

HSS-3 class (1/August/2023)

Finance 1 class already done

Management 1st class today

Economics no class till now

Team Work

Emotional Quotient

Ability to regulate and understand your own emotions

King → People have to follow what the king says
bcz king was descendant of God

Manager → People may not obey the manager's order
Manager is not descendant of God

Manager cannot issue severe punishment

Management first came into picture during Industrial revolution (IR)

Before IR

- Businesses were family owned and family run
- People worked with their own family members on their own lands

After IR

- Businesses are run by managers.
- People worked in close quarters with unrelated people at somebody else's office/factory

$$\text{Productivity} = \frac{\text{Output}}{\text{Input}}$$

No labour laws

~~Colonial~~ Colonizations

Selling products at distant places

Increasing Market share

Basically companies were colonizing other nations to sell their products

- * East India company was the first corporate in world
- * Taylor was a german engineer who said that focus should be given for increasing efficiency of workers rather than increasing productivity of the company

Taylor was the leader of Scientific Management
Taylor gave Time & Motion studies

Basic principle of T/M study was to save as much optimize the time spent on each small operation of a business... If smaller tasks take more time, the whole business will not be productive.
If we can save 1 second in making 1 brick then we can increase production rate significantly produce more bricks in 1 year.

"Assembly line system" was introduced by Taylor Foremen

Taylor also gave Differential rate of Pricing

human

- * Price of labour should be different for different classes of labour.
- * Fast & Efficient workers should be paid more than the less efficient ones.
- * This will motivate people to work in more efficient way.
- * Criticism: Taylor was criticized for treating human like machines.

Second wave of Management theorists (classical management)

