

Module 1

Introduction to Management

Introduction

Defined

Characteristics

Functional areas

Functional Concepts (Management Process)

Henry Fayol

- 1) Forecasting and Planning.
- 2) Organising
- 3) Commanding
- 4) Co-ordinating
- 5) Controlling

Lyndall Urwick

- Forecast
- Planning
- Organising
- Commanding
- Co-ordinating
- Controlling

L . Gullick

- P** Planning
- O** Organising
- S** Staffing
- D** Directing
- Co** Co-ordinating
- R** Reporting
- B** Budgeting

Planning → deciding in advance what to do, how to do who will do

- the basic managerial function
- helps in determining the course of action
- Involves in the selection of forecasting organizational objectives, developing policies, procedures, programs, budgets and strategies

forecasting



Organising → *available resources*

- arrange, guide, coordinate, direct and control the activities of 5Ms

Steps

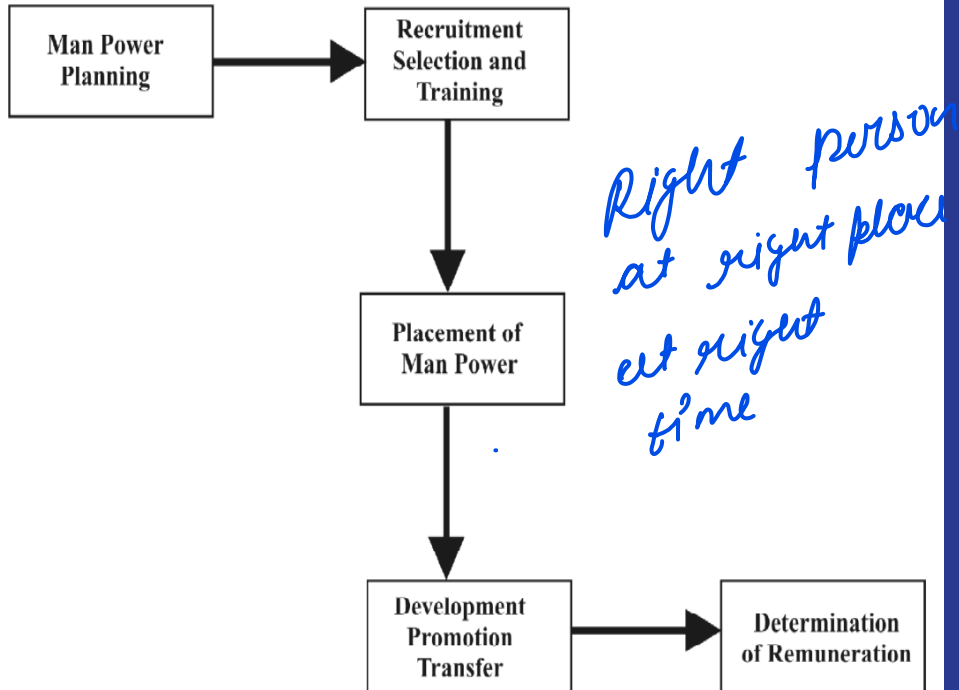
- To identify the work
- To classify
- To Assign
- To delegate
- To Coordinate

men, machine, material
money



Staffing

Defining work force requirements, appraising, selecting, compensating and training



Directing

- moving to action and supplying stimulative power to the group
- It is the final action of the manager in getting others to act

(a) Leading (b) Communication (c) Motivation (d) Supervision



Coordination

- channelise the activities of various individuals in the organisation
- according to predetermined targets and corrective measures



Controlling ^⑤

- ensuring that the organization is moving in the desired direction

Steps

*check if they are
on right
track*

- Establishing standard
- Measurement of actual performance
- Finding the variance
- Taking corrective actions.

*Plan → Org → Staff → direct
↳ control*



Is management

Art, Science or Profession?

Management as Science, Art, and Profession

Management as a Science

- * Systematized Body of Knowledge
- * Observation and Experiments
- * Causes and Effect Relationship
- * Universal Validity

Management as an Art

- * Theoretical Knowledge
- * Personal Skills
- * Creativity
- * Perfection through Practice

Management as a Profession

- * Specialized Knowledge
- * Formal Education and Training
- * Service Motive
- * Statutory Body

Levels of Organization

Top

Chief Executive Officer, Chief Marketing Officer,
Chief Sales Officer, Chief Technology Officer,
President, Managing Director

Middle

Marketing Manager, Purchase Head,
Sales Manager, Operations Manager,
Branch Manager, Finance Manager

Low Level

Supervisor, Foreman, Clerk,
Junior Managers, Inspectors

Administration

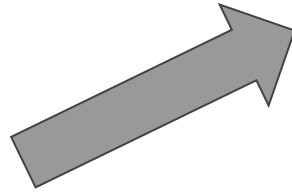
1. Thinking function
2. Formation of objectives , plans and policies
3. Top level management function
4. Makes major policy decision
5. Decisions are influenced by external factors such as social, political and legal
6. Often associated with government policies

