

MANAGEMENT

Unit 2 : Management Process

Topics Covered :-

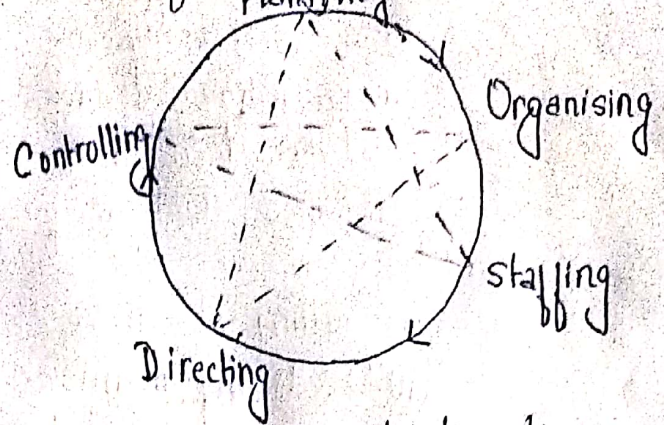
- Functions of Management
- Assignment

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Guest Lecturer

• Functions Of Management

→ Henry Fayol, the father of Principles of Management has classified managerial functions as:

- (a) Planning
- (b) Organising
- (c) Commanding
- (d) Coordinating and,
- (e) Controlling



→ Gulick and Urwick have classified management functions as:

- (a) Planning
- (b) Organising
- (c) Directing
- (d) Staffing
- (e) Coordinating
- (f) Reporting and
- (g) Budgeting.

• They coined the word 'PODSCORB' to describe the function of management.

→ (a) Planning :-

→ Planning bridges the gap from where we are to where we want to go. It makes it possible for things to occur which would not otherwise happen.

→ Features:

- Focuses on achieving objectives.
- It is primary function of management.
- It is pervasive.
- It is continuous.
- It is futuristic.
- It involves decision making.
- It is a mental exercise.

→ Importance :

- Provides directions.
- Reduces risks of uncertainty.
- Reduces overlapping and wasteful activities.
- Promotes innovative ideas.
- Facilitates decision making.
- Establishes standards for Controlling.

→ Process :

- (i) Setting objectives.
- (ii) Developing premises.
- (iii) Identifying alternative courses of action.
- (iv) Evaluating alternative courses.
- (v) selecting an alternative.
- (vi) Implement the plan.
- (vii) Follow-up action.

(b) Organizing :

→ Importance :

- Helps organizations to reap the benefit of specialization.
- Helps in effective administration.
- Provides optimum utilization of resources.
- Channels for expansion and growth.
- Achieves co-ordination among different departments.
- Creates scope for new change.

→ Process :

- (i) Division of work.
- (ii) Departmentation.
- (iii) Linking departments.
- (iv) Assigning Duties.
- (v) Defining hierarchical structure.

(c) Directing :-

→ Importance :

- Initiates actions to get the desired results in an organisation.
- Attempts to get maximum out of employees by identifying their capabilities.
- It is essential to keep elements like supervision, motivation, leadership and communication effective.
- It ensures that every employee work for organisational goals.
- Coping up with changes in the Organisation is possible through effective direction.
- Stability and balance can be achieved through directing.

(d) Staffing :-

- It is the function by which managers build an organisation through recruitment, selection and development of individuals as capable employees.

→ Importance :

- Filling Organisational positions.
- Developing competencies to challenges.
- Retaining personnel - professionalism.
- Optimum utilisation of human resources.

→ Process :

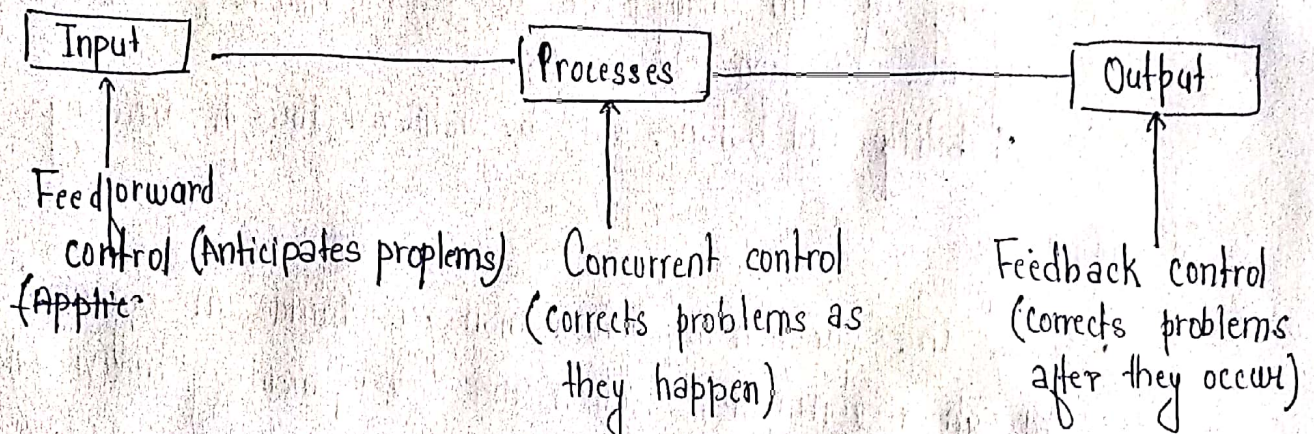
- (i) Analyzing Manpower requirements.
- (ii) Recruitment
- (iii) Selection
- (iv) Placement
- (v) Training and development.
- (vi) Performance Appraisal.

(e) Controlling :

→ It is the process that ensures whether the resources are obtained and used efficiently in achieving the organisation objectives.

→ Types :-

- Feedback
- Feed forward
- Concurrent control



Assignment

Q.1) Write brief notes on:

(a) Staffing

(b) Directing

Q.2) (a) Empowerment is related to _____.

(b) Motivation is related to _____.

(c) Coordinating people and human resources to accomplish organisational goals is the process of _____.

(d) Planning, organizing, directing and controlling are _____ of management.

(e) Guiding and supervising the effects of subordinates towards the attainment of organization's goals describes the function of _____.