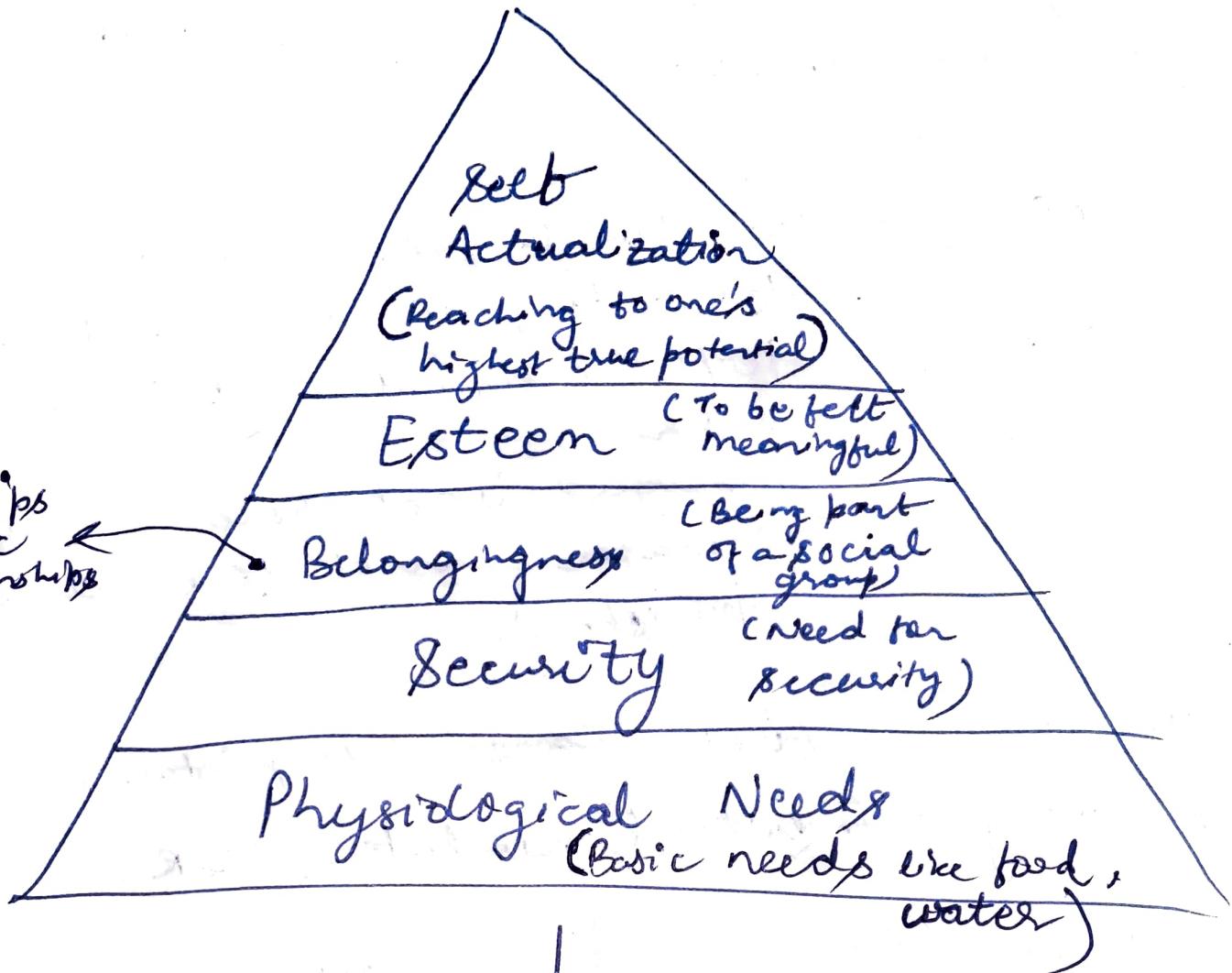
(Henry Fayol), Weber

14 principles of management

- * Focus was given on improving the working environment.
- * Hierarchy in the work force.
- * Distribution of work into smaller departments.
- * For the first time management was studied as a discipline.
- * Bureaucracy.

Third wave of Management theorists (Humanistic Management)

- * In the 3rd wave, primary focus was given to increasing the motivation among the workers. (Maslow)
- * Earlier, workers were treated like machines. Now, the workers were treated like humans.
- * Workers' satisfaction and motivation was studied using modern psychological methods.
- * ~~formation~~ 3rd wave theorists ~~drawn~~ included psychological principles in management.



+ Management

Organizational Behaviour

Hawthorne

Hawthorne

Hawthorne's Studies

These are the empirical studies conducted by Hawthorne to ~~study~~ understand the psychology of workers and how to increase worker efficiency using scientific methods.

Management 8/ Aug 2023

Hierarchy, Democracy, Autocracy,

Konika Mukherjee Man (Tuesday 11 45 am)

Scientific Management

Q what is scientific?

A A method is called scientific if it follows



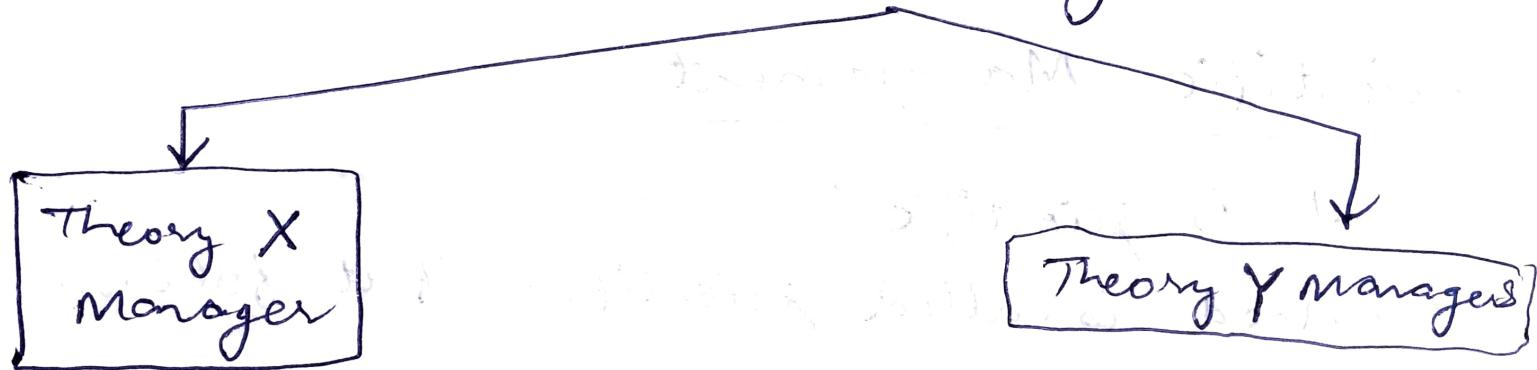
Fayol and Weber

- * Division of Labour
- * Scalar Chain
- * Authority & Responsibility
- * Permanent Job
- * Personal Property v/s Company Proper

