**Define management.**

*Management*

* Management involves coordinating and supervision/control the activities of others so that their activities are accomplished efficiently and effectively.
* Efficiently refers activity or producing effectively with a minimum of waste, expense, or unnecessary effort.
* In short, utilization of available resources (Man – Power, Money and Material) efficiently.
* Effectively refers “doing things right”- doing those work activities that will help the organization to reach its goals.
* Effectively and Effectiveness is an important in management:
  + Efficiency = Low Wastages
  + Effectiveness = High Attainment
* Simply speaking management means what managers do.
* Management is a purposive activity.
* It is a something that directs group efforts towards the accomplishment (achievement) of certain pre-defined goals.
* It is the process of working with and through others to effectively and efficiently accomplish the goals of the organization, in the changing world. Of course, these goals may vary from one organization to another.

**Definition given by different experts**

* **According to F.W Taylor**, “Management is an art of knowing what to do, when to do and see that it is done in the best and cheapest way.”
* **According to Mary Parker Follett**, “Management is an art of getting things done through people.”
* **According to George R. Terry**, “He defines management as a process consisting of planning, organization, actuating and controlling, performed to determine and accomplish the objectives by the use of people and resources.”
* **According to Harold Koontz**, “Management is an art of getting things done through and with the people in formally organized groups. It is an art of creating an environment in which people can perform and individuals and can co-operate towards achievement of group goals”.
* **According to Henri Fayol**, “Management is to forecast (estimate), to plan, to organize, to command, to co-ordinate and control activities of others.”

**Explain the scope of management.**

*Production management:*

* Production means creation of utilities by converting raw material in to final product by various scientific methods and regulations. It is very important field of management. Various sub-areas of the production department are as follows.
* Plant lay out and location: This area deals with designing of plant layout, decide about the plant location for various products and providing various plant utilities
* Production planning: Managers have to plan about various production policies and production methods.
* Material management: This area deals with purchase, storage, issue and control of the material required for production department.
* Research and Development: This area deals with research and developmental activities of manufacturing department. Refinement in existing product line or develop a new product is the major activities.
* Quality Control: Quality control department works for production of quality product by doing various tests which ensure the customer satisfaction.

*Marketing management:*

* Marketing management involves distribution of the product to the buyers. It may need number of steps. Sub areas are as follows
* Advertising: This area deals with advertising of product, introducing new product in market by various means and encourage the customer to buy these products.
* Sales management: Sales management deals with fixation of prices, actual transfer of products to the customer after fulfilling certain formalities and after sales services.
* Market research: It involves in collection of data related to product demand and performance by research and analysis of market.

*Finance and accounting management:*

* Financial and accounting management deals with managerial activities related to procurement and utilization of fund for business purpose. Its sub areas are as follows
* Financial accounting: It relates to record keeping of various financial transactions their classification and preparation of financial statements to show the financial position of the organization.
* Management accounting: It deals with analysis and interpretation of financial record so that management can take certain decisions on investment plans, return to investors and dividend policy
* Taxation: This area deals with various direct and indirect taxes which organization has to pay.
* Costing: Costing deals with recording of costs, their classification, analysis and cost control.

*Personnel Management:*

* Personnel management is the phase of management which deals with effective use and control of manpower. Following are the sub areas of Personnel management
* Personnel planning: This deals with preparation inventory of available manpower and actual requirement of workers in organization.
* Recruitment and selection: This deals with hiring and employing human being for various positions as required.
* Training and development: Training and development deals with process of making the employees more efficient and effective by arranging training programs. It helps in making team of competent employees which work for growth of organization.
* Wage administration: It deals in job evaluation, merit rating of jobs and making wage and incentive policy for employees.
* Industrial relation: It deals with maintenance of overall employee relation, providing good working conditions and welfare services to employees.