A person with dark hair, wearing a black jacket with white stripes on the sleeve, is seen from the back, writing on a whiteboard with a blue marker. The whiteboard has the word 'MANAGEMENT' written in blue capital letters. The person is holding a blue marker in their right hand and is in the process of writing the word 'MANAGEMENT'.

MANAGEMENT is an art of getting things done through others.

A B S

Characteristics / features of management

1. Goal oriented process ✓
2. Continuous process ✓
3. Group activity
4. Intangible
5. Dynamic
6. Pervasive
7. Multi-dimensional
 - a) management of work
 - b) management of people ✓
 - c) management of operations ✓

P
O
C
S
D

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Objective of management :-

1 Organisational
objective

2 Social
objective

3 personal
objective



Importance of management

Achieving
organizational
goal

Achieving
personal
goal and
group goal

Creates a
dynamic
organization

Increase
coordination

Development
of society

Successful organisation do not achieve their goals by chance but by following a deliberate process called management
businessman reaches to the top because of its quality of management

Nature of Management

1 management as
a science

2


management
as an Art

3

management as
a profession



Note:- An organization must balance between effectiveness and efficiency.



Basis	Effectiveness	Efficiency
Meaning	It refers to completion of task on time	It refers to completion of task on minimum cost
Orientation	Time oriented	Cost oriented
Objective	Achieve end result	Reducing the cost
Main consideration	Doing the right task	Doing the task in right way



