

To handle yourself, use your head,

to handle others, use your heart

Donald Laired

INTRODUCTION

- Found everywhere
- Life blood of an organisation
- It comprises of-----
- Manager should always remember "Thinking well is wise, planning well is wiser but doing it well is wisest and best of all."

DEFINITIONS

• "Management is the art of getting things done through and with people in formally organised groups."

---Koontz

 "Management is knowing exactly what you want the men to do and then seeing that they do it in the best and cheapest way."

--- F.W. Taylor

Contd.....

 "Management is a distinct process consisting of planning ,organising, staffing and controlling performed to determine and accomplish stated objectives by use of human beings and other resources."



CHARACTERISTICS OF MANAGEMENT

 Management is a social process It involves activities • It is creative and continuous process It involves different styles • It follows certain principles • It is all pervasive Efficient mgmt involves clearly defined objectives • It is art, science as well as profession

PRINCIPLES OF MANAGEMENT

- Division of work
- Authority and Responsibility
- Discipline
- Unity of Command
- Unity of Direction
- Subordination of interest
- Remuneration
- Centralisation
- Scalar chain
- Order
- Equity
- Stability of tenure
- Initiative
- Esprit De corps

IMPORTANCE OF MANAGEMENT

BETTER UTILIZATION OF RESOURCES

INNOVATION

CORPORATE IMAGE

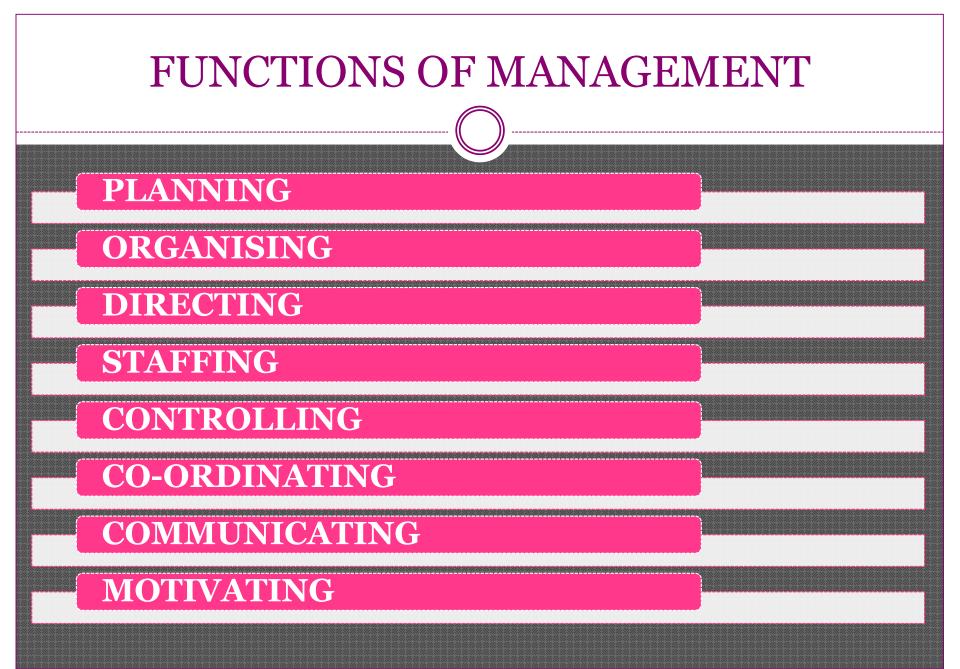
EFFICIENCY

CORDIAL INDUSTRIAL RELATIONS

MOTIVATES EMPLOYEES

REDUCTION IN ABSENTEEISM & LABOUR TURNOVER

EXPANSION AND DIVERSIFICATION



LEVELS OF MANAGEMENT

TOP LEVEL MGMT (BOD,CEO,GEN MANAGER)

MIDDLE LEVEL MGMT (DEPT .HEADS,ADVISORS, EXECUTIVES)

LOWER LEVEL MGMT (FOREMEN,FIRST LINE MANAGERS)

