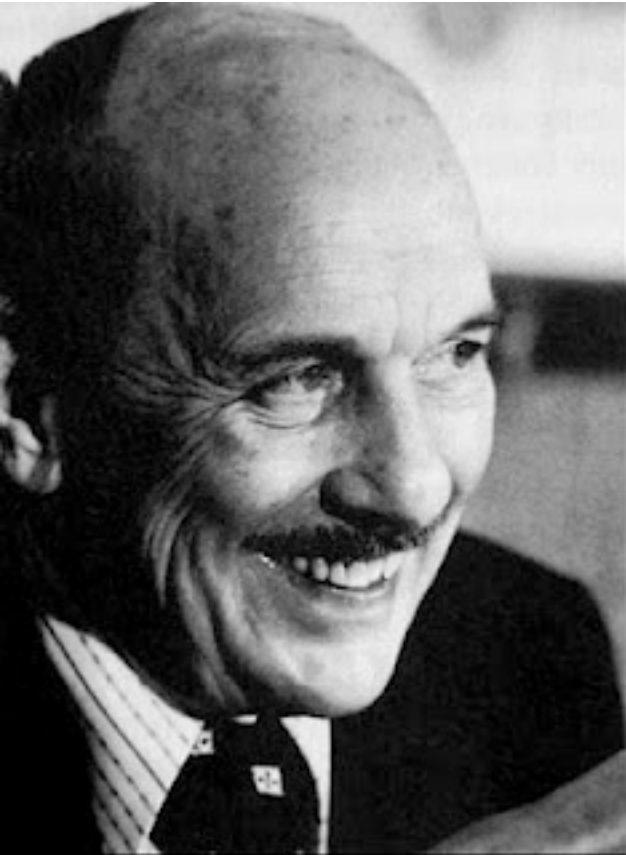


# What is Management

# Definition



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

Wehrich and Koontz defined Management and explained it as follows in the tenth edition of their book Management: A Global Perspective (p.4).

# What it is?

1. Management applies to every kind of organization, government, profit making, or nonprofit making.
2. Management is a process
3. It applies to managers at all levels in the organization.
4. Management is concerned with effectiveness and efficiency.

# What is a organization?

1. Have a distinct purpose. (goal)
2. Composed of people.
3. Have a deliberate structure.

# Example

## I. MNNIT



# Who are managers ?

Someone who works with and through other people to accomplish something.



# Managerial Levels

1. Top Managers-CEO's
2. Middle Managers-Regional Managers
3. Lower Level Managers-Foreman,supervisor

# What do Managers do? ?

1. Planning-Deciding what needs to happen
2. Organizing-Mechanism to put plans into actions
3. Staffing
4. Directing/leading-What must be done
5. Controlling-Check



