



Management is the art of getting things done through and with people.

INTRODUCTION OF MANAGEMENT ?

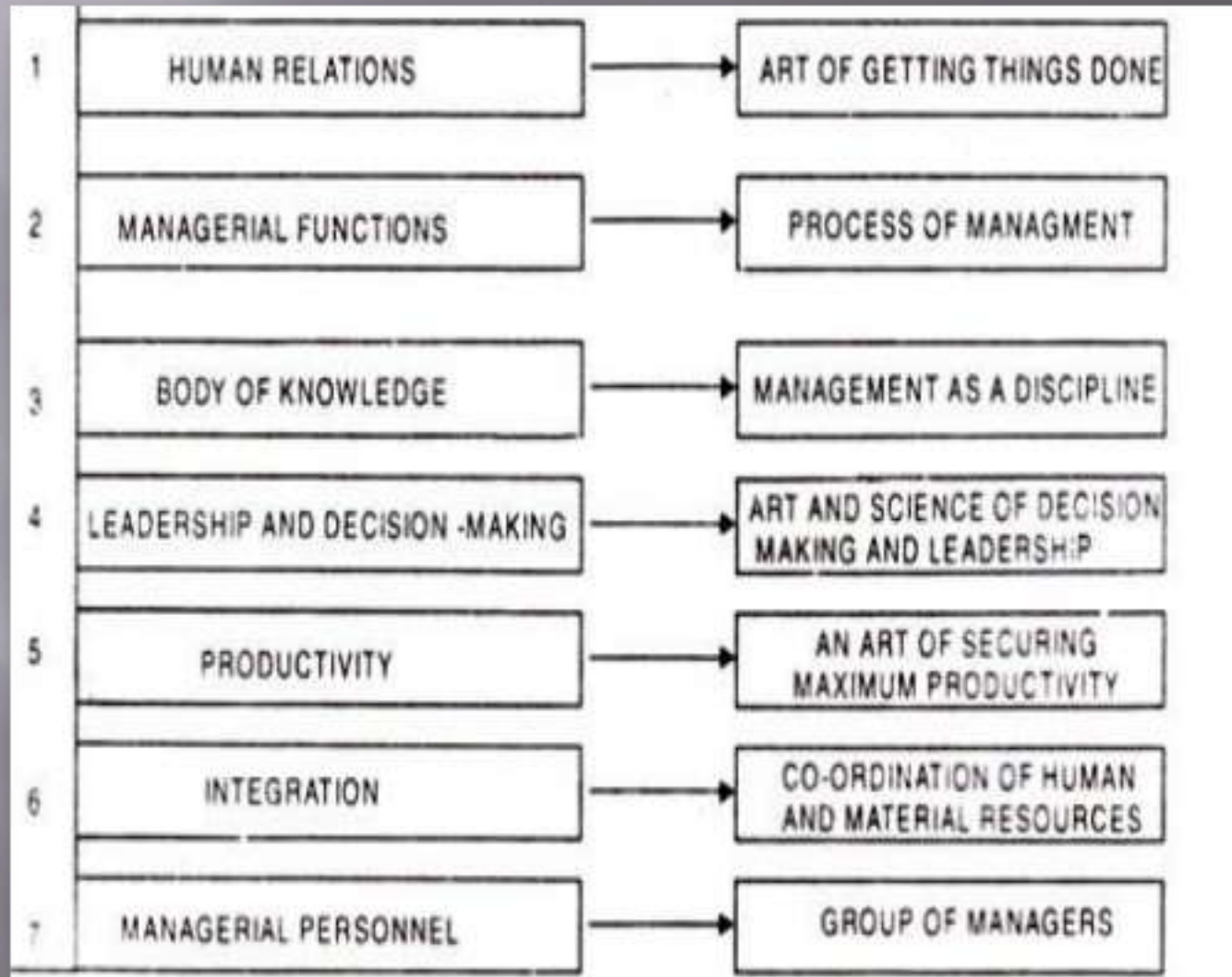
Management refers to the tasks and activities involved in directing an organization or one of its units: planning, organizing, leading, and controlling. The process of reaching organizational goals by working with and through people and other organizational resources



DEFINITION OF MANAGEMENT

- ✚ F.W. Taylor - “Art of knowing what you want to do and then seeing that it is done the best and cheapest way”.
- ✚ Henry Fayol – “To Manage is to forecast, to plan, to organise, to command, to co-ordinate and to control”.
- ✚ Peter F.Drucker – “Management is work and as such it has its own skills, its own tools and its own techniques”.

CONCEPT OF MANAGEMENT



MANAGEMENT AS A SCIENCE

- **Is it a SCIENCE?**

- Assumes that problems can be approached using **rational, logical, objective and systematic ways.**
- Requires **technical, diagnostic and decision making skills and techniques** to solve the problems



MANAGEMENT AS AN ART

- **Is it an ART?**

- Decisions are made and problems are solved using a blend of **intuition, experience, instincts and personal insights.**

- Requires **conceptual, communications, interpersonal and time management skills** to accomplish the tasks.



