

Principles of Management



Jagatpur P.G. College Jagatpur Varanasi

BCA I Semester

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Outline

❖ **Nature OF MANAGEMENT**

- Definition
- Management
- Role of managers

❖ **Evolution of Management Thought:**

- Evolution of Management thought
- Organization and the environmental factors
- Trends and Challenges of Management in Global Scenario.

❖ **Functions of Management: Part-I**

- Nature and purpose of planning
- Planning process
- Types of plans
- Objectives
- Managing by objective (MBO) Strategies
- Types of strategies
- Policies
- Decision
- Making
- Types of decision
- Decision Making Process
- Rational Decision Making Process
- Decision Making under different conditions.

❖ **Functions of Management: Part-II**

- Motivation
- Importance
- theories Leadership
- Meaning –styles
- qualities & function of leader Controlling
- Need, Nature, importance,
- Process & Techniques
- Total Quality Management
- Coordination

❖ **Management of Change**

- Models for Change
- Force for Change
- Need for Change
- Alternative Change Techniques
- New Trends in Organization Change
- Stress Management

❖ **Strategic Management**

- Definition,
- Classes of Decisions
- Levels of Decision
- Strategy
- Role of different Strategist
- Relevance of Strategic Management and its Benefits
- Strategic Management in India

UNIT I

NATURE OF MANAGEMENT

- Definition Management**
- Role of managers**
- importance & Functions,**
- Management as Art,**
- Science & Profession Management**
- social System Concepts of management**
- Administration**
- Organization**
- , Management Skills**
- , Levels of Management.**

Management

- ❑ as how the mind controls the human body and its function similar management (mind) controls the various activities (human body) in the Organization
- ❑ Collection of physical equipments, 4 M's in Organisation – Men, Machine, Materials, Money, and leads to nothing. For efficient and profitable functioning it is necessary that all these factors are put to work in a co- ordinated manner.

Management Definition

Management is the art of getting things done through others. Harold Koontz Def as “ Management is the process of designing and maintaining an environment in which individuals, working together in groups efficiently to accomplish selected aims”

- Managers carry out their managerial function
- Applies to any kind of Organisation
- Applies to managers at all Organisational levels
- Aim is to create a surplus
- Concerned with productivity, implies effectiveness and efficiency
- Mgt of 4 M's in the Orgn – Men, Machine, Materials & money

Characteristics of Management

- Mgt is Universal
- Mgt is dynamic
- Mgt is a group of managers
- Mgt is Purposeful
- Mgt is goal oriented
- Mgt is integrative Function
- Mgt is a Social process
- Mgt is a Multi-faceted discipline
- Mgt is a continuous process
- Mgt is a system of authority
- Mgt is a resource
- Mgt is intangible

ADMINISTRATION VS MANAGEMENT

Basis of Distinction	Administration	Management
Policy and objectives	Determination of objectives & policies	Implementation of Policies
Main Functions	Legislative & determination function	Executive Function
	Planning, Organising staffing	Directing, Motivating, Coordinating Controlling
	Provides a sketch of the enterprise	Provides the entire body
Influence	Influenced mainly by public opinion & other outside force	Influenced mainly by administrative function
Levels of Management	Mainly top level function involves thinking & planning	Mainly middle level function involves doing and acting
Level of Executives	Owners/ Board of Directors	MD, GM & Managers
Position	Acts as a principal	Acts as an agency
Knowledge	Requires more admin ability than technical ability	Requires more technical ability than admin ability

Management as an Art

The main elements of an art are –

- Personal Skills
- Practical know-how
- Application of knowledge
- Result orientation
- Creativity
- Constant practice aimed at perfection

Management is basically an art because of the following reasons –

- A manager applies his knowledge and skills to coordinate the efforts of his people
- Mgt seeks to achieve concrete practical results
- Mgt is creative. It brings out new situation and converts into output
- Effective Mgt lead to realization of Organizational and other goals. Mastery in Mgt requires a sufficiently long period of experience in, managing.

Management as Science

The essential elements of Science

- Systematised body of Knowledge
- Underlying principles and theories developed through continuous observation, inquiry, experimentation and research.
- Universal truth and applicability.
- Organised body of knowledge can be taught and learnt in class room and outside.
- Mgt is a social science. It contains all the essentials of science. It is an inexact science.
- PERT, CPM, Cost A/C, Finance, MBO etc

Thus, the theory (Science) and practice (art) of Mgt go side by side for the efficient functioning of an organisation.

