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## ★ Definition of management :-

According to Mary Parker, "management is an art of getting things done through others."

According to Harold Koontz, "management is an art of getting things done through people and with people in well organized form. It is the art of creating an environment in which people can perform as individual and yet co-operate towards attainment group goals."

According to Sir Henry Fayol, "to manage is to <sup>plan, to</sup> organize, to command, to corresponding and to control."

## ★ Nature of Management :-

### 1) Goal oriented -

Management is a purposeful activity. It co-ordinate the efforts of workers to achieve the goals of the organization. The success of management is measured by the extent to which the organization goals are achieve.



## 2. Economic resource —

Management is one of the factor of production together with land, labour and capital. It is the most critical input in the success of any organized group activity. It is the force which assembles and integrated other resources.

## 3. Distinct Process —

Management is a distinct process consisting of such functions as planning, organising, staffing, directing and controlling.

## 4. Integrative force —

The asence of management is integration of human and other resources to achieve the desired objective. All these resources are collective and using.

## 5. Intangible force —

Management has been called as unseen force. It's presence is evidence by the result of its efforts, orderlines, inform employees, edicate work output.



## ★ Importance of Management :-

### 1. Achievement of group goals -

Management enables an enterprise to achieve its desired objectives by proper planning and control. It decides what should be done and how. It lays down the long term and short term goals keeping in mind the resources of the enterprises.

### 2. Optimum utilization of resources -

Material, machinery and money are the physical factors of production. The efficient use of these resources depends upon efficiency and motivation of workers.

### 3. Fulfillment of social obligation -

Management monitors the environment of business and makes necessary changes in business policies and practices for consumer and worker satisfaction. In this way, a manager helps an enterprise to fulfill its obligations towards different sections of society.



#### 4. Economic growth -

Management is also work for economic growth. Development is a matter of human energy rather than of economic growth and the satisfy of human energies is the task of management. Management working is developer and mover.

#### 5. Stability -

Management ensures the survival of an organisation in a fast changing environment. It co-ordinate the activities of different department in an organisation and maintain team spirit.

#### ★ Management functions -

- 1) Planning - A systematic way of work.
- 2) Organising - Preparation
- 3) Staffing - Right person at right job.
- 4) Directing - to give guidelines and command.
- 5) Controlling - backward looking.



## ★ Management skills :-

### 1. Conceptual skills -

Conceptual skill is the ability to see the organisation as a whole family and to recognize interrelationships among different functions of the business.

### 2. Human skills -

Human skills are essential to work with others and achieve their cooperation. Human skills are the abilities needed to resolve conflicts, motivate, leading and communicate effectively.

### 3. Technical skills -

It refers to specialised in handling different methods, processes and techniques of specific jobs. These skills are most important at lower level of management.



