

NATURE AND SIGNIFICANCE OF MANAGEMENT

CONTENTS AS PER
CBSE SYLLABUS

- Management- **Meaning, Features, Objectives and Importance.**
- Management as **Science, Art and Profession.**
- **Levels of Management.**
- **Management Functions.**
- **Coordination- Concept and Importance.**



MEANING

It is the process of getting things done with the aim of **Achieving Goals Effectively and Efficiently.**

↓
Finishing the given task on time 🕒.

↓
Minimum cost 💰.

⇓
DOING THE THING RIGHT

⇓
DOING THE RIGHT THING



Features of Management

01

Goal Oriented

- Unites the efforts of different individuals in the organisation towards achieving the goals.

02

Multidimensional

- Focuses on three main activities- Management of Work, people, and Operations.

03

All Pervasive

- Universal Applicable,
- Difference- Culture, tradition & History.

04

Continuous

- Never ending, ongoing Process, and Not One time task.

05

Group Activity.

- Team work & coordination of individual efforts in a common direction.

06

Dynamic

- Adopt changes according to the Environment.

07

Intangible

- Presence of management can be felt not seen,
- Target met + Employee happy + Orderliness.

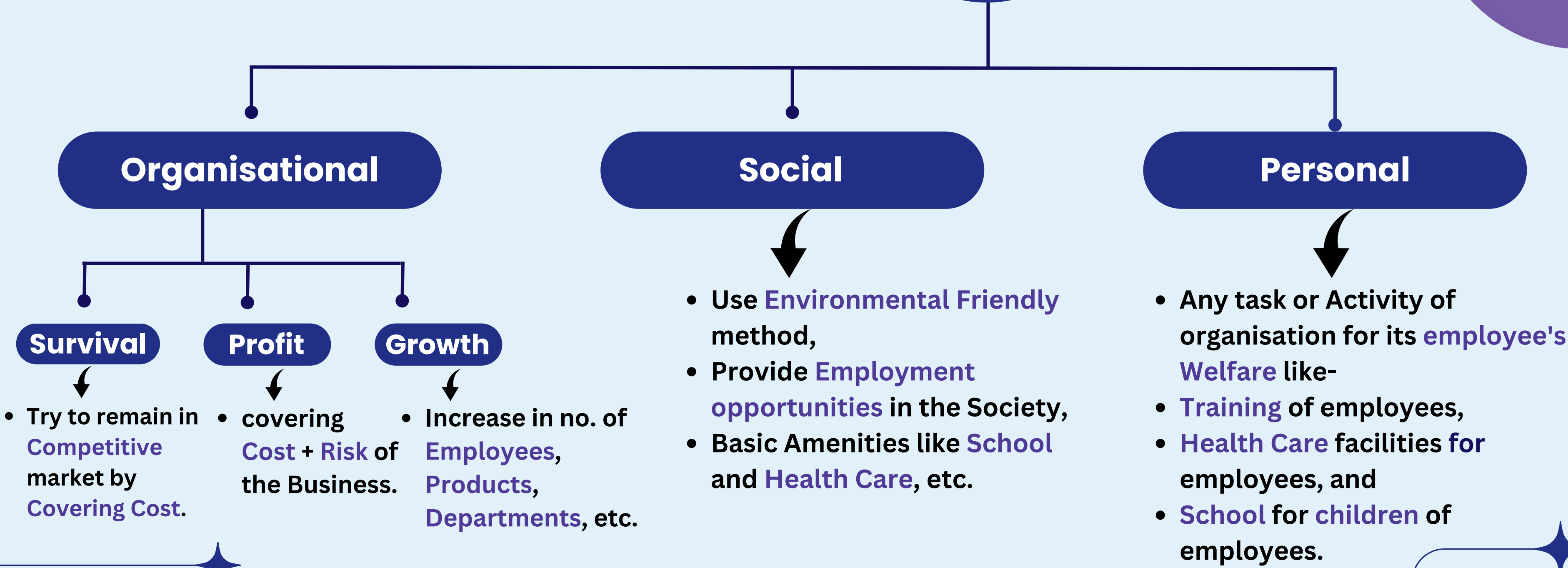


MULTIDIMENSIONAL (FEATURES OF MANAGEMENT)

- 1). **Management as a Work** :- Problem to be solved + Decision to be made + Plan established + Budget established responsibilities & authority delegated.
- 2). **Management of people** :- Getting work done through people,
 - Two dimension- Employee as individual needs + Dealing with individual as a group of people.
- 3). **Management of Operations** :- Input- Output,
 - Link between management of work & Operations.