Communism

Mc Gregor

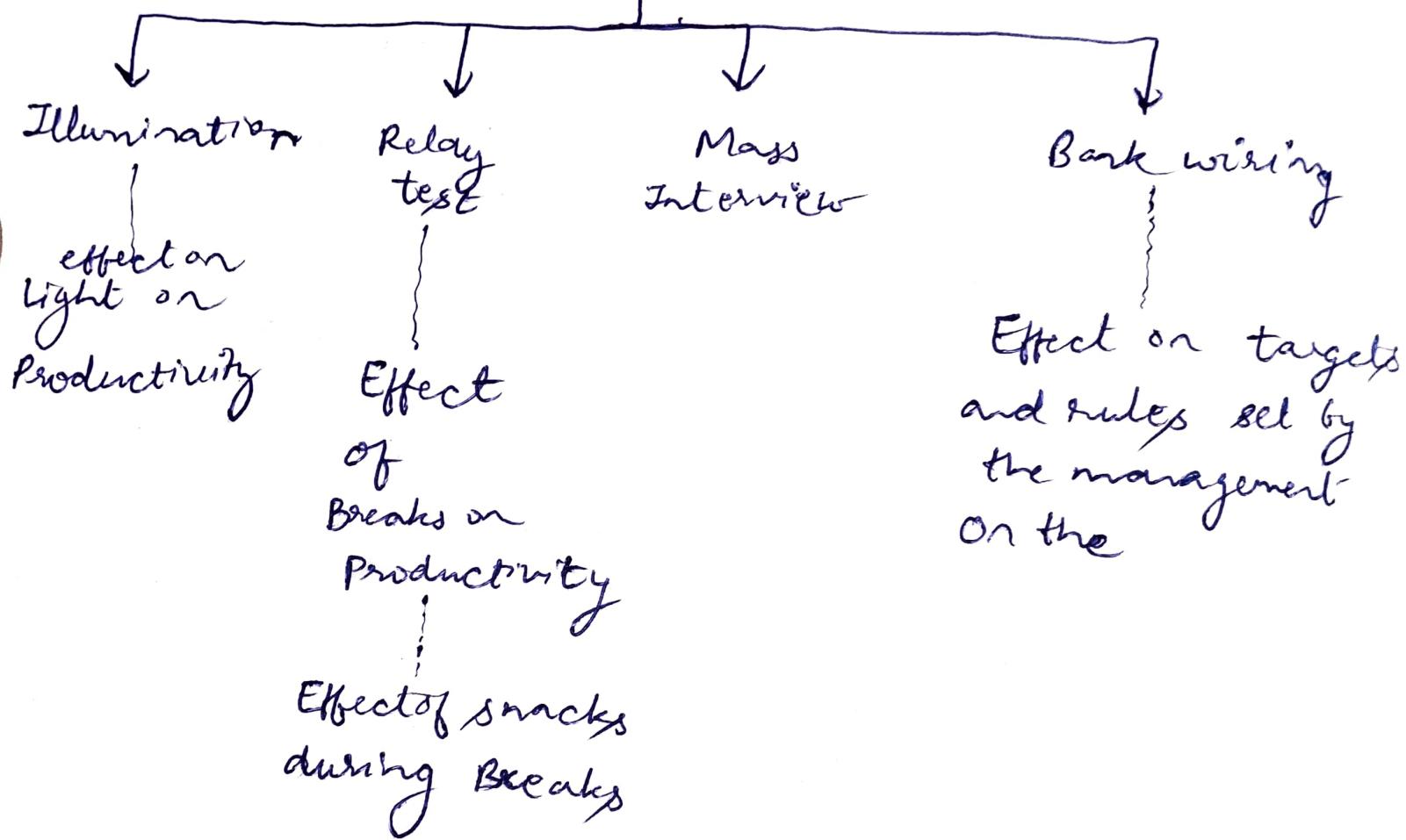
↳ 2 types of Managers



- People are lazy
- People are not creative
- " " not willing to take initiative
- People can follow directions more easily than taking their own decisions

Management (21 Aug 2023)

Hawthorne's studies



Roles of Manager

①

Planning

(a) Strategy (A military technique) ~~as~~
as The act of positioning oneself
in such a position so as to gain
competitive advantage.

Strategic planning is the process of creating strategies. [It is usually done by Top level managers] Companies view themselves as competitors.

(b) Tactical Planning Strategic Planning needs Conceptual skills

The ways you take in order to execute a strategic plan.