# Example











Travel to Delhi

# IT Industries

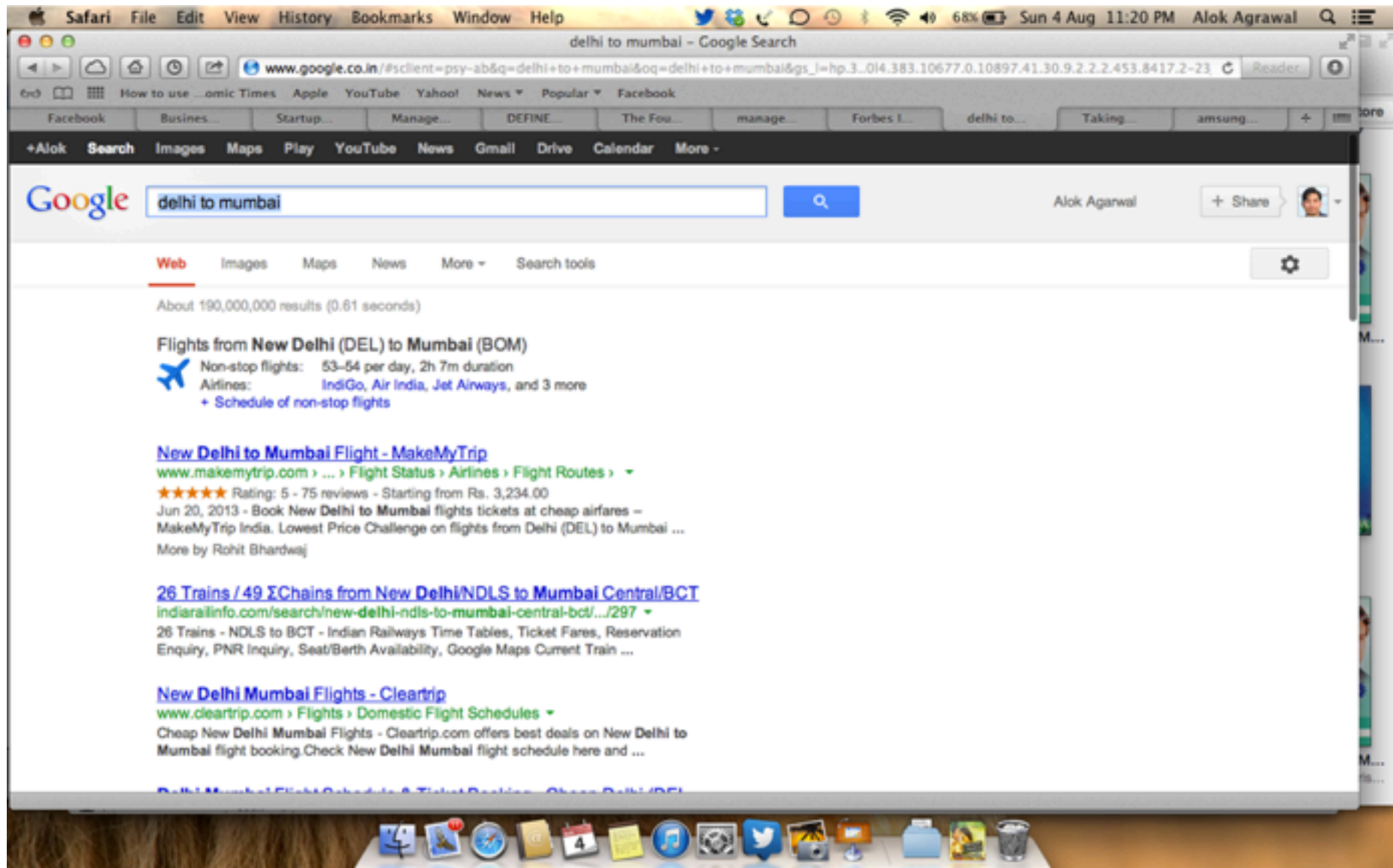
1. Google-Friend or Foe
2. Three biggest apparel players-  
Jabong, Myntra, yebhi.com
3. Spends 1.5 to 2 crore each on SEO

