

H.D. JAIN COLLEGE, ARA, BHOJPUR

(BBA COURSE)

PAPER: - MANAGEMENT CONCEPT

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UNIT: - 1

MANAGEMENT

“Management is the process of designing and maintaining an environment in which individuals, working together in groups, efficiently accomplish selected aims.”

According to McFarland, "Management is the process by which managers create, direct, maintain and operate purposive organizations through systematic, coordinated and cooperative human effort".

Management has been defined as the guidance, leadership and control of the efforts of a group of people toward some common objective.

FUNCTIONS OF MANAGEMENT

Planning:-

When management is reviewed as a process, planning is the first function performed by a manager. The work of a manager begins with the setting of objectives of the organization and goals in each area of the business. This is done

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through planning. A plan is a predetermined course of action to accomplish the set objectives. It is today's projection for tomorrow's activity. Planning includes objectives, strategies, policies, procedures, programmed etc. As it involves making choices, decision-making is the heart of planning.

Organizing:- Organizing includes putting life into the plan by bringing together personnel, capital, machinery, materials etc., to execute the plans. While, planning decides what management wants to do, organizing provides an effective machine for achieving the plans.

Organizing as a process involves.

1. Identification of activities
2. Classification of grouping of activities
3. Assignment of duties
4. Delegation of authority and creation of responsibility.
5. Coordinating authority and responsibility relationships.

Staffing:- Staffing involves filling the positions needed in the organization structure by appointing competent and qualified persons for the job. This needs manpower planning, scientific selection and training of personnel, suitable methods of remuneration and performance appraisal.

Staffing involves:-

1. Manpower planning (estimating man power in terms of searching, choose the person and giving right place.)
2. Recruitment, selection & placement.
3. Training and development.

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4. Remuneration.
5. Performance appraisal.
6. Promotions & transfer.

Directing:- Direction involves managing managers, managing workers and the work through the means of motivation, proper leadership, effective communication as well as co-ordination. A manager must develop the ability to command and direct others.

Direction has following elements:-

1. **Supervision:** - implies overseeing the work of subordinates by their superiors. It is the act watching & directing work & workers.
2. **Motivation:** - means inspiring, stimulating or encouraging the sub-ordinates with zeal to work. Positive, negative, monetary, non-monetary incentives may be used for this purpose. Motivation is a managerial function to inspire and encourage people to take required action. Motivation is the key to successful management of any enterprise. Motivation can set into motion a person to carry out certain activity.
3. **Leadership:** - leadership may be defined as a process by which manager guides and influences the work of subordinates in desired direction.
4. **Communications:** - communication is the process passing information, experience, opinion etc from one person to another. It is a bridge of understanding.

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Controlling: Control is the process of measuring actual results with some standard of performance, finding the reason for deviations of actual from desired result and taking corrective action when necessary. Thus, controlling enables the realization of plans. A manager must adopt the following steps in controlling.

1. Identify potential problems. .
2. Select mode of control.
3. Evaluate performance in terms of planning.
4. Spot significant deviations.
5. Ascertain causes of deviations.
6. Take remedial measures.