

CHAPTER-1 INTRODUCTION OF MANAGEMENT

1.1 INTRODUCTION: During the last few years Management as a discipline has attracted attention of people. The basic reason is the growing importance of Management in day to day life of people. Today the knowledge of management has become an important fact of human life.

When the people found difficult to perform their various activities alone people sought cooperation of other people. An agency is needed to integrate the efforts of different people for completing a task. This agency is an organisation / management / administration. Management accomplishes objectives.

1.2 WHAT IS MANAGEMENT? Large number of people or organisations have defined management such as

(a) The art of getting things done through others. - MaryParker Follet.

(b) The art of getting things done through and with the people informally organisation groups. -Harold Koontz 1961.

It is the art of creating an environment in which people can perform as individual and get cooperation towards attainment of group's goals.

(c) The art of securing maximum results with a minimum effort so as to secure maximum prosperity and happiness for both employer and employees and give the public the best possible service.

(d) The process by which a cooperative group directs action towards common goals.

(c) Management is a social process entailing responsibility for the effective and economical planning and regulation of the operations of an enterprise in fulfillment of a given purpose or task. Such responsibility involving

(i) Judgement and decision in determining plans and in using data to control performance and programmes against plans and

(ii) The guidance, integration, motivation and supervision of the personal composing, the enterprise and carrying out its operations. - EFL Brech

(f) Management is a discipline. Management as a field of study or discipline means management principles, techniques, functions, problems or applications etc. - Theo Halmiann's concept.

- (g) Management as a noun represents a group of managerial persons who do managerial activities
- (h) It is the conduct of affairs of a business moving towards its objectives through a continuous process of improvement and optimization of resources via the essential management function. - Henry Fayol
From the point of view of function to manage is to forecast, to plan, to organize, to command, to coordinate or to control resources and activities.
- (i) Good management is scientific management, achieves social objectives with the best use of human and material / energy and time and with satisfaction for the participants and the public.- Mary Cushing Miles
- (j) Management is the process by which manager create, direct, maintain and operate the purposing of organisation through systematic coordination, cooperation and human efforts. - Dalton E McFarland 1974
- (k) Management is simply the process of decision making and control over the action of human beings or the express purpose of attaining predetermined goals. - Stanley Vance
- (l) The organisation and control of human activity directed towards specific ends. -RT Curru
- (m) The art of getting things done through other people. - American Management Association.
- (n) Management is the work and as such it has its own skills, its own tools, or its own techniques. Management is the origin of the life giving acting dynamic institution organ of the Institution. If manager management is discipline, management is practice. Its essence is not knowledge, doing. - Peter F Drucker
- (o) Management is a task of planning, organising, coordinating, motivating and controlling the human efforts towards specific, pre-determined objectives.
J Lundy