# GOOGLE

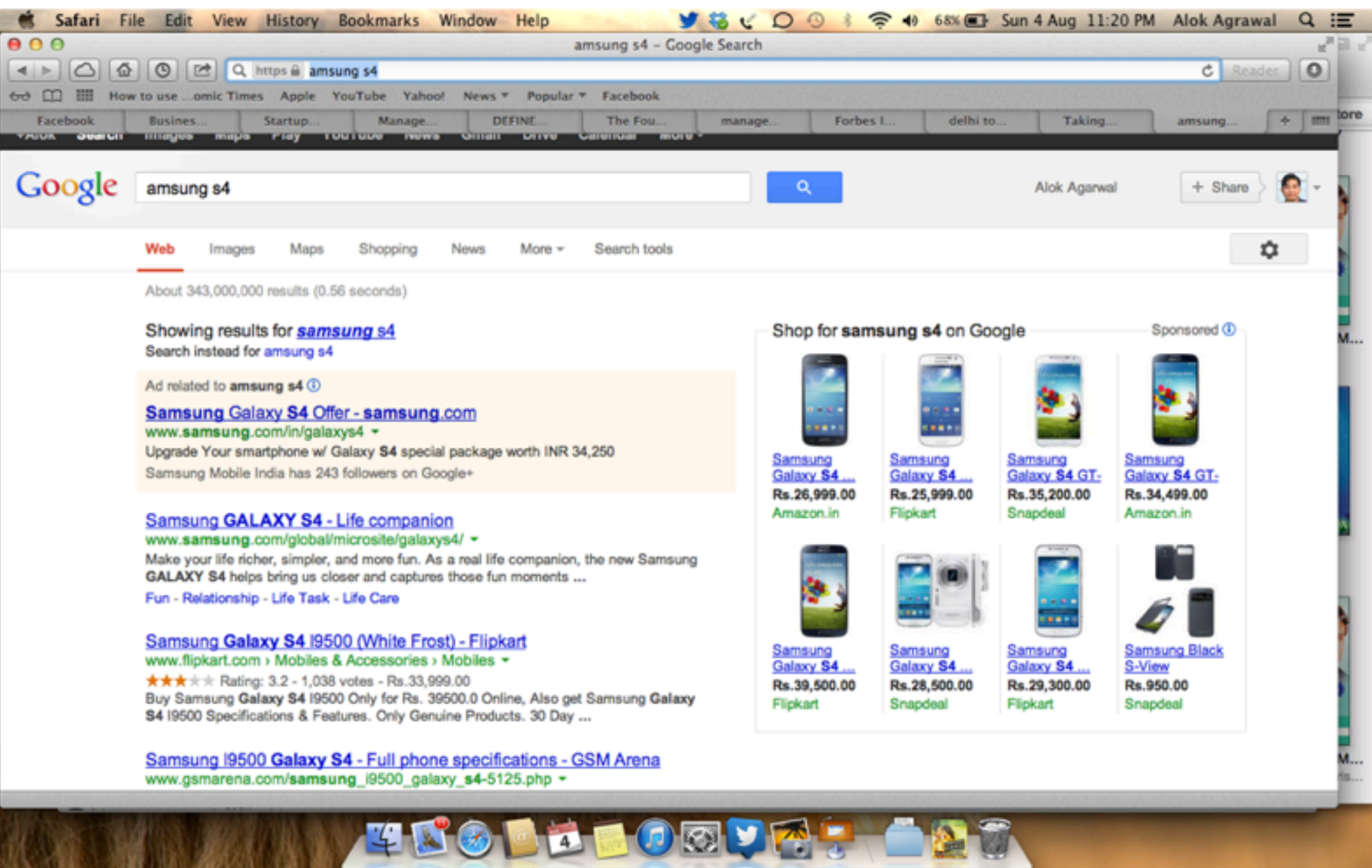
## The Internet's Big Three

COUNTRY	INTERNET USERS	INTERNET PENETRATION	GOOGLE'S POSITION & MARKET SHARE				
			 SEARCH	 VIDEO	 BROWSER	 EMAIL	 SMARTPHONE
USA 	244 mln	78%	1 (66%)	1 (84.8%)	2 (32.8%)	2 (36.7%)	1 (52%)
India 	137 mln	11%	1 (97%)	1 (58.3%)	1 (51.9%)	1 (62%)	1 (90%)
China 	564 mln	42%	4 (4.6%)	Blocked	7 (1.7%)	Minor	1 (51.4%)

# Example



Example




# Google Hangout





# Google Hangout

Google+   
**HANGOUT**  
**Mr. P. Chidambaram**  
Union Finance Minister  

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**MAR 04** | **LIVE at**  
**8:00pm**  

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**#asktheFM**





Thank You