(c) Operational Planning [Requires Human skills]
Needs Technical skills

② Organizing : Managing physical assets
Managing the human resources
[Making teams, Allocating shifts]

③ Directing

Making rules and regulation

④ Controlling

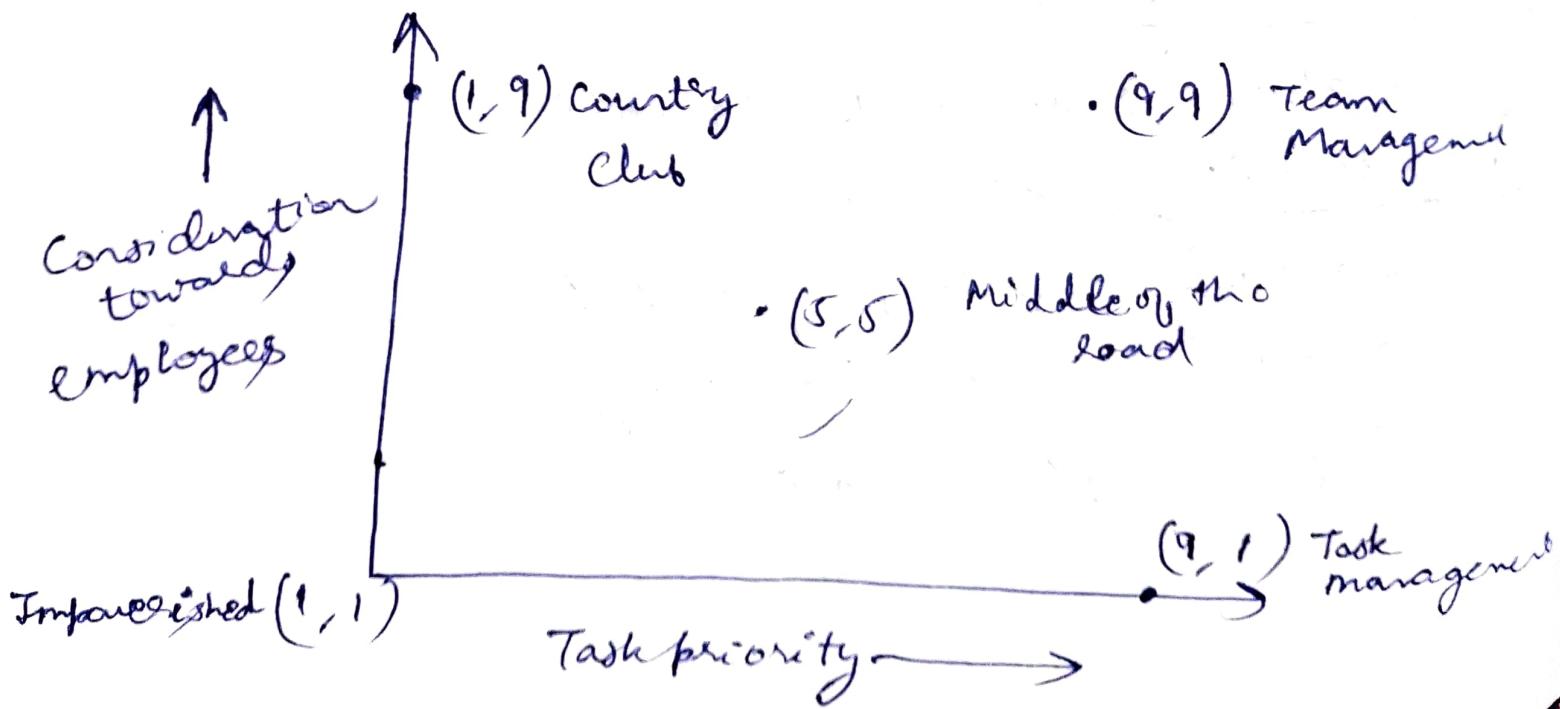
Checking the company's performance and analysing the shortcomings which lead to poor performance

Manager

- Has a formal degree in management
- Management can be taught as a subject

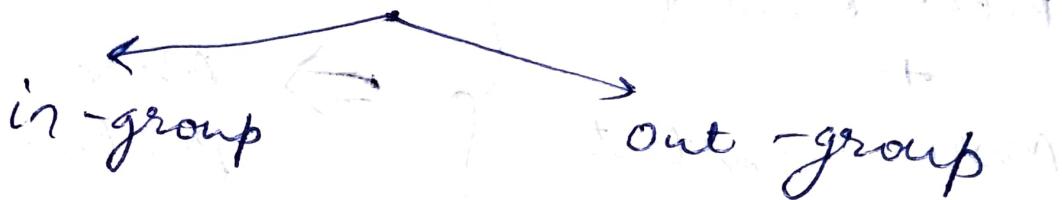
Leader

- Mostly do not have a formal degree in management
- Leadership cannot be taught
- Qualities and traits of leaders vary from ~~person to person~~ leader to leader
- Can be taught to some extent



