

# Management

## Unit 2 . Management Process

Topics covered :-

- Concept Of Management
- Levels Of Management
- Assignment

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# Concept Of Management

\* Management as a Science :-

- It include scientific methods of observation
- Principles based on experiment and research are used
- It establishes cause and effect relationship.

\* Management as an art :-

• It is an art of getting things done through others. For this manager has to play the role of artist.

\* Management as a profession :-

- In corporate sectors, where the management and ownership are different, it is necessary to appoint professional managers.

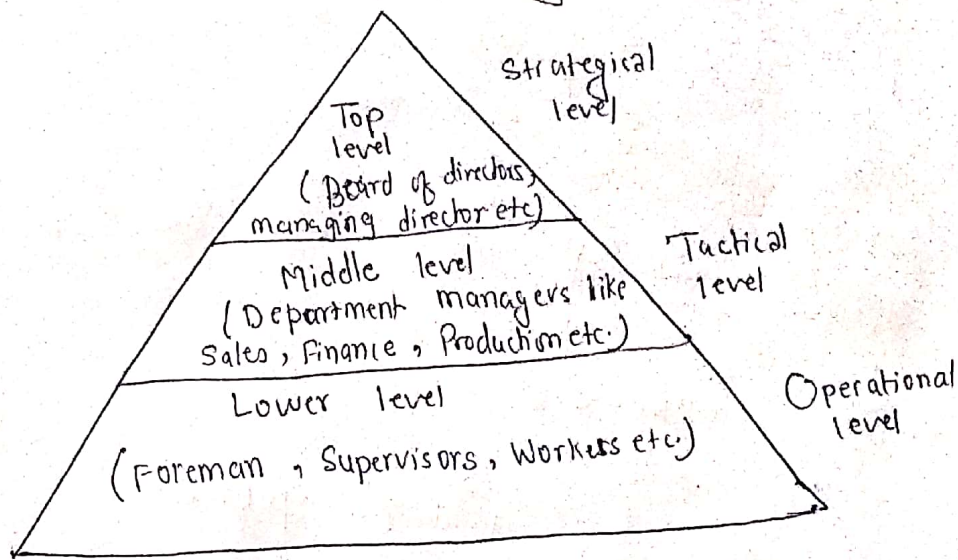
\* Difference between management and administration :-

Point of difference	Management	Administration
Nature of functions	Operational and executive	Thinking and decision making
Level of authority	Operational level	Top level
Ability	Administrative or technical	Technical
Decision making	Influence by opinion, value, views, ethics	Government policies, public opinion, tradition and culture.

## \* Characteristics of management :-

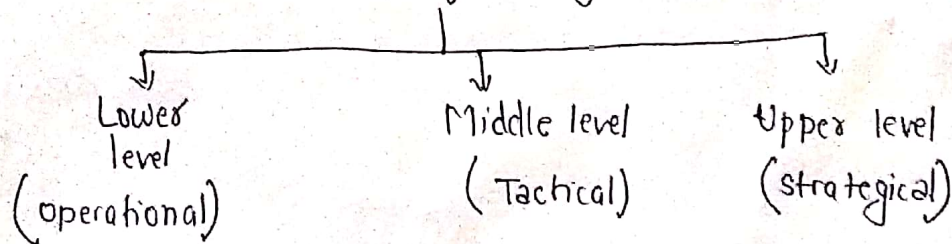
1. Management is a goal-oriented process:
  - It has a set of basic goals which are basic reason of its existence.
2. Management is all pervasive:
  - Activities involved in managing an enterprise are common to all organizations, whether economic, social or political.
3. Management is multidimensional.
  - It has three main dimensions :-
    - (a) Management of work.
    - (b) Management of people.
    - (c) Management of operations.
4. Management is a group activity.
5. Management is a continuous process.
6. Management is a dynamic function :-
  - It has to adapt itself to changing environment.
7. Management is an intangible force :-
  - It cannot be seen but its presence can be felt.
8. Management is a composite process :-
  - It consists of a series of functions which must be performed in a proper sequence. These functions are independent of each other.
9. Balancing effectiveness and efficiency.
  - Effectiveness means achieving targets and objectives on time.
  - Efficiency means best utilisation of resources.

## Levels of Management



\* Management is present in each and every level of an organization.

## Level of Management



\* Lower level are largest than middle level.

\* (i) Top level of management: -

→ It sets key objectives, policies and identify factors essential for organization's development.

→ They doesnot directly execute work.

→ It reviews the work of different personnel's in all levels.

→ It provide overall leadership to the organization.

→ It emphasis on efficient accomplishment of goals.

→ It defines mission and vision.

- It makes different long term policies.
- Includes people like MD, Chairman, Chief executive officers etc.

### (ii) Middle level of Management :

- It follow the rules and policies formulated by top management.
- It motivates personnel for higher productivity and to reward them properly.
- It emphasis on recruitment and selection of operative and staff.
- It collects detailed analysis report of departments and personnel's
- It gives recommendations to top management for better execution of plans and policies.
- It allocates different resources as required and monitor the progress.
- This level tactically manages the whole organization and reach to goal defined by Top management.
- Includes people like Senior managers, Managers of different departments like finance, HR, Production etc, junior managers.

### (iii) Lower level management :

- The authority and responsibility of this level personnel is less as compared to others.
- They have to follow rules and guidelines made out by higher authorities.
- They need to conduct day to day activities.
- It monitors daily progress of work.
- It reports to middle level management.
- Includes people like clerks, supervisors, data entry operators, Foreman etc.

# Assignment

Q.1) What are the difference between Management and Administration?

(1) List of differences between levels of management.

(2) What are the various levels of management?

(3) Explain meaning of Tactical level.

(4) What is meant by "Management is a continuous process"?

Q.2) Multiple Choice Questions:-

(1) Supervisors comes under which level of management?

(a) Top level

(b) Middle level

(c) Lower level

(d) None of the above.

(2) Operational level of management is \_\_\_\_\_.

(a) Top level

(b) Bottom level

(c) Middle level

(d) None of the above.

(3) Which of the following is not a level of management?

(a) Center level

(b) Top level

(c) Lower level

(d) Middle level

(4) Both management and administration are same.

(a) True

(b) False

(c) Either True or False.

(5) Management is both \_\_\_\_\_ and \_\_\_\_\_.

(a) Art and Commerce

(b) Science and Statistics

- (c) Art and History
- (d) Art and Science