

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### **THE MAIN FUNCTIONS OF MANAGEMENT**

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In the modern world, where rapid globalization, technological advancements, and dynamic market conditions constantly reshape the business environment, effective management plays a crucial role in the success and sustainability of organizations. Understanding the main functions of management, planning, organizing, leading, and controlling has become more important than ever. These functions serve as the foundation for achieving organizational goals, improving efficiency, and responding to internal and external challenges. Moreover, the digital transformation of industries and the increasing complexity of organizational structures demand a deeper analysis of how these functions evolve and adapt. Therefore, studying the main functions of management remains highly relevant both in theory and in practice, providing future managers with the essential tools to navigate and thrive in today's competitive business landscape. To begin with, it is necessary to define what management is and to understand why we need it. In simple terms, Management is the management of processes, people and resources; it usually refers to a function, but also to the people who perform it; it indicates a social or official position, but also means an academic discipline and a field of scientific research. According to Fayol's theory, there are four main

functions in management: Planning is the process of predicting and preparing for future events. Failure to plan indicates incompetence of the manager. Organization is the provision of the business with all the necessary resources for its operation, including equipment, materials, financing, and personnel. The key aspect here is the training of the manager. Motivation is a managerial activity aimed at inducing employees to act for a specific purpose. Control is the process of checking and supervising the execution of planned actions.

At the planning stage, the manager determines how and in what time frame to achieve the desired result. For example, if a sales manager is tasked with selling 20 million worth of goods, he needs to plan how to achieve this goal within a month, breaking it down into daily tasks for employees and setting key performance indicators. The function of the organization is to assign tasks to employees and provide them with all the resources they need to accomplish those tasks. In the case of a sales manager, this might mean providing access to a CRM system, developing scripts and preparing a database. The next step is to develop a motivation system. Effectively incentivizing staff requires the manager to understand the basic methods of motivation. If a subordinate's contribution is not noticed or appreciated, he or she will not be eager to be active in the future. When exercising control, the manager checks to what extent the set norms are met and whether the achieved result corresponds to the plan. It is recommended to implement regular control in order to hold coordination meetings and timely respond to possible deviations from the plan.

Thus, these basic functions of management are interrelated and complement each other. Effective management requires from managers not only knowledge of theory, but also practical skills that allow them to adapt to changing conditions and ensure the achievement of organizational goals. Successful application of these functions contributes to the creation of a competitive and sustainable company in the market.

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