LMX theory

Leaders have a bias towards some employees



Lewin's theories of leadership

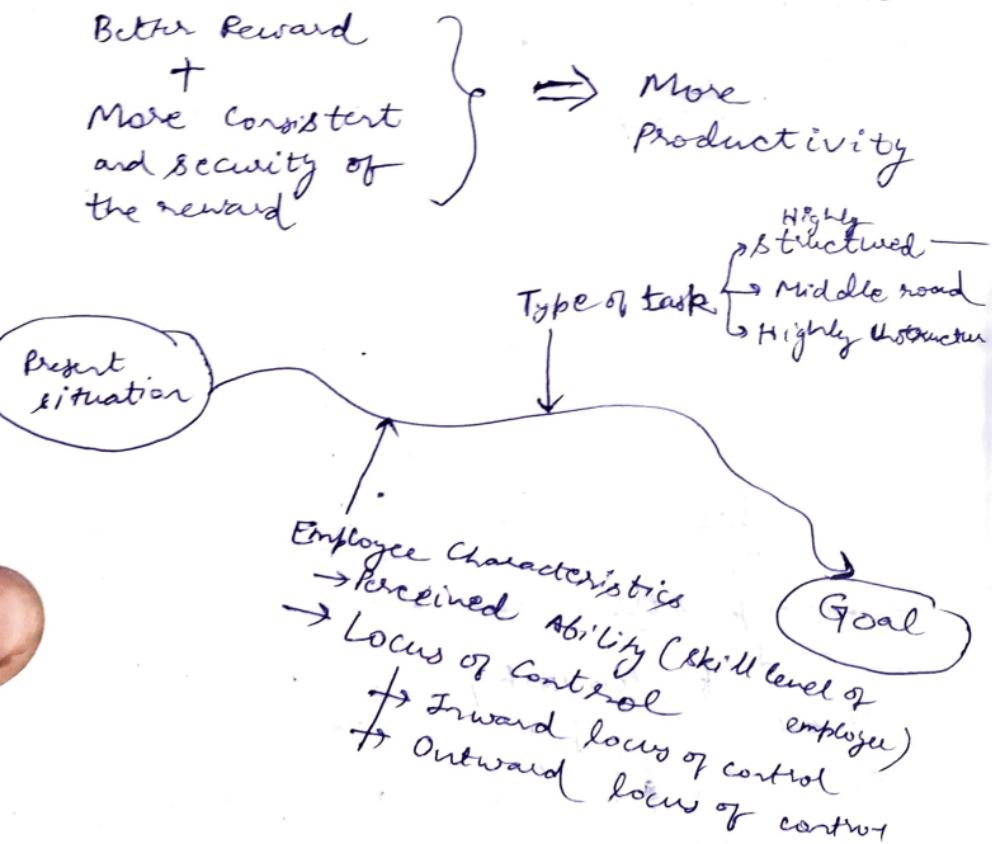
~~Leadership style should be~~

The kind of leadership style that will be best suitable for a particular situation is decided by

- ① Difference in the level of expertise of the employee and leader
- ② Organization factors

- Task structure
- Leader Member Relationship
- Power Authority

Path Goal theory (Suggested by House)



the task is clearly defined and well structured and there are very little or no deviations in the procedure at any stage

for example: Army, Repetitive jobs, ~~task~~ skilled stage

for example: Clerical, teaching

for example: Scientific research, creative tasks

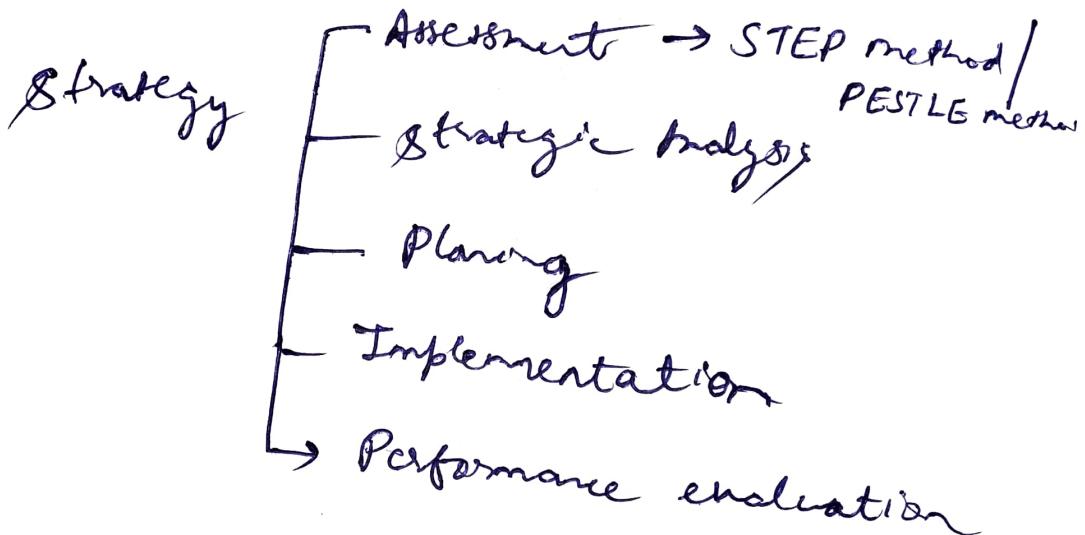
The task cannot be planned to a large extent because the task involves uncertainties