OBJECTIVE



Organisational

Social

Personal

Survival

- Try to remain in Competitive market by Covering Cost.

Profit

- covering Cost + Risk of the Business.

Growth

- Increase in no. of Employees, Products, Departments, etc.

- Use Environmental Friendly method,
- Provide Employment opportunities in the Society,
- Basic Amenities like School and Health Care, etc.

- Any task or Activity of organisation for its employee's Welfare like-
- Training of employees,
- Health Care facilities for employees, and
- School for children of employees.

IMPORTANCE



HELPS IN ACHIEVING GROUP GOAL :

- Integrate employee's Objectives with Organisation's Objectives.



INCREASE EFFICIENCY :

- Reduce cost & increase productivity through planning, Organising, Staffing, Directing, Controlling.



CREATES A DYNAMIC ORGANISATION :

- Accept Changes and Modifying objectives of Organisation Time to Time.



ACHIEVING PERSONAL OBJECTIVES :

- Individual member to achieve personal objective with Organisational objective.



DEVELOPMENT OF SOCIETY :

- Contribution towards Society.

NATURE OF MANAGEMENT

1). MANAGEMENT AS A SCIENCE :-

• Systematic body of knowledge :-

- Science is a **systematic** body of knowledge, the principles are based on a **cause & effect relationship**.

• Principle based on experimentation :-

- Scientific principles are developed through **observation** & through repeated **experimentation**.

• Universal validity :-

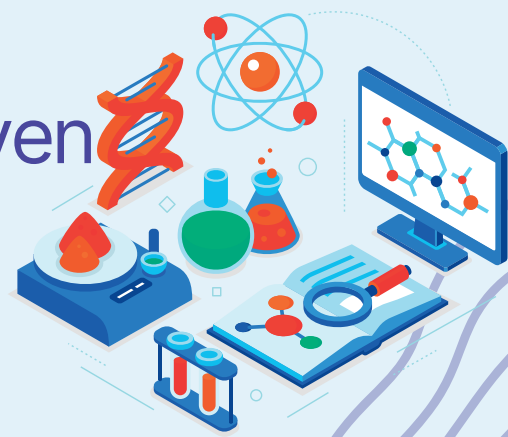
- Have **universal validity** & **Application**.

• Management :-

- Management has a systematised body of knowledge,
- Has own theory and principles that have developed over a period of time,
- People vocabulary for better understanding.

- The principle of management have evolved over a period of time,
- Based on repeated experimentation & observation, but the outcome of these experimentation are not capable of being **accurately predicted**,
- Management - Inexact science.

- Application & use is not universal,
- They have to modified **according to a given situation**.
- Science + Art.



2). MANAGEMENT AS AN ART :-

Art is the skillful & personal application of existing knowledge.

• Existence of theoretical knowledge :-

- Existence of certain theoretical knowledge,
- literature on dancing, public speaking,
- Exports - **derived certain principles.**

• Personalised application :-

- Use of this basic, knowledge, varieties, Art therefore, it is very personalised concept. (two speaker, two actors).

• Based on practice & Creativity :-

- Creative practice of existing theoretical knowledge,
- **creative manner.**

• Management :-

- Day today based on study ,
- Lot of **literature** available in various area of Management like marketing, finance and human resources.
- Applies this acquired knowledge in a personalised and skillful manner, he is involved in the activity of organisation studies critical situation and formulate **own theories.**
- A manager applies the management in his own unique manner, a good manager work through a **combination of practice, creativity, imagination & initiative.**



3). MANAGEMENT AS A PROFESSION:-

- **Well defined body of knowledge :-**

- All profession are based on a well defined body of knowledge.

- **Restricted entry :-**

- The entry is restricted through an examination or through acquiring an educational degree.

