**Lecture #4**

**What is organization:**

A group of individuals, large of small, that is cooperating under the direction of executive leadership in accomplishment of certain common object.

**Organisation as a Process:**

Organisation is treated as a dynamic process and a managerial activity which is essential for planning the utilization of company’s resources, plant an equipment materials, money and people to accomplish the various objectives.

**Objectives :**

Its long-life objectives of profitable manufacturing and selling its products. Other objectives must be established by the administration from time to time to aid and support this main objective.

**Identifying Activites:**

After the objective is selected, the management has to identify total task involved and its break-up closely related component activities that are to be performed by and individual or division or a department.

**Assigning the Duties:**

When activities have been grouped according to similarities and common purposes, they should be organized by a particular department. Within the department, the functional duties should be allotted to particular individuals.

