

# 1. An Introduction to Management : <sup>Page</sup>

1.1. The word Management comes from the latin word "manus" (hand) and agere (to act) meaning to handle.

Definition :-

Management is process of planning, organizing, directing and controlling resource to achieve organizational goal effectively and efficiently.

↳ Key Aspect :-

- (i) Process :- Continuous Activity (Getting things done by)
- (ii) Discipline :- A body of knowledge & principal
- (iii) Group Activity :- Involve people working together.
- (iv) Goal-Oriented :- Focus on achieving objectives.

## 1.2. Management as a Science, Art and profession

(i) Management As a science or Art —

(i) Management is generally considered a blend a lot Art & Science.

(ii) It utilized scientific principal to understand & analyze the situation, quite also requiring the creative and skill full application of those principal which is considered the art of Management.

(ii) Management as a science —

↳ Systematic body of knowledge, principal based on Experiment, cause-effect relationship, universal applicability.

12. Management has universal principal like that science.  
(division of work, unity of command, motivation technique.)

(ii) Management As an Art :-

(i) Skill of applying knowledge for achieving desired result. Existence of theoretical knowledge.

(ii) Requisite creativity, personal judgement, experienced practice.

(iii) Adaptability :- Any circumstances we have to able to adapt.

(iv) Human Elements :- Every manager use his own style. (Management is an art of getting work done through people.)

Emotional Intelligence - By Daniel Goleman

13. In Essence :-

1. Management use scientific method to analysis situation and develop strategies.

2. It can Applies these strategies through skillful and creative Approaches to achieve organization-  
al Goal.

Therefore Management is not purely not science and art but rather combination of both.

Imp { Efficiency & Effectiveness —  
⇒ Efficiency means (Doing thing right) with optimum of use of resources. Efficiency of time take cost.  
Effectiveness means (Doing the right things) for achieving Goals. Effectiveness of time take time.

#### L4. Nature / Characteristics of Management —

- (i) Goal-Oriented — It always work to achieve objective.
- (ii) Universal — Principal apply to all organization.
- (iii) Integrative force — Unites effort of worker
- (iv) Social process — Deal with people, success depend upon cooperation.
- (v) Continuous process — Exist as long as an organization exist.
- (vi) Dynamic — Adapt to Environmental technological & social changes.
- (vii) Multidisciplinary — Draw knowledge from Economic psychology, sociology mathematics.
- (viii) Decision-Making Activity — Core of management is making sound decision.
- (ix) System of Authority — Established hierarchy and chain of command.

#### L5. Objective of Management — (Process)

- (i) Organizational Objective —  
Survival  
Profitability  
Growth (Expansion, modernization & innovation)
- (ii) Social Objective —  
Quality good at fair price  
Employment Generation. (iii) Social welfare
- (iii) Personal Objective —  
Development of Employees  
Job satisfaction  
Career growth & incentives.

working in organisation to complete the task effectively and efficiently.

(v) Controlling :- Controlling is process of keeping a check on perform of organisation and comparing it with standard set.

## 18. Coordination — The Essence of Management —

(i) Coordination — Coordination is essence of management mean that is the core principal which binds all other function of management (planning, Organization, staffing, directing & controlling) together so that over all goal of organization are achieved efficiently. It is not a separate function of Management.

## 19. Characteristics of Coordination —

1. Coordination integrates group effort.
2. Coordination insure unity of action.
3. Coordination is never ending process.
4. Coordination is a responsibility of all manager.
5. Coordination is deliberate function.

## 10. Importance of Coordination :-

1. Growth in size.
2. functional Differentiation
3. Specialization.