## \* Levels of Management :-

Top level management

Middle level management

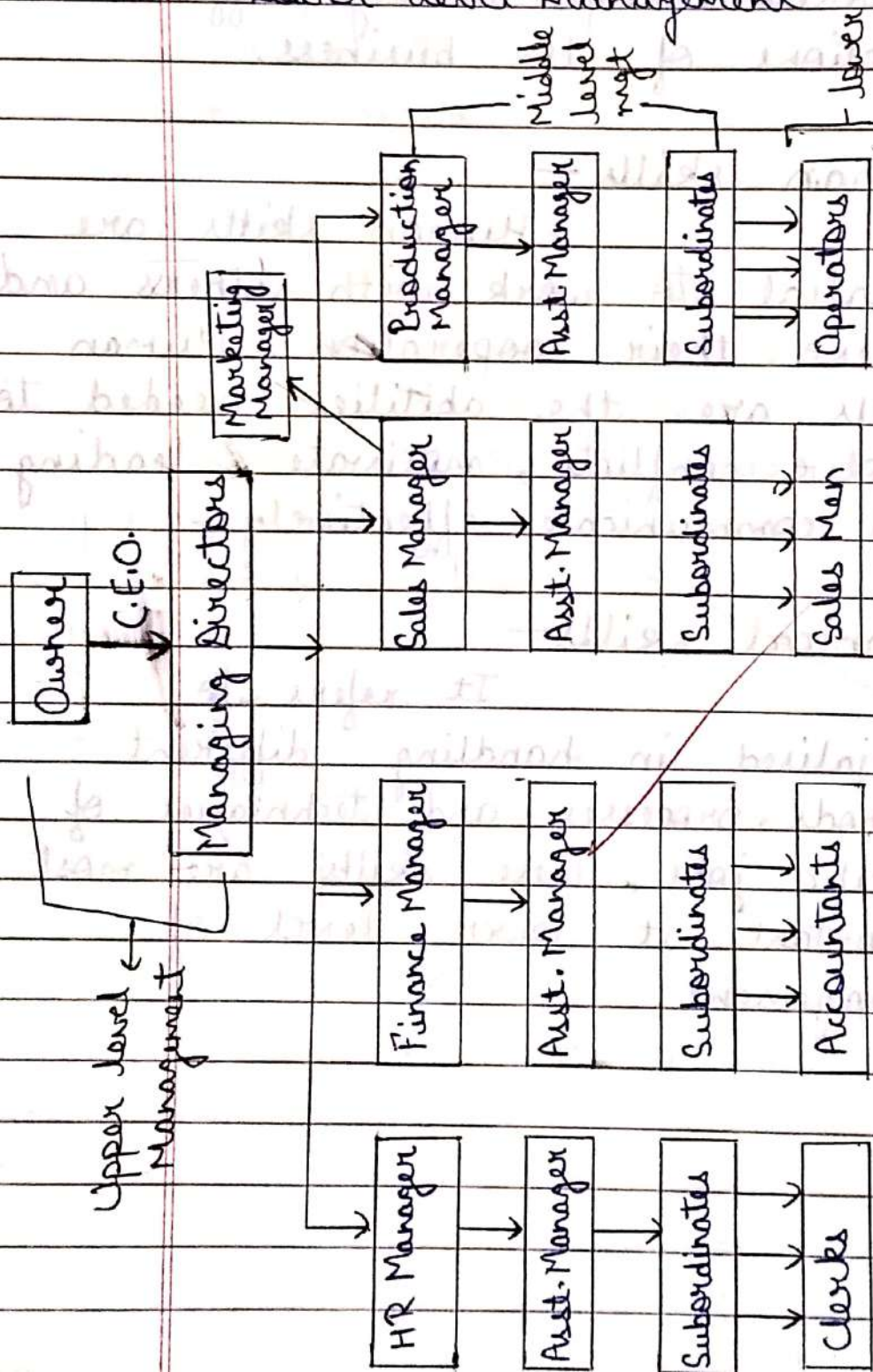
Lower level management

Upper middle

middle

Middle level mgmt

Lower level mgmt





## \* Levels of Management :-

1. Top level management — Top level of a company consist of the board of directors C.E.O. (Chief Executive Officers) managing director, the following functions performed by top management:-

- (i) Top mgt. lays down the objective of the enterprises.
- (ii) It prepares statigic plans and policies for the enterprises.
- (iii) It issues necessary instructions for the prepration of departmental budget, schedules, procedures etc.
- (iv) It co-ordinates the activities of different departments.
- (v) It appoints the managers for the middle level.

2. Upper middle level mgt. — The upper middle mgt. is divided into three sections — Production, Finance and Marketing. They perform the following functions :-



- (i) Upper middle mgt. lays down plans and policies for the middle mgt.
- (ii) They put the top mgt. plans into practice.
- (iii) They co-ordinate the functioning of their divisions.
- (iv) They give directions and guidelines to the lower level.
- (v) They prepare reports about the progress of their divisions for top level of mgt.

Middle level mgt. - The level of mgt. generally consist of heads functional departments. They performs following functions :-

- (i) To run the details of the organisation to lower level mgt.
- (ii) To co-operate in making a smoothly functioning organisation.
- (iii) To understand the various major policies of the department.



(iv) To develop leaders for the future by broad training and experience.

Lower level mgt: — The mgt refers to those executive whose work is under of middle level mgt. in direct operating activities. They perform the following functions:-

(i) To plan and organise the activities of the group.

(ii) To arrange necessary materials, machines tools etc.

(iii) To participate in training seminars.

(iv) To receive supervision and guideline from middle mgt.

(v) To communicate problems to middle level mgt.

\* Management as an art:-

Art is a bringing about a desired result through the application of skills. It is concerned with application



of knowledge and skills. If a science is learning then art is practised. Actually science is to see knowledge and art is to apply this knowledge.

Management is an art because it involves the process of use of skills. The process of management is directive to words. The accomplishment of desire results as like art. Mgt. is creative in the sense that managing creates new situations needed for further improvement. Mgt. is personalized every manager apply knowledge and skills to deal with various situations.

\* Management as a science :- Science is the systematically organised body of knowledge based on proper findings and exact principles and is capable of verifications.

Mgt. is a science because it contains all the essentials of science. Mgt. is a applied science as a manager has to apply the principles just like a medical or legal practitioners.

\* Management as a social system :- Mgt is done by people, through people and for people. It is a social



process because it is concerned with interpersonal relations. Human factor is the most important element of management.

\* Management as a profession:- A profession may be defined as an occupation backed by the specialised knowledge and training and to which entry is regulated by a representative body and which is duly recognised by the society.

Mgt. is also a specialised body of knowledge because mgt. is widely taught in the universities and other educational institutes and mgt. also have a formal education and training. MBA (Master in Business Administration) may be preferred for managerial jobs. So we can say that mgt. is also an emerging profession.