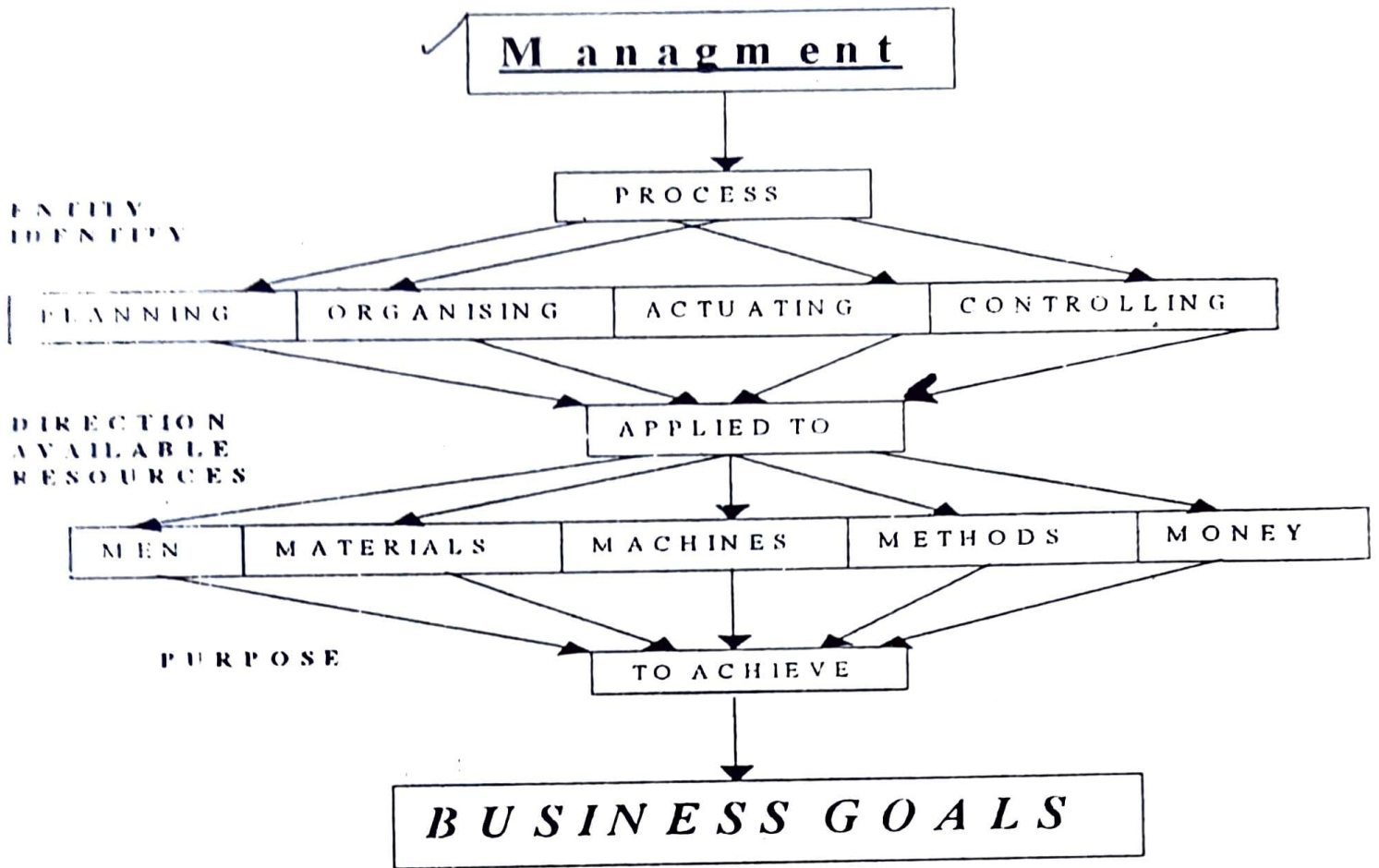


Fig. 1.1 The Process of Management

- (p) Management is the art and science of preparing, organizing and directing human efforts to control the forces and utilize the materials of nature for the benefit of man.
 - American Society of Mechanical Engineers The management mean effective utilization of resources.
 The three tasks of management are given in the fig. 1.2

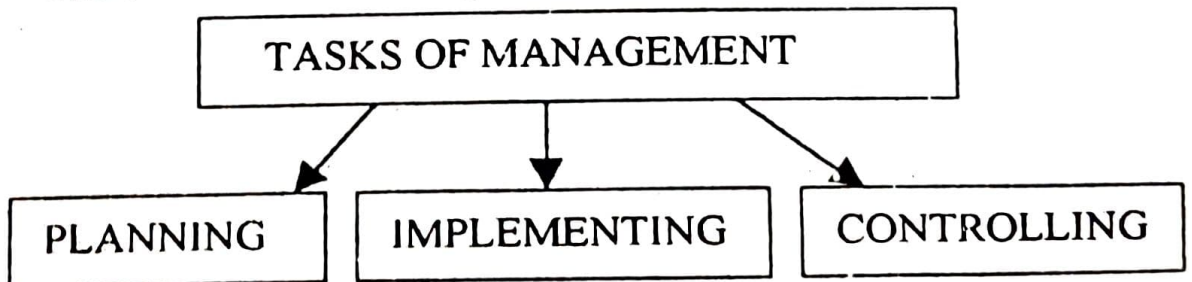


Fig. 1.2 Tasks of Management.