Management as a Profession

The essential attribute of a profession

- A well-defined and organised body of knowledge
- Learning and Experience
- Entry restricted by qualification
- Recognised national body
- Ethical code of conduct
- Dominance of service motive

Mgt is not a full fledged profession now due to the following shortcomings

- Skills not fully developed
- No uniform method of entry
- Objective is monetary rather than service
- Ethical code is not strict
- Associations are not statutory bodies

But in India it is developing into a profession and it will be achieved in due course.

Managerial Skills

- Conceptual skills
- Human Skills
- Technical Skills
- Design Skills – Decision making

Need for Management

1. To increase efficiency
2. To crystallize the nature of Mgt job
3. To improve research in Mgt
4. To attain social goals

Levels of Management

1. Top Level Mgt –

Board of Directors, MD, Owners, Chief Executives

- To analyse, evaluate and deal with the environmental forces
- To establish overall long term goals and broad policies of the company including the master budget
- To appoint departmental and other key executives
- To represent the company to the outside world
- To coordinate the activities and efforts of different departments

2. Middle Level Mgt –

Sales Executives, Production Executives, Production executives etc.

- To interpret and explain the policies framed by top management
- To compile and issue detailed instructions regarding operations
- To cooperate among themselves so as to integrate various parts of the division or a department
- To motivate supervisory personnel to work for organizational goals
- To develop and train supervisory and operative personnel.

3. Lower Level Mgt –

superintendents, Branch managers, General Foremen

- To plan day to day production within the goals laid down by higher authority
- To assign jobs to workers and to make arrangements for their training and development
- To supervise and control workers and to maintain personal contact with them.

Roles of a manager (Mintzberg)

- 1. Interpersonal Role** - Interacting with people inside and outside the Orgn
 - **Figurehead** – as a symbolic head of an organisation, the manager performs routine duties of a legal nature
 - **Leader** – Hiring, Training, motivating and guiding subordinates
 - **Liason** - Interacting with other managers outside the orgn to obtain favours and information

- 2. Informational Role** – Serving as a focal point for exchange of Information
 - **Monitor** – Seeks and receive information concerning internal and external events so as to gain understanding of the Orgn and its environment.
 - **Disseminator** – Transmits information to subordinates, peers and superiors within the Organisation
 - **Spokesperson**– Speaking on behalf of the Orgn and transmitting information on Orgn plans, policies and actions to outsiders.

- 3. decisional Role** – Makes important decision
 - **Entrepreneur** – Initiating changes or improvements in the activities of the Orgn
 - **Disturbance handler**- Taking charge and corrective action when Orgn faces unexpected crises
 - **Resource allocator** – Distributing Orgn’s resources like money, time, equipment and labour
 - **Negotiator** – Representing the Orgn in bargaining and negotiations with outsiders and insiders

Importance of Management-

Management is the dynamic life –giving element in every business. Without it the resources of production remain resources and never become production. Sound Management provides the following benefits .

- Achievement of group goals
- Optimum utilization of resources
- Fulfillment of social obligations
- Economic growth

- Stability
- Human Development
- Meets the challenge of change

Classification of managerial Functions

Functions	Sub Functions
Planning	Forecasting, decision making, strategy formulation, policy making, programming, scheduling, budgeting, problem-solving, innovation, investigation and research.
Organising	Grouping of Functions, Departmentation, delegation, decentralization, activity analysis, task allocation
Staffing	Manpower planning, job analysis, Recruitment, Selection, Training, Placement, Compensation, Promotion, appraisal, etc.
Directing	Supervision, Motivation, communication, Leadership, etc
Controlling	Fixation of standard, recording, measurement, reporting corrective action.

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Reference Books:

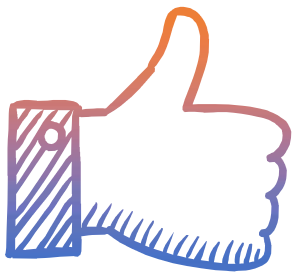
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Thanks!



Any questions?

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