MANAGEMENT IS BOTH SCIENCE AS WELL AS AN ART



- ✓ Empirically derived
- ✓ Critically tested
- ✓ General principles
- ✓ Cause & effect principles
- ✓ Universal applicability



- ✓ Practical know-how
- ✓ Technical skills
- ✓ Concrete results
- ✓ Creativity
- ✓ Personalized nature



Features of Management

1. Continuous and Never Ending Process.

2. Art of Getting Work Done from People.

3. Is Result-Oriented.

4. Multidisciplinary in Nature.

5. Group and Not an Individual Activity.

6. Follows Established Principles or Rules.

7. Aided but Not Replaced by Computers.

8. Situational in Nature.

9. Separate from Ownership.

10. Both an Art as well as a Science.

11. Is All Pervasive.

12. Intangible but its Impact is Felt.

13. Uses a Professional Approach in Work.

14. Dynamic in Nature.

OBJECTIVES OF MANAGEMENT

Optimum utilisation of resources,

Growth and development of business,

Better quality goods,

Ensuring regular supply of goods,

Discipline and morale,

Mobilising best talent,

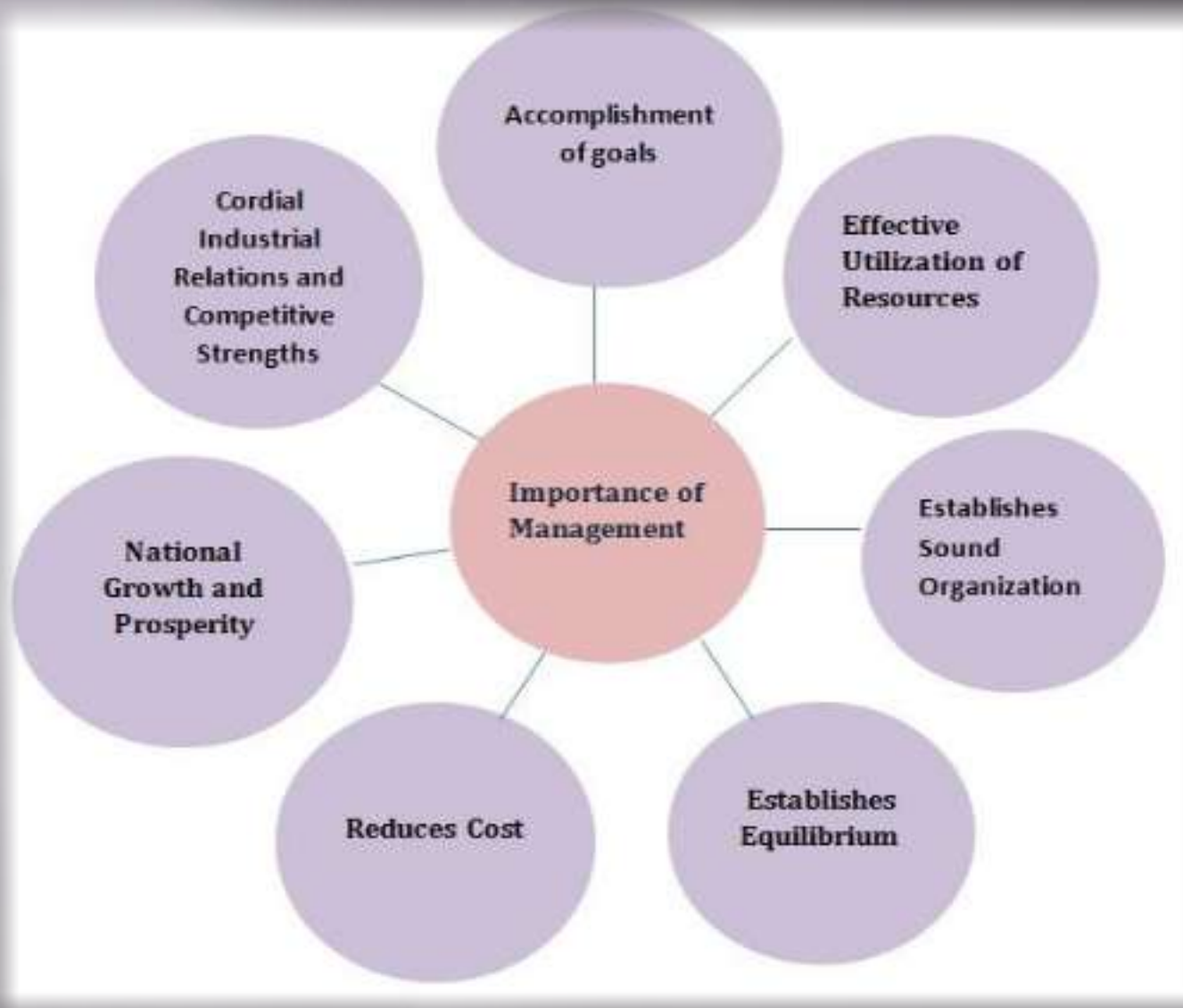
Promotion of research and development,

Minimise the element of risk,

Improving performance,

Planning for future

IMPORTANCE OF MANAGEMENT



LEVELS OF MANAGEMENT



Thank You!

