

# HS-HU701 Principles of Management

## Module-01

### What is management?

Management is the process of planning and organizing the resources and activities of a business to achieve specific goals in the most effective and efficient manner possible. Efficiency in management refers to the completion of tasks correctly and at minimal costs. Effectiveness(কার্যকারিতা) in management relates to the completion of tasks within specific timelines to yield(ফলন) tangible(বাস্তব) results.

#### About

##### 1.Essence

1. 'Coordination' function is the essence(সারাংশ) of management. Without coordination(সমন্বয়) between employees and management, it is not possible for the organization to achieve organizational goals. The employees are required to understand and follow the directions of the management properly.

### What is Co-ordination Function in Management?

Coordination is the function of management which ensures that different departments and groups work in sync(সুসংগত) . Therefore, there is unity of action among the employees, groups, and departments. It also brings harmony(সম্প্রীতি) in carrying out(নির্বাহ) the different tasks and activities to achieve the organization's objectives efficiently.

## 2. Function In Management:

Management functions means the five broad(বিস্তীর্ণ, প্রধান)activities that managers perform to achieve organizational goals: planning, organizing, staffing, directing, and controlling.

## 3. Definition of Roles in management

A role is a set of behavioral expectations, or a set of activities that a person is expected to perform. Managers' roles fall into three basic categories: informational roles, interpersonal roles, and decisional roles.

What are three management roles?

The three roles within this category are figurehead, leader and liaison. Managers have to act as figureheads because of their formal authority and symbolic position, representing their organizations.

What are the basic roles of management?

At the most fundamental level, management is a discipline that consists of a set of five general functions: planning, organizing, staffing, leading and controlling. These five functions are part of a body of practices and theories on how to be a successful manager

## 4. Level definition in management

The term Levels of Management refers to the line of division that exists between various managerial positions in an organization. As the size of the company and workforce increases, the number of levels in management increases along with it, and vice versa.

The term “Levels of Management’ refers to a line of demarcation(সীমানা) between various managerial positions in an organization. The number of levels in management increases when the size of the business and workforce increases

and vice versa. The level of management determines a chain of command, the amount of authority & status enjoyed by any managerial position. The levels of management can be classified in three broad categories:

1. Top level / Administrative(প্রশাসনিক) level
2. Middle level / Executory(নির্বাহক)
3. Low level / Supervisory / Operative / First-line managers

Managers at all these levels perform different functions. The role of managers at all the three levels is discussed below:



delegation-প্রতিনিধি দল, empowerment-ক্ষমতায়ন

**\*Most Important\***

## 2. Functions of Management

Here Are The Functions Of Management And Why They're Important.

1. **Planning:** Planning is an important function of management because it sets the pace(গতি) for all subsequent(পরবর্তী) steps in the managerial process. You need to develop(বিকাশ) a roadmap for the future—predefined steps—to accomplish(সম্পন্ন করা)

organizational goals. In this step, you'll have to evaluate(মূল্যায়ন) methods and strategies to determine how you'll progress toward your goal.

You may have to look at how things were done in the past to make any adjustments(সমন্বয়) to mitigate(প্রশমিত করা) errors. You have to consider both internal factors—people, time and cost—and external factors—competitors, policies and general business environment—to arrive (পৌঁছা) at a sound planning strategy(কৌশল).

2. **Organizing:** This is where you put your plan into action by establishing a system of authority or hierarchy in the context of your organizational structure. Determine the tasks that need to be completed to achieve your goals before assigning them to your staff. As opposed to the traditional ways of working where a manager made all the decisions, today's business world is more dynamic(গতিশীল) and flexible(নমনীয়). Every member of the organization—regardless(নির্বিশেষে) of position—shares accountability(ঝুঁকি- দায়িত্ব) and responsibility(দায়িত্ব).

So, define an organizational structure that aligns (সারিবদ্ধ করে)with your workplace and assign tasks that map to your team's skills and abilities. You have to get everyone on the same page and delegate(প্রতিনিধি) tasks the way you see fit.

3. **Staffing:** This is another important function of management. You have to assign tasks based on each team member's knowledge, skills and abilities. You have to be careful here because you may have to hire new talent for specific tasks that require specific technical expertise. Assessing(মূল্যায়ন) the needs of your employees in terms of incentives(উদ্দীপনা), training and development and compensation(ক্ষতিপূরণ, here প্রতিদান) are critical for the success of this step.

An effective manager will have the insight(অন্তর্দৃষ্টি) to evaluate the competency(যোগ্যতা) and efficiency of their employees. This is to ensure that their assigned tasks match their skills. You have to adopt(গ্রহণ) an empathetic(সহানুভূতিশীল) approach to connect with your employees and understand their strengths and weaknesses.

4. **Directing:** Directing is concerned with supervising your team's progress. In this step, you have to keep an open channel of communication and get regular updates to stay on top of things. A great way to do this is by giving and receiving feedback to address any problem areas and improve performance. This is where you have to act as a leader, navigate conflict(সংঘর্ষ) and motivate your employees to take initiative(উদ্যোগ).

Harappa Education's Managing Teamwork course will teach you the Skill-Will Matrix—attributed to leadership coach Max Landsberg. It's a quick and easy way to assign tasks based on the capabilities and motivation of each member.

As a manager, you have to give each team member enough autonomy(স্বায়ত্তশাসন) to help them stay motivated and perform without constant supervision. Besides monitoring(পর্যবেক্ষণ) your team, you also have to keep your manager and other stakeholders informed with progress reports. The entire organization should work like a well-oiled machine to achieve your goals in a time-effective manner.

5. **Controlling:** This is where you have to measure the progress of each step established in the planning stage against your organizational goals. This step requires you to coordinate with your employees to ensure that they're moving in the right direction and in the right manner. According to Gulick's 7 functions of management, controlling can be understood in terms of coordinating, reporting and budgeting.

Not only do you have to ensure that every step is going according to plan, but also watch out for potential problems to take corrective measures. Make

timely adjustments and modifications where necessary. It'll help you accomplish your goals faster within your timeframe and your budget. Take this opportunity to cooperate with everyone on your team.

**What do you mean by span of management?**

**Span of control (or span of management) is the number of subordinates who report(বিস্ত করা) directly to a manager or leader. The more employees assigned to a manager, the wider their span of control.**