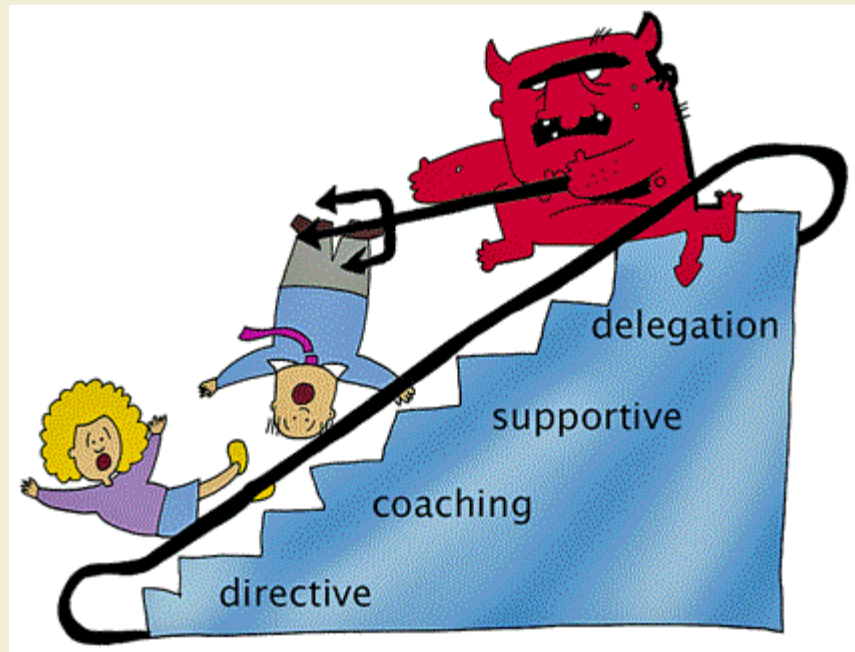


# BASIC CONCEPTS of MANAGEMENT



# Definition

- “Management is the art of “knowing what you want to do” and then seeing that it is done in the best and cheapest way.

.....F.W.Taylor

- Management as a process “consisting of planning, organizing, actuating and controlling, performed to determine and accomplish the objective by the use of people and resources.”

.....George R. Terry



# MANAGEMENT FUNCTIONS OR THE PROCESS OF MANAGEMENT

- Planning, Organizing, Leading & Controlling (Newman & Summer)
- Planning, Organizing, Commanding, Coordinating and Controlling (Henri Fayol)
- 'POSDCORB': Planning, Organizing, Staffing, Directing, Coordinating, Reporting & Budgeting (Luther Gulick)
- Decision Making, Organizing, Staffing, Planning, Controlling, Communicating & Directing (Warren Haynes & Joseph Massie)
- Planning, Organizing, staffing, directing & Controlling (Koontz O'Donnell)



# Functions of Management



# Planning

- It is a process of deciding the business objectives and charting out the plan/method for achieving the same.
- This function expected to be carried out throughout the organization. It should be performed by the manager at all levels.



# Organizing

- According to Allen, the organizing refers to “the structure which results from identifying and grouping the work, defining and delegating responsibility and authority and establishing relationships.”
- To organize a business is to provide it with everything useful to its functioning i.e. personnel, raw materials, machineries, capital etc.



# Directing

■ Directing involves communication, leadership and motivation.

**Communication** is the process of passing the information from one person to other person.

**Leadership** is the function whereby the person or manager guides and influences the work of his subordinates.

**Motivation** is the process of influencing the employee to give their best to the organization.



# Controlling

■ The controlling involves-

1. Establishing standards of performance.
2. Measuring current performance and comparing it against the established standard.
3. Taking corrective action if the performance does not meet the standard.
4. Control compels the events to confirm to plans.





# Innovation and Representation

- These are also two important additional managerial functions.
- Innovation means creating new ideas which may either result in the development of new products or finding new uses for older ones. It is necessary to grow better.
- The manager has to represent himself for the organization. A manager must win support effectively from different groups (either internal or external).



# IMPORTANCE OF MANGEMENT

- Management is critical element in the critical growth of the country.
- Management is essential in all organized effort, be it business activity or any other activity.
- Management is the dynamic, life giving element in every organization.

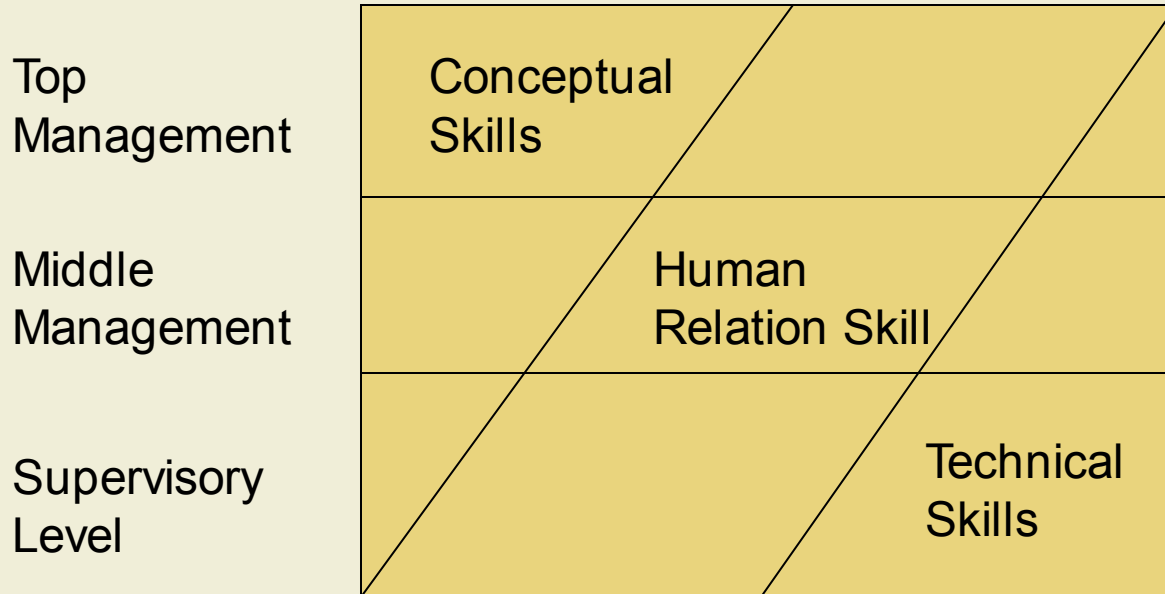


# LEVELS OF MANAGEMENT

- **Lower level** (first line): Foremen & white collar supervisor
- **Middle management:** Sales managers, personnel managers, other departmental heads
- **Top management:** Company presidents, executives, vice presidents



# MANAGERIAL SKILLS



**Thank You**

