

# NATURE OF MANAGEMENT

# INTRODUCTION

- Meaning

Management is the process of designing and maintaining an environment in which individuals working together in groups efficiently accomplish selected aims.

Management is an art of getting things done through others.

Management is to plan, organize, direct and control the resources of the organization for obtaining common objectives or goals.

It is related with resources like material, money, machinery, methods, manufacturing and marketing.

# INTRODUCTION

- Management principles are universal in nature.
- Management is necessary for all types of organization, such as public sector, private sector, govt. department, hotel, hospital, hostels, educational institutes, require management for several growth and expansion.

# DEFINITIONS

- According to Taylor

“Management is the art of knowing what you want to do and then seeing that it is done in the best and cheapest way.”

- According to Lawrence

“Management is the accomplishment of results through the efforts of other people.”

- According to Henry Fayol

“To manage is to forecast and to plan, to organize, to co-ordinate and to control.”

# NATURE OF MANAGEMENT

1. Management is an activity.
2. Management is a purposeful activity.
3. Management is concerned with the efforts of a group.
4. Management applies economic principles.
5. Management involves decision making.
6. Management is getting things done through others.
7. Management is an integrating process.

# NATURE OF MANAGEMENT

8. Management co-ordinates all activities and resources.

1. Management is a universal activity.
2. Management is dynamic not rigid.

# IMPORTANCE OF MANAGEMENT

## **1. Management is goal oriented:**

Management is concern with achievement of specific goals. It is always directed towards achievement of objectives. The success of management is measured by the extent to which objectives are achieved.

## **2. Management is associated with group efforts:**

The business comes into existence with certain objectives which are to be achieved by a group and not by one person alone.

# IMPORTANCE OF MANAGEMENT

## **3. Management is intangible:**

It is an unseen force, its presence can be evidenced by the result of its efforts up to date order but they generally remain unnoticed, whereas mismanagement is quickly noticed.

## **4. Management is an activity and not a person or group of person:**

Management is not people or not a certain class but it is the activity, it is the process of planning, organizing, directing and controlling to achieve the objectives of the organization.



# IMPORTANCE OF MANAGEMENT

## **5. Management is situational:**

Management does not advice best way of doing things. Effective management is always situational. A manager has to apply principles, approaches and techniques of management after taking into consideration the existing situations.

## 6. Management is universal:

# IMPORTANCE OF MANAGEMENT

## **6. Management is universal:**

Most of the principles and techniques of management are universal in nature.

They can be applied to government organization, military, educational institutes, religious institutes etc. They provide working guidelines which can be adopted according to situations.

# IMPORTANCE OF MANAGEMENT

## **7. Management is concern with people:**

Since management involves getting things done through others only human being performed this activity with the help of planning and control. The element man can not be separated from the management.

# IMPORTANCE OF MANAGEMENT

## **8. Management is the combination of art, science and profession:**

Management makes use of science as well as art. It is science because it collects knowledge with the methods and data, analyzes and measures it and decision is taken with the help of experiment. It is a systematic body of knowledge. Art means application of knowledge for solving various problems. In modern times there is separation of ownership and management, so professional experts are appointed.

# FUNCTIONS OF MANAGEMENT



# FUNCTIONS OF MANAGEMENT

- **Planning**

It is a function of determining the methods or path of obtaining there objectives. It determines in advance what should be done, why should be done, when, where, how should be done.

This is done not only for organization as a whole but also for every division, section and department. Planning is thinking before doing.

It includes forecasting, formation of objectives, policies, programmes, producer and budget.

# FUNCTIONS OF MANAGEMENT

- **Organizing:**

It includes departmentation, delegation of authority, fixing of responsibility and establishment of relationship.

A manager has to design and develop a structure of various relations. This structure, results from identification and grouping work, delegation of authority and responsibility and establishing relationship.

# FUNCTIONS OF MANAGEMENT

- Staffing

It includes man power planning, recruitment, selection, placement and training.

People are basically responsible for the progress of the organization. Right man should be employed for right job. It also involved training of personnel and proper remuneration.



# FUNCTIONS OF MANAGEMENT

- Directing

It includes decision making, supervising, guidance etc. It reflects providing dynamic leadership.

When the manager performs these functions, he issues orders and instructions to supervisors.

It also implies the creation of a favorable work, environment motivation, managing managers, managing workers and managing work environment.

# FUNCTIONS OF MANAGEMENT

- Controlling

It is a process of checking actual performance against standard performance.

If there is any difference or deviation then these differences should be detected and necessary steps should be taken. It involves three elements:

1. Establishing standard of performance.
2. Measuring actual performance with establishment.
3. Finding out reasons for deviation.

# MANAGEMENT IS AN ART

- Art is personal skill. It is created by nature. It does not possess by all.
- Art is bringing about desired results with the help of skills.
- **Management is an art because:**
  - 1] It is creative
  - 2] It involves use of skill.
  - 3] It involves use of technical know how.
  - 4] It is directed towards getting results.
  - 5] It is personalized.

# MANAGEMENT IS A PROFESSION

- Profession is an occupation carried by professionals like doctor, lawyer, architect, chartered accountant, cost accountant etc.
- It involves knowledge and application of it.
- Management as a profession is modern concept different from traditional one.

# MANAGEMENT IS A PROFESSION

- The modern concept of management has developed as a profession

because:-

1. Organization is a systematic body of knowledge.
2. Formal methods of acquiring knowledge and skill with the help of different institution.
3. Rise in professional management consultant.
4. Need for honesty.

# CHARACTERISTICS OF PROFESSION

- Systematic body of knowledge
- Formal Education
- Social Responsibility
- Independent Office
- Specialization
- Fees

# MANAGEMENT AS A SCIENCE

- Science is a systematic body of knowledge based on certain principles and which are universally approved.
- F. W. Taylor was the first person who considered management as a science.
- Science is divided into two parts.
  1. Physical science.
  2. Social science.
- Management is a social science because it deals with human being.

# MANAGEMENT AS A SCIENCE

Management is a social science due to the following reasons:-

- Systematic collection and processing of information:-

Management collects information either by observation or experiment and practice.

E.g. Marketing people collect information about expected sales on the basis of observation, experiment and practice. The data is collected. Then it is process and with the help of computer and statistical tools and then the data is analyzed and decisions are taken.



# MANAGEMENT AS A SCIENCE

- Output may change though the inputs are same:-  
In management the output may change even when the input remains the same because it deals with human being. Subordinates working under one manager may give different result though resources are same.

# MANAGEMENT AS A SCIENCE

- Principles of Management are universally accepted:-

All successful organizations must follow established principles of management, such as division of work, unity of command, authority and responsibilities, discipline etc. So it is said that management is not only an art, a science or a profession but combination of all.

# LEVEL OF MANAGEMENT

- There are several types of managers. However it is useful to divide them on the basis of three managerial levels.
- There are three levels of management:
  - Top level management
  - Middle level management
  - Lower level management
- Administrative level consists of top or upper level of management.
- Operative level consists of middle level and lower management.

# MANAGEMENT SKILL

## 1. Conceptual Skills:

Conceptual skills are the abilities to think about the creative terms understand and visualize the future, to organize and translate observation into ideas & concepts.

Conceptual skills are essential to identify and diagnose the problems.

This will helpful in determining the goals.

# MANAGEMENT SKILL

## 2. Analytical Skills

Analytical skills mean ability to work out a complex problem or situation into component.

Analytical skills are required for solving problems and decision making.

This is also helpful for evaluation of performance and arriving at judgment.

# MANAGEMENT SKILL

## 3. Human relation Skills:-

Human relation skills represent the ability to understand the behavior of people, their problems, their needs, working conditions and motivation to people. These skills are essential in directing the people and for better coordination

# MANAGEMENT SKILL

## 4. Administrative Skills:-

It involves the implementation of plan and use of available resources to get the desired output that is profit and to regularize a performance in orderly manner. It is also helpful in co-ordination of activities.

# MANAGEMENT SKILL

## 5. Technical Skills:-

These skills are essential for first line managers. He requires knowledge of a job, ability to apply the methods and techniques of job. He is responsible for providing technical guidance and instructions to subordinates.



# MANAGEMENT SKILL

## 6. Computer Skills

Computer knowledge is essential for today's manager.

In modern days computer is widely used in organization. Hence today's' manager should possess the knowledge of computer.

This is helpful in decision making. It also helps to increase the productivity in the organization.

# MANAGEMENT SKILL

## 8. Communication Skills:-

Communication is systematic process of telling, listening and understanding. This skill requires the ability of listening and speaking in an effective manner. The manager is responsible for getting the things done by others. He should be expert in oral and written communication