

MANAGEMENT PRICIPLES AND APPLICATION

Concept of management

The term management has been defined differently by different authors.

Traditionally authors define it as an art of getting things done through the others and it is a process of a completion certain objective from the utilization of human and other resources.

Traditional definition:

-Traditionally management is defined as an art of getting things done through.

Others the person who directs the efforts of other is known as manager

Modern definition

- Management is the process of working with and through others to effectively achieve organizational objectives by efficiently utilizing the limited resources in the changing environment.
- management is the process of getting things done with the aim of achieving organizational objectives effectively and efficiently.

Kreitner

Effectiveness and efficiency

- Effectiveness and efficiency
- These two terms are different but enter related
- For management it is important to be both effective and efficient .
- Effectiveness and efficiency are two side of the same coin for example it is easier to be effective at ignore efficiency.
- Effectiveness refers to accomplishment of organizational goal it is Focus is on and result and it is a multidimensional concept efficiency
- Efficiency refers to an efficient utilisation of resources to accomplish organizational goals, it focus is on getting maximum output using minimum of resources .It is only concerned with the efficient use of resources.

Management as a Process as a process

- Management as a Process refers to the series of interrelated function or elements of achieving organisational objectives through the effective utilisation of human and other resources it involves five function namely
 - a). Planning
 - b). organising
 - c). staffing
 - D). directing and leading
 - e). controlling

ELEMENTS OF MANAGEMENT PROCESS

- Planning:- it means determining the objectives of the unit or activity it is also and involves deciding in advance as to what is to be done and how and when.
- Organising:- it is refers to identification of activities to be carried out grouping of similar activities and creation of department organisation also lead to the creation of the variety and responsibility relationship throughout the Enterprises
- Staffing:- it involves manpower planning employment of personnel and their training appraisal and remuneration
- Directing:- it is very broad function concerned with the interpersonal relations it includes communication with subordinates providing them leadership and also motivating them
- Controlling:- it refers to comparing the actual performance with the plan for standard performance and corrective action are taken when the actual performance is not upto the mark.

Management as a discipline

- management has acquired the status of a discipline or field of studies it is taught as a specialised branch of knowledge and education, management ,Technical Institution.
- As a field of study the subject include Management concept principles, technical skills so management is a multidisciplinary discipline.
- It is drawn heavily from anthropology, sociology, and psychology,etc

Management as a group

- Management as a group :-management has become a very common term people use this term to denote a team or group of managers who run an organisation. Management of an Enterprises is represented by the people, group of people which perform managerial function for the accomplishment of its goal .These people are individually known as manager .In other words A manager is a person who performs the managerial function of planning, organising, staffing ,directing and controlling and is a member of the management team of the organisation