

FUNCTIONS OF MANAGEMENT

Session 5




Planning

- “Planning is deciding in advance - what to do, when to do & how to do. It bridges the gap from where we are & where we want to be”.
- A plan is a future course of actions.
- Planning is determination of courses of action to achieve desired goals. Thus, planning is a systematic thinking about ways & means for accomplishment of pre-determined goals.
- Planning is necessary to ensure proper utilization of human & non-human resources.
- It is an intellectual activity and it also helps in avoiding confusion, uncertainties, risks, wastages etc.

Organizing

- To organize a business is to provide it with everything useful or its functioning i.e. raw material, tools, capital and personnel's"
- It is the process of bringing together physical, financial and human resources and developing productive relationship amongst them for achievement of organizational goals.

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- Organizing as a process involves:
 - Identification of activities.
 - Classification/grouping of activities.
 - Assignment of duties.
 - Delegation of authority and creation of responsibility.
 - Coordinating authority and responsibility relationships.

Staffing

- “Managerial function of staffing involves manning the organization structure through proper and effective selection, appraisal & development of personnel to fill the roles designed in the structure”



□ Staffing involves:

- Manpower Planning (estimating man power in terms of searching, choose the person and giving the right place).
- Recruitment, Selection & Placement.
- Training & Development.
- Remuneration.
- Performance Appraisal.
- Promotions & Transfer.

Directing

- Direction is that inter-personnel aspect of management which deals directly with influencing, guiding, supervising, motivating sub-ordinate for the achievement of organizational goals.

Elements of Direction

- **Supervision-** implies overseeing the work of subordinates by their superiors. It is the act of watching & directing work & workers.
- **Motivation-** means inspiring, stimulating or encouraging the sub-ordinates with zeal to work. Positive, negative, monetary, non-monetary incentives may be used for this purpose.
- **Leadership-** may be defined as a process by which manager guides and influences the work of subordinates in desired direction.
- **Communications-** is the process of passing information, experience, opinion etc from one person to another. It is a bridge of understanding.

Controlling

- “Controlling is the measurement & correction of performance activities of subordinates in order to make sure that the enterprise objectives and plans desired to obtain them as being accomplished”
- Controlling has following steps:
 - Establishment of standard performance.
 - Measurement of actual performance.
 - Comparison of actual performance with the standards and finding out deviation if any.
 - Corrective action.

**THANK
YOU**