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# INTRODUCTION

## Concept

- Management is a very popular term and has been used extensively for all types of activities and mainly for taking charge of different activities in any enterprise.
- Thus, management has to see that tasks are completed and goals are achieved (i.e., effectiveness) with the least amount of resources at a minimum cost (i.e., efficiency).

“Management is the process of designing and maintaining an environment in which individuals, working together in groups, efficiently accomplish selected aims.”

*Harold Koontz and Heinz Weihrich*

# Characteristics of Management

- **Management is a goal-oriented process**
- **Management is all pervasive**
- **Management is multidimensional**
  - *Management of work*
  - *Management of people*
  - *Management of operations*
- **Management is a continuous process**
- **Management is a group activity**
- **Management is a dynamic function**
- **Management is an intangible force**



# Importance of Management

- Management helps in achieving group goals
- Management increases efficiency
- Management creates a dynamic organisation
- Management helps in achieving personal objectives
- Management helps in the development of society

## The Levels of Management

- ***Top management*** sets the goals of the organization, evaluates the overall performance of various departments involved in selection of key personnel and consults subordinate managers on subjects or problems of general scope.
- ***Middle level management*** is responsible for developing departmental goals and initiate actions that are required to achieve organizational objectives.
- ***Supervisory management*** takes charge of day-to-day operations at the floor level and is involved in preparing detailed short-range plans.

## Functions of the Manager

Regardless of the type of the industry, the functions involved in an organization, or the organizational level at which one functions; every manager has to perform certain basic managerial functions such as *planning, organizing, staffing, leading and controlling*



**Planning** is the process of setting goals, and charting the best way of action for achieving the goals. This function also includes, considering the various steps to be taken to encourage the necessary levels of change and innovation.

**Organizing** is the process of allocating and arranging work, authority and resources, to the members of the organization so that they can successfully execute the plans.

## **Decision- Making**

- "Decision Making is the process through which managers identify organizational problems and attempt to resolve them."

## **Significance of Decision Making**

- Use of rational and systematic approach yields better results
- Clarity in understanding the alternative courses
- Aims at best solution



## **Centralization Vs Decentralization**

- Centralization implies a systematic and consistent reservation of authority at the central points within an organization. On the other hand, decentralization is granting of decision-making authority by top level management to the lower level employees.

- **Delegation of Authority**

"Delegation of authority is the delivery by one individual to another, of the right to act, to make decisions, requisition resources and to perform other tasks in order to fulfill job responsibility." Delegation is the establishment of a pattern of authority between superior and one or more subordinates.

# Controlling

*“An Organization Without Control is Like Driving A Vehicle Without Break”*

**Controlling** is the process of devising various checks to ensure that planned performance is actually achieved. It involves ensuring that actual activities confirm to the planned activities. Monitoring the financial statements, checking the cash registers to avoid overdraft etc., form part of this process.



*Keep learning,  
keep  
exploring!*

*Thank you.*

*Any  
questions?*