Management

1. Doing Function
2. Getting things done through other people
3. Lower level management function
4. Within the framework of administration
5. Influenced by internal factors such as values, beliefs and opinions
6. Widely used in the business world

D
C
T
A
C

Technical
Human
Analytical
Conceptual
Communication
Decision-making



Skills

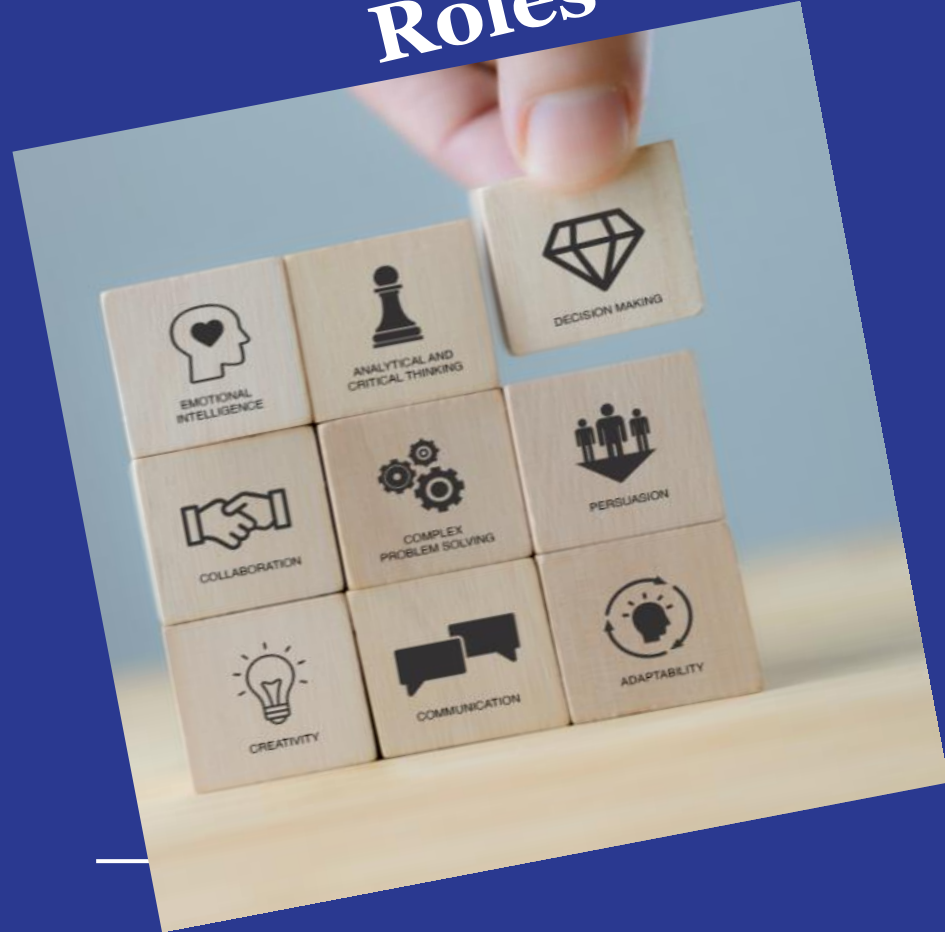


IP IR DM

Interpersonal Relationship

- As a Figure head.
- Leadership role.
- Liaison officer.