- **Personal association :-**

- All profession are affiliated to a professional association,
- Regulates entry, grants certificate of practice and formulate and enforce coc.

- **Ethical code of conduct :-**

- All profession are bound by a code of conduct which guides the behaviour of its member,
- Service motive - Motive to serve client by rendering dedicated & committed service.

- **Management :-**

- Well defined principle based on a variety of business situation this knowledge can be acquired at different college and professional institute.
- There is no restriction on anyone - manager,
- Manager - irrespective of the educational qualifications.
- There are several association AIMA (All India Management association) that has laid down a code of conduct to regular the activities of members,
- No compulsion for manager to be member.
- Basic purpose - Profit maximization,
- But in this fast changing environment need to save society - Quality product at reasonable price..



Level of Management



Lower

- Consists of Supervisors, Superintendent, Foreman, etc.
- They interact with actual workforce.
- Quality is maintained & Wastage is minimised.

Middle

- Consists of Departmental Heads such as Purchase, Sales, Finance department, etc.
- Link between Top & Lower level.
- Responsible for Implementing & Controlling Plans.
- Cooperation with Department.

Top

- Consists of senior most executive of the organisation.
- Chairman, Board of Directors, C.E.O, C.F.O, President, etc.
- Determining the objectives.
- Framing Plans & Policies.
- Coordination of all activities.

Functions of Management



Planning

- Deciding in advance What to do, How to do, For Whom to do.
- Can't Prevent Problems.



Organising

- Process of executing the Plan.
- Assigning Duties + Grouping Task, Establishing Authority & allocating Resources.



Staffing

- Refers to Recruiting, Selecting, Appointing the Employees, Assigning Duties.
- Finding right people for Right Job.



Directing

- Refers to giving Directions or Instructions to employees by Motivating them.
- Managers act as Leaders & Guide them to right Directions.



Controlling

- Ensures work accomplishment as per plan.
- Comparison B/W Plan & Actual Performance.
- Finding out Deficiencies in implementation of plan.

COORDINATION

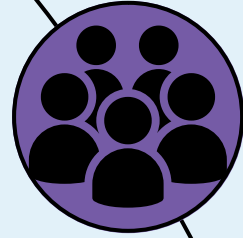
MEANING



- It is the process of **Arranging the Activities** of different departments.
- It is the **Essence** of Management.
- It is **required at all level**.
- It is needed to perform **all the functions of management**.
- In **absence of coordination** may lead to **wasted efforts & coordination without cooperation** may lead to **dissatisfaction among employees**.



Characteristics of Coordination



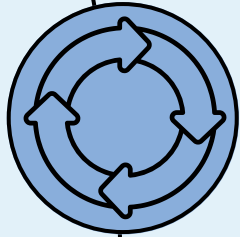
Integrates group Efforts

- Unifies Unrelated + Diverse interest into Purposeful work Activity.



Ensure Unity of action

- Binding forces between department towards organisational goal.



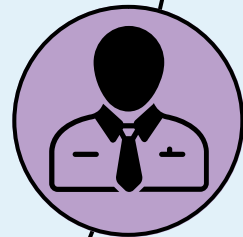
Continuous process

- It is Non-ending Function,
- Managers work continuously to achieve Coordination & maintain Coordination.



Pervasive Function

- It is universal function,
- Required at All Level, in all Departments.



Responsibility of all manager

- Top level tries to coordinate the Overall Plans,
- Middle level tries to Coordinate Departmental activities,
- Lower level Coordinates the Activities of Workers.



Deliberate Function

- Coordinate the activities of Organisation to Avoid Confusion,
- While performing various activities, manager Deliberately Perform Coordination Function.



IMPORTANCE

Growth in Size

- Increase in **Size** of Organisation.
- Harmonise **Individual Goals & Organisational Goals** through **Coordination**.

Functional Differentiation

- Functions are Divided into **Departments**.
- Each Department works in isolation by giving **more Importance** to its **Objective**.

Specialisation

- Coordinate **all Activities** of all the **Specialists** in a **Common Direction & Get Maximum Benefit** of these **Specialists**.