Strategy

V → value generated C → cost

macroenvironment More difference = More proper

- Industry effect [Your company + Competitors
+ Researchers in that field]
 - Firm effect [Whatever is happening in my company]
- micro environment



S → Social or Socio Cultural

T → Technology

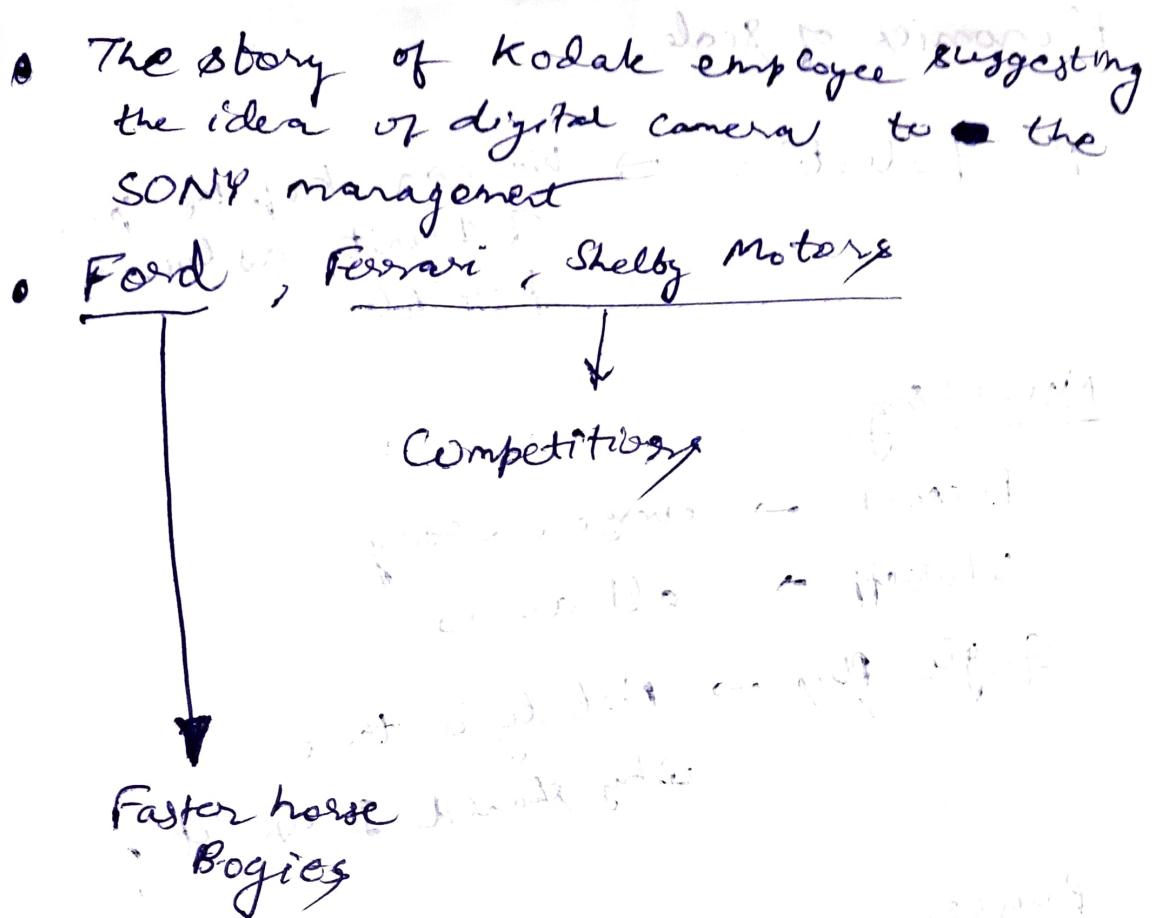
E → Economy

P → Politics

P E S T L E



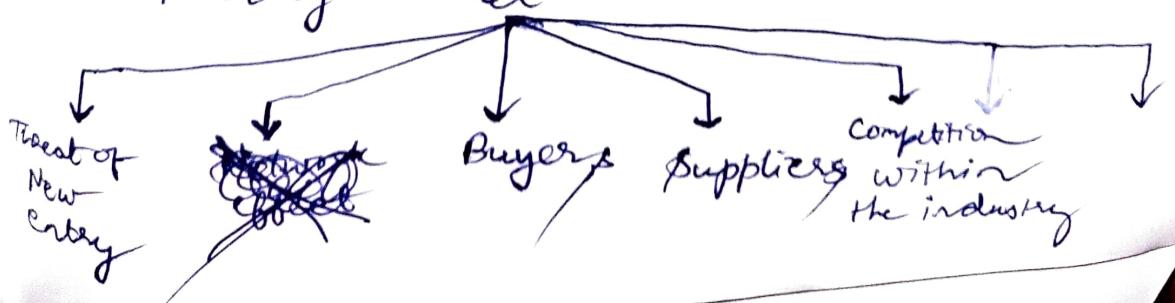
Ecology and Environment



- Wright brothers introducing the airplane idea to the public
- Public is not used to flying
No body is ready to try flying using a machine
- Liberalization: Allowing foreigners to set up business in our country