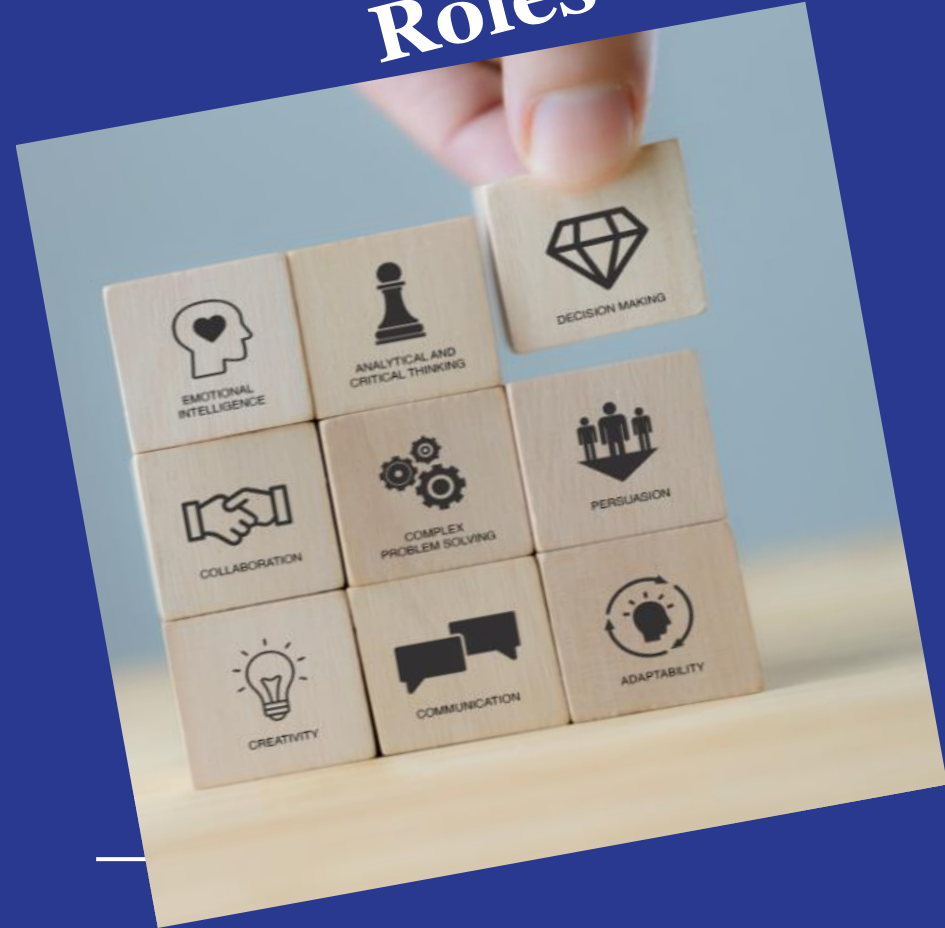
Roles



Information processing

- Monitoring Information
- Disseminating Information.
- Organisations Spokesman.

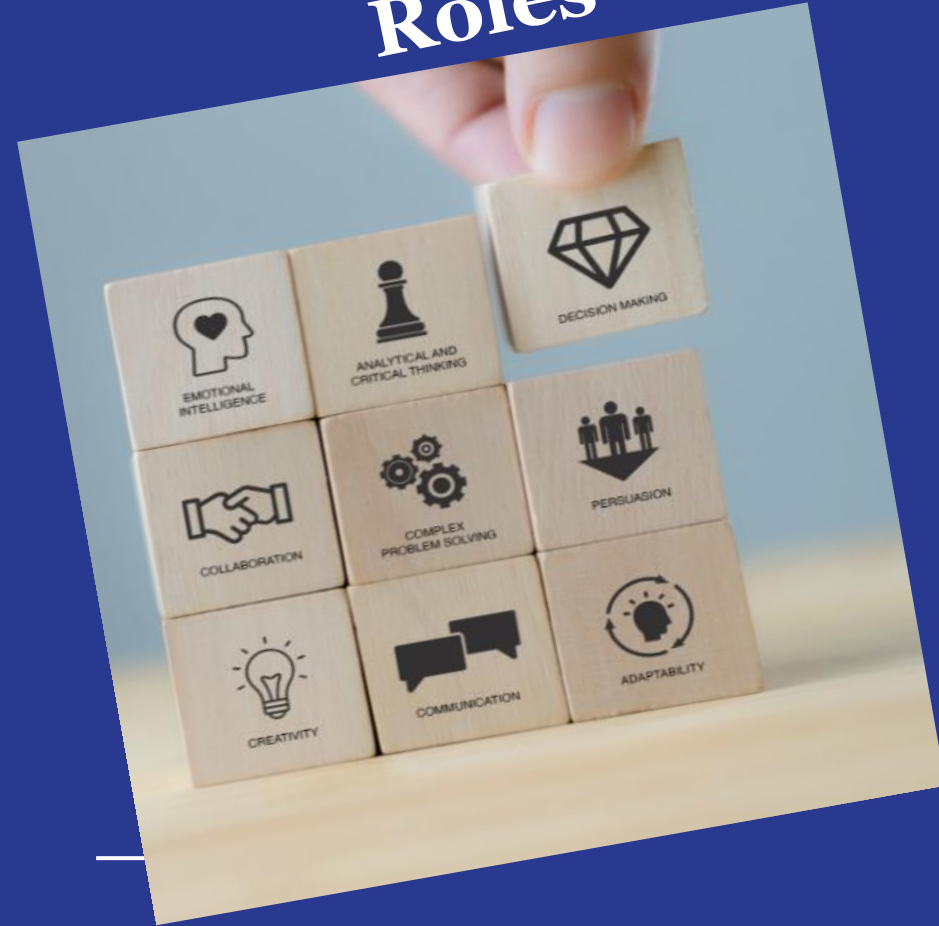
Roles



Decision Making

- As an Entrepreneur
- As a Conflict Handler
- As a Resource Allocator
- As a Negotiator

Roles



A manager is not a person who can do the work better than his men; he is a person who can get his men to do the work better than he can. –

Frederick W. Smith

Challenges



- Getting to know your team and their concerns
- Being a constant source of motivation
- team conflicts
- Employee training
- Preventing brain drain
- Leading former peers
- Changes in Workforce
- Decision making process

Challenges



Challenges

- **Attracting Talents**
- **Performance Management**
- **Internationalisation of business**
- **Competitive advantage**
- **Development of environment**
- **Technological change**



- Business wala person hai or owner wala person hai. islye
- Capital ko hum liability mante hai

Depreciation → Decrement in value of fixed asset → land,

Calendar Year → 1 Jan 2024 - 31 Dec 2024

financial Year → 1 April 2024 - 31 March 2025

Conservative → future ky liye
phle sy safe → loan, insurance
↳ Karcha hone wala hai