Levels of management & Their Functions

Top level

2

Middle level

3

lower level



Levels of management & Their Functions

Middle level

first line

lower level



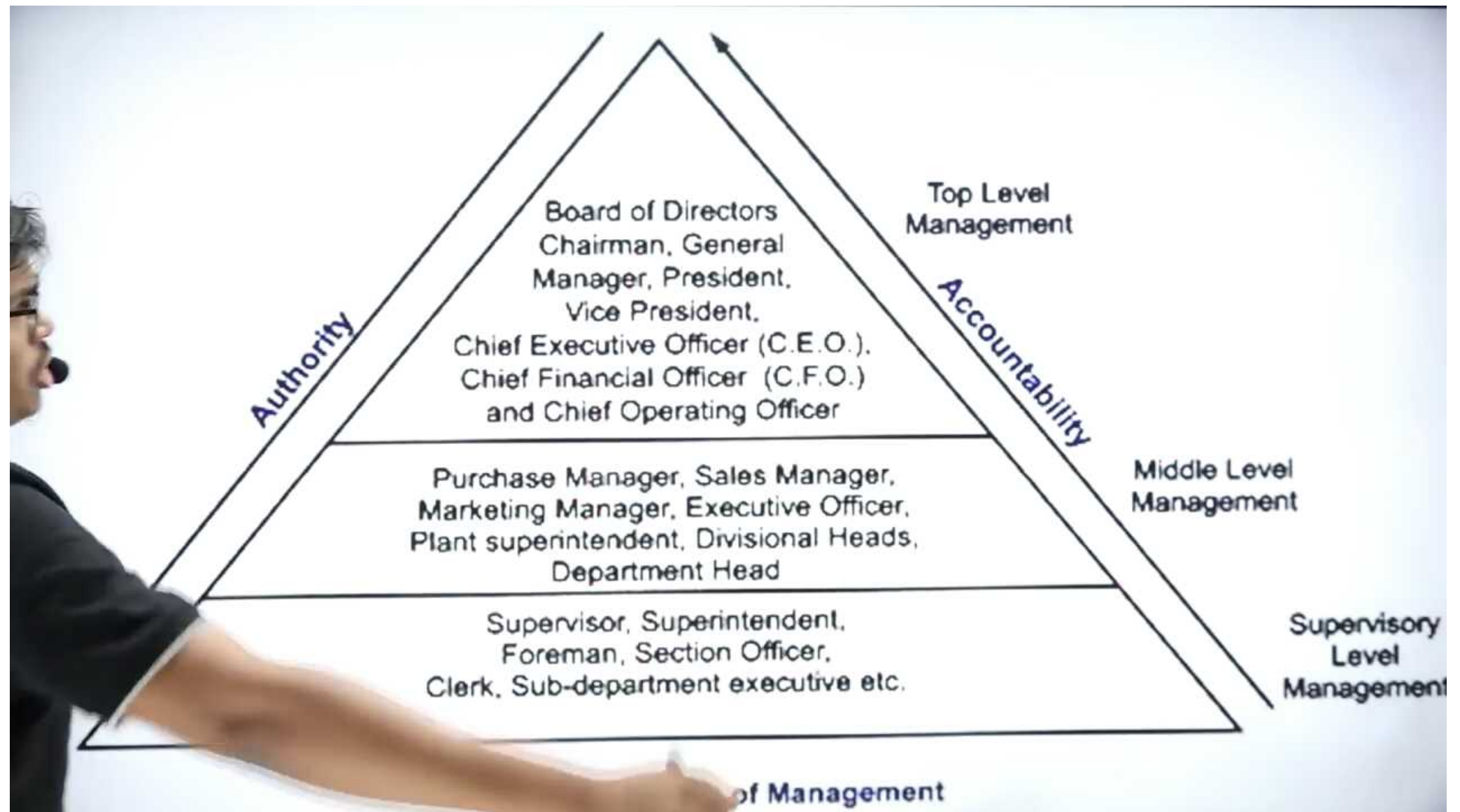
Levels of management & Their Functions

1
2
3
Middle level

first line

lower level







Functions of management

Planning

Organising

Staffing

Directing

controlling

Coordination :- Coordination is the integration of the efforts of group members so as to provide unity of action to achieve organizational goal



Coordination :- Coordination is the integration of the efforts of group members so as to provide unity of action to achieve organizational goal



COORDINATION IS THE ESSENCE OF MANAGEMENT

It is Needed to perform all the functions of management

It is required at all the levels

Coordination is the most important function of an organization

Nature/ features of coordination

Coordination integrates group efforts

Coordination is a continuous process

Coordination is a pervasive function

coordination is a deliberate function

Coordination is the responsibility of all management



Nature/ features of coordination

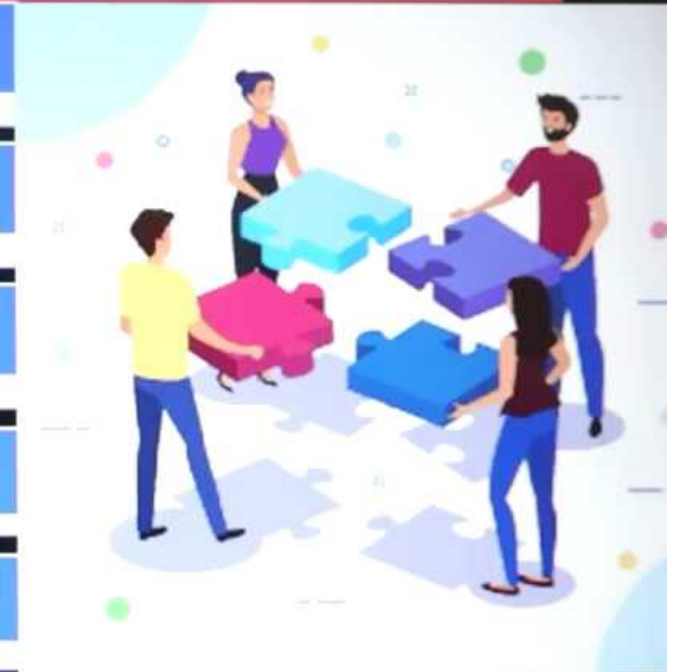
Coordination integrates group efforts

Coordination is a continuous process

Coordination is a pervasive function

Coordination is an integrate function

Coordination is the responsibility of all managers



Importance of coordination

Growth in size

Functional
differentiation

Specialization

