

INTRODUCTION



Concept of Management



- Management has come into practice since human beings started to live together in groups.
- When people worked in unity, it was found to be practised for organized purpose such as growing crops and cattles, buying and selling commodities, fighting wars, building temples,etc.

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- Management is the essential pre-requisite of any organization involving which task to be done, when to do, how to do, which resources to be used facilitating for the utilization of resources tactfully and ensure competencies.
- It is inherent for goal achievement.
- Human and non-human both types of resources play vital role for proper management.

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- Mary Parker Follet (1919) “ the art of getting things done with and through people.”
- Chester I. Barnard (1938) “getting things done through people by making the efficient use of resources.”
- Ricky W. Griffin (2012) “ Management is a set of activities (including planning, organizing, leading and controlling) directed at an organization’s resources (human, financial, physical and information), with the aim of achieving organizational goals effectively and efficiently in a changing environment.

Functions of Management

- ❑ Planning(deciding in advance about what, how, when to do)
- ❑ Organizing(structuring formal relationship of employees)
- ❑ Staffing(right man at the right place/position)
- ❑ Directing(providing direction and influencing behavior)
 - Supervision
 - Motivation
 - Communication
 - Co-ordination
- ❑ Controlling(Taking corrective action for actual performance)
- ❑ Budgeting(Financial estimates for revenue and expenditures)
- ❑ Reporting(providing feedback)

Characterstics of Management



- ❑ Achieving the objectives
- ❑ Working with others
- ❑ Attaining efficiency and effectiveness
- ❑ Adopting situational approach
- ❑ Coping with the environment
- ❑ Responding to social needs
- ❑ Growing professionalism
- ❑ Universality in application

Types of Managers



Managers By Level

- Top managers
- Middle managers
- First line managers

Managers By Types

- Line managers
- Staff managers

Managerial Roles and Skills



- Interpersonal Roles


- Figurehead role(greeting and receiving visitors)
- Leader role(directing, motivating, staffing, controlling)
- Laison role(maintaining internal relation with different units and external relation with stakeholders)

- Informational Role(monitoring role, disseminator role and spokes person role)

- Decisional Role

- Entrepreneurship role

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- Disturbance handler role
 - Resource allocator role
 - Negotiator role

Managerial Skills



- Technical Skills
- Human Skills
- Conceptual Skills

Becoming a Manager: Role of Education, Experience and Situation

- Education strengthens platform of managers and assist in logical reasoning to varieties of situations that may arise in dynamic environment.
- Educated managers apply the practical skills which they obtain from universities in real working conditions to solve complex business problems.
- Experience facilitates on the job practical skills
- Professional graduation such as BBA and MBA in addition to certain experience are desired by reputed institutions which always becomes plus point for the success of the organization in the long run.

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- The study of management education in business schools strengthens the managers to see big picture and make them competitive in global market.

Business Environment and Society



- Mutually related with each others
- Environment which assists business operate efficiently by optimum utilization of available resources
- Business Organizations perform their roles for society and society facilitates business environment.
- Globalization, Practice of business ethics by businesses, WTO membership by the country to enhance trade and business, etc have influenced Nepalese societies' business environment.

External Environment



- Political Environment
- Economic Environment
- Socio-cultural Environment
- Technological Environment
- Legal Environment

Corporate Social Responsibility

- Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders.
- CSR is an evolving business practice that incorporates sustainable development into a company's business model
- It has a positive impact on social, economic and environmental factors.
- A properly implemented CSR concept can bring along a variety of competitive advantages, such as enhanced access to capital and markets, increased sales and profits, operational cost savings, improved productivity and quality, efficient human resource base, improved brand image and reputation, enhanced customer loyalty, better decision making and risk management processes.

Corporate Governance



- Corporate governance refers to the set of systems, principles and process by which the organization is governed.
- They provide guidelines as to how the company can be directed or controlled such that it can fulfill its goals and objectives in a manner that adds to the value of the company and is also beneficial for all stakeholders in the long term.
- Corporate governance is based on principles such as conducting the business with all integrity and fairness, being transparent with regard to all transactions, making all the necessary disclosures and decisions.

Principles of corporate governance



- Rights and equitable treatment of shareholders
- Interest of other stakeholders
- Role and responsibilities of the board
- Disclosure and transparency