

**Management**-Management is a universal phenomenon. Every individual or entity requires setting objectives, making plans, handling people, coordinating and controlling activities, achieving goals and evaluating performance directed towards organizational goals. These activities relate to the utilization of variables or resources from the environment – human, monetary, physical, and informational.

Management is the process of planning, organizing, leading, and controlling an organization's human, financial, physical, and information resources to achieve organizational goals in an efficient and effective manner.

**Management Defined** -Management has been defined by various authors/authorities in various ways. Following are few often-quoted definitions:

Management guru, Peter Drucker, says the basic task of management includes both marketing and innovation. According to him, "Management is a multipurpose organ that manages a business and manages managers, and manages workers and work."

Harold Koontz defined management as "the art of getting things done through and with people in formally organized groups."

**Characteristics or Nature of management can be highlighted as: -**

- 1 Management is Goal-Oriented
- 2 Management is a Group Activity
- 3 Organized Activities
- 4 Relationship among resources
- 5 Working with and through people
- 6 Management is dynamic
- 7 Multidisciplinary
- 8 Management is Universal
- 9 Management is both Science and an Art
- 10 Management as Profession

**Management process**- Management process is that particular function are performed in a sequence through time. In other words, whatever functions are performed by a manager and the sequence, in which they are performed, is designated as 'Management Process'.

**MANAGEMENT PROCESS**

PLANNING → ORGANISING → LEADING → CONTROLLING

## **FUNCTION OF MANAGEMENT-**

**1 Planning-** Planning means determining what the organization's position and situation should be at some time in the future and deciding how best to bring about that situation. It helps maintain managerial effectiveness by guiding future activities.

### **Planning as a process typically involves the following steps:**

- 1 Selection of goals for the organization
- 2 Establishment of goals for each of the organization's sub-units
- 3 Establishment of programs for achieving goals in a systematic manner

**2 Organizing-** Organizing may be referred to as the process of arranging and distributing the planned work, authority and resources among an organization's members, so they can achieve the organization's goals.

**3 Leading-** Leading entails directing, influencing, and motivating employees to perform essential tasks. It also involves the social and informal sources of influence to inspire others. Effective managers lead subordinates through motivation to progressively attain organizational objectives.

**4 Controlling-** Controlling involves measuring performance against goals and plans, and helping correct deviations from standards. As a matter of fact, controlling facilitates the accomplishment of plans by ensuring that performance does not deviate from standards.

**5 Communication**

**6 Decision-making**

**7 Innovation**

## **Importance of Management-**

**1 Management only can meet the challenge of change**

**2 Development of Resources**

**3 Management provide stability**

**4 Management provide innovation**

**5 Tackles business problems**

**6 A tool of personality development**

**7 Provide co-ordination**

**Role of Managers** -Managers are the primary force in an organization's growth and expansion.

Larger organizations are particularly complex due to their size, process, people and nature of business. However, organizations need to be a cohesive whole encompassing every employee and their talent, directing them towards achieving the set business goals. This is an extremely challenging endeavor, and requires highly effective managers having evolved people management and communication skills.

**Level of Management**- Level of management refers to the categories or layers of managerial positions in an organization. The level of management determines the amount of authority and status of the person occupying the position at that level. These managerial positions divided into various categories according to their amount of authority and status, they are known as the level of management

**Managerial Hierarchy consists of-**

1 Top Level Management or senior management

2 Middle Level Management

3 Lower Level Management such as supervisors or team-leader

**1 Top-level management** - These includes board of Directors, CEO's they comprise small groups but are responsible for overall management they formulate plans, decide objectives & communicate to middle level management . Their role can be emphasized as –

- Require an extensive knowledge of management roles and skills.
- They have to be very aware of external factors such as markets.
- Their decisions are generally of a long-term nature
- Their decisions are made using analytic, directive, conceptual and/or behavioral/participative processes
- They are responsible for strategic decisions.
- They have to chalk out the plan and see that plan may be effective in the future.
- They are executive in nature.

**2 Middle Level of Management** -The branch managers and departmental managers constitute middle level. They are responsible to the top management for the functioning of their department. They devote more time to organizational and directional functions. In small organization, there is only one layer of middle level of management but in big enterprises, there may be senior and junior middle level management. Their role can be emphasized as –

- They execute the plans of the organization in accordance with the policies and directives of the top management.
- They make plans for the sub-units of the organization.
- They participate in employment & training of lower level management.
- They interpret and explain policies from top level management to lower level.
- They are responsible for coordinating the activities within the division or department.
- It also sends important reports and other important data to top level management.
- They evaluate performance of junior managers.

- They are also responsible for inspiring lower level managers towards better performance.

**3 Lower Level of Management-** Lower level is also known as supervisory / operative level of management. It consists of supervisors, foreman, section officers, superintendent etc. In other words, they are concerned with direction and controlling function of management. Their activities include –

- They guide and instruct workers for day to day activities.
- They are responsible for the quality as well as quantity of production.
- They are also entrusted with the responsibility of maintaining good relation in the organization.
- They communicate workers problems, suggestions, and recommendatory appeals etc to the higher level and higher level goals and objectives to the workers.
- They help to solve the grievances of the workers.
- They are responsible for providing training to the workers.
- They arrange necessary materials, machines, tools etc for getting the things done.
- They ensure discipline in the enterprise. They motivate workers.