

Chapter 1.

EDUCATIONAL MANAGEMENT

Concept, Need, Scope and Functions of Management.

Characteristics of Democratic Institutional Climate.

Educational Management

In Education sector, the development of education management was started at America in early 20th centuries.

There is no single definition for educational management because its development is observed in various sectors like business, commerce, political science, administration, economy, law etc... So it is a complicated human enterprise which deals various resources for accomplishment of certain predetermined goals.

Management

- Management means steering or leading an institution towards specified objectives through certain processes.
- Management is that function of an organization that is concerned with the co-ordination and cooperation necessary for goal attainment.
- Management involves utilizing resources like men, machinery, materials, methods and money (5Ms) to achieve certain predetermined objectives.
- The process includes;-

Planning	Leadership
Organizing	Communicating
Controlling	Performance Appraisal
Decision making	Linking rewards to performance
Motivating factors	Human Resource development
- So simply management means the collective body of those who manage or direct any enterprises or act of getting people together to accomplish desired goals.

Functions / Processes

1. Planning

It is the first and important function of management. It means deciding in advance what result to be achieved and what actions are taken for the same who should take such actions, where, when and how.

2. Organizing

This is the process of grouping people and activities at the disposal of an organization.

3. Controlling

Checking the progress of plans and correcting any deviations that might occur along the way of implementation of plans.

4. Decision making

It means converting intentions into action plans on a rational basis of perceived relationships between actions and outcomes. Correct decisions are taken at correct time at right manner for accomplishment of our predetermined goals.

5. Motivating factors

It is the continues process of generating sufficient interest in persons towards organization.it includes giving monetary and non-monetary benefits to the persons.

6. Leadership

It involves skills in ideal building, inspiring, integrating divergent interest, building self-confidence and morale etc... It is the art of motivating a group of people to act towards achieving organizational goals.

7. Communicating

It aimed at making others understood that they are expect to do and ensuring whether they are doing it or not.

8. Performance Appraisal

It is the process of evaluating the contribution of an employee for the purpose of determining his rewards and developmental needs. For performance appraisal organizations establishing acceptable levels of performance in quantitative and qualitative terms, adopting effective methods of assessment etc..

9. Linking rewards to performance

For motivating or developing a person it is necessary to link his rewards with his performance.

10. Human Resource Development

It is the process of helping employees to develop their competence in a continues manner for the benefits of themselves, their organizations and for the society.

ASLA .AP

COMMERCE