China is not liberalized

Porter's 5 forces

Given by Michael E Porter



Economics of Scale

Mass production \Rightarrow We can keep the price of 1 unit as low as possible.

Networking

Facebook \rightarrow everyone is using

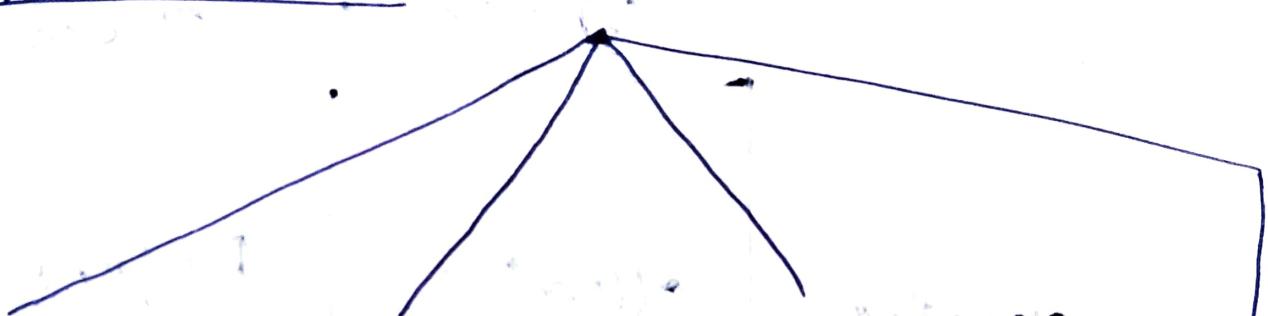
Whatsapp \rightarrow all are using

Google Play \rightarrow Nobody is there
why should I use it?

Buyer

Supplier

Competition



Complete

[Ideal competition]

Monopolistic

~~Few Producers~~

[few producers
each producing
a nicely
differentiated Product]

Oligopoly

[2 or 3 firms
ruling the
entire
market]

Monopoly

[Only 1
firm
ruling
the market]

Private firms
cannot form
monopolies
due to

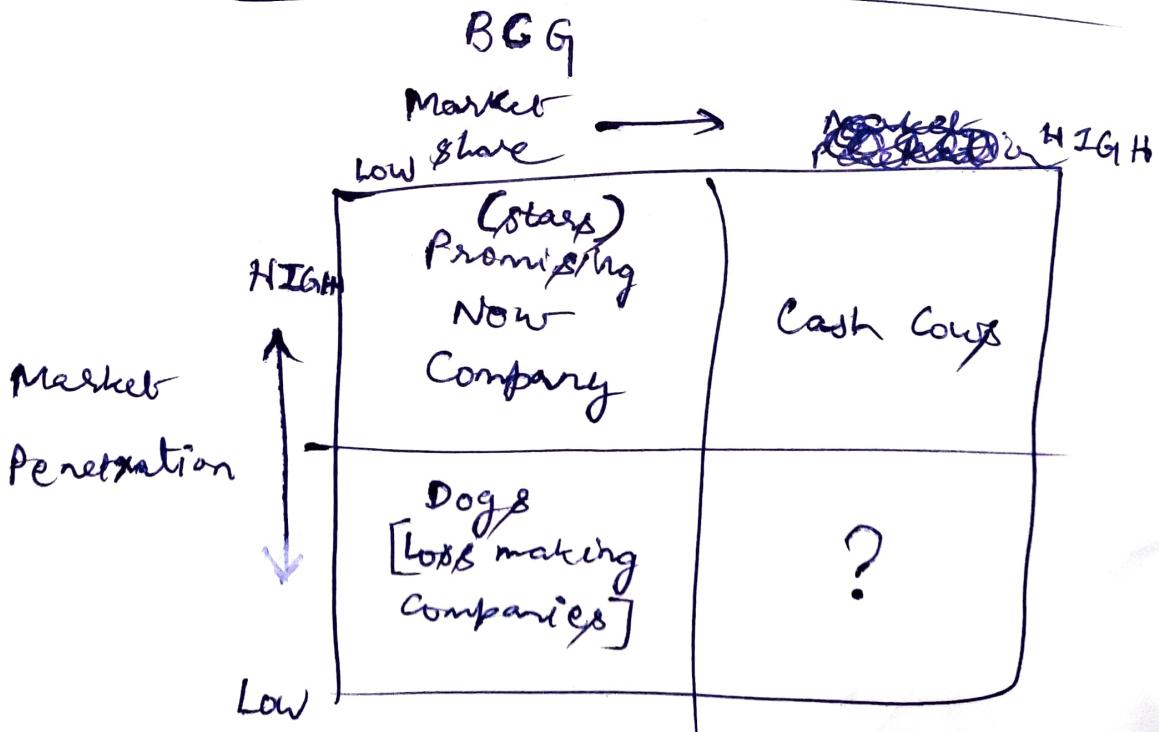
Government
regulations

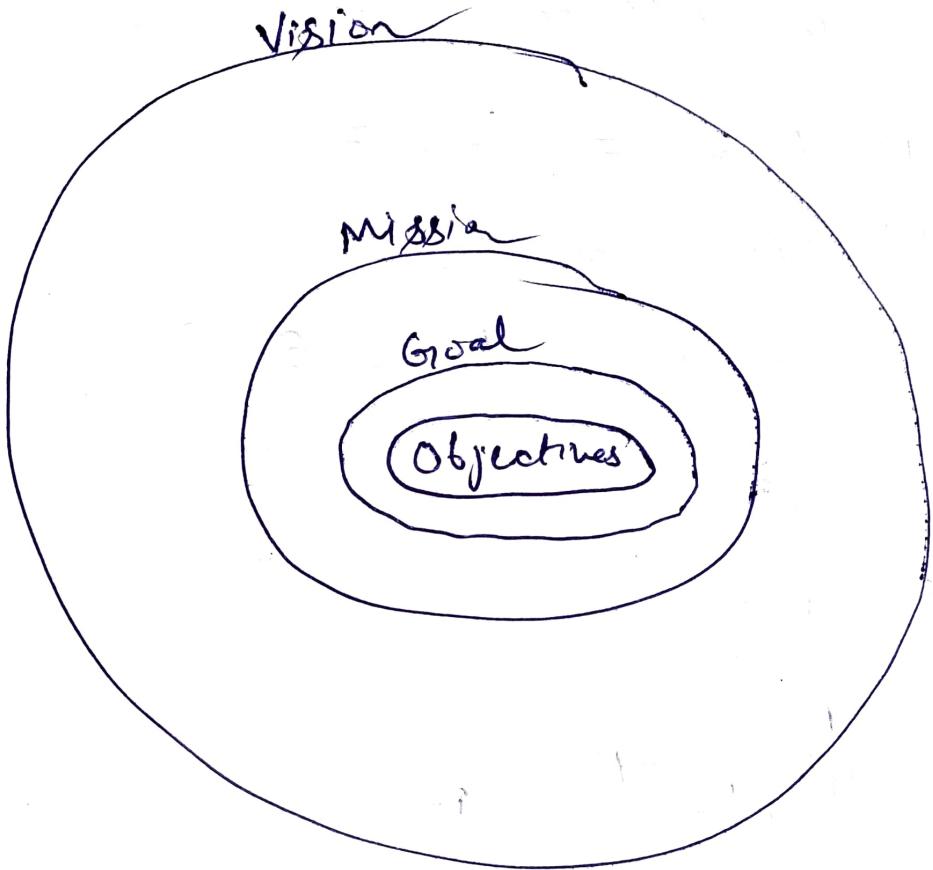
SWOT Analysis

	Opportunity	Threat
Strengths	offensive plan	Defensive strategy
Weaknesses	should be eliminated as quickly as possible in order to survive survive in the industry	

for Conglomerate

Boston Consultancy Matrix





Vision : What the company is dreaming of

Mission : How to achieve the Vision

- Consumer based Mission statement
- More effective for changing scenario

Product based
mission
statement

Anderson Sylal

Management
Need for Management
Managerial Styles