

DIFFERENT CONCEPTS OF MANAGEMENT.

The concept of management has become broad and dynamic with the introduction of new perspective by different fields of study. The sociologist, economics, administrators and behavioural scientists observed management from different points of view. These are as follow

- **Management as an economic resource :-** As viewed by economist, management is a valuable resource of production which uses land, Labour, capital and entrepreneurship to produce goods. Managers determine the productivity and profitability of affirmