

MANAGEMENT CONCEPTS - BNBA37

(NME)

What is Management?

Management is the attainment of organizational goals in an effective and efficient manner through planning, organizing, staffing, directing and controlling organizational resources.

Definition

“Management is a multipurpose organ that manages a business and manages Managers and manages Workers and work.”— By Peter Drucker.

Management is the "art of getting things done through people."-- By Mary Parker Follett.

Importance of Management

In the absence of Management no organization can run successfully. The major Importance of management are as follows

1. Management helps in Achieving Group Goals.

Organisation consists of number of persons who work as a group. Management helps in achieving group goals by giving a common direction to the individual effort.

2. Management Increases Efficiency.

The main aim of every manager in any organisation is to minimise the cost and to increase the output through effective planning, organising, directing, staffing, controlling etc..

3. Management Creates a Dynamic Organisation.

The environment in which an organisation works is subject to continuous changes and the people working in the organisation resist change because they don't want to move from a familiar and secure environment to a new environment.

4. Management helps in Achieving Personal Objectives.

Management not only helps in achieving the organisational objectives but also the personal objectives of the employees. With the help of self motivation and leadership techniques, management helps individuals to develop spirit of cooperation, commitment and team spirit etc.

5. Management helps in the Development of the Society.

An organisation has many obligations towards different groups that constitute it. The process of fulfilling all the objectives must help in growth and development of the organisation as well as society.

Roles of a Manager

I - Interpersonal Roles

(i) Figure head.

As symbolic head of an organisation, The Manager performs routine duties of a legal or nature.

(ii) Leader:

Hiring, training, motivating and guiding subordinates.

(iii) Liaison: (Connection)

Interacting with other managers outside the organisation to obtain ~~facts~~ favours and information.

II Informational Roles: -

Monitor: (adviser)

Seeks and receives information concerning internal and external events.

Disseminator: (Spread)

Transmits information to subordinates, peers (colleague) and supervisor within the organisation.

Spokesperson: Speaking on behalf of the organisational plan, policies and action to outsiders.

III

Decisional Roles: -

Entrepreneur: Initiating changes or improvements in the activities of the organisation.

Resource allocator: Distributing organisation's resource like money, time, equipment and labour.

Negotiator: Representing the organisation in bargaining and negotiations with outsiders and insiders.

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Functions of management (manager)

1. Planning :

Planning is a Management Process. It is a Primary Functions of every management. Planning involves determining the achieving of organisational goals.

2. Organizing

In organizing System top Management first fixes the common objective, way and resources.

4. Directing

Directing is a Process in which the managers instruct, guide and overview the performance of the workers of a Company to achieve objectives.

3. Staffing: Staffing is the process of filling all positions in the organisation with adequate and qualified personnel.

"Staffing is to put right man on Right Job."

5. Controlling

Controlling is the process of monitoring activities, measuring performance, comparing results to objectives, and making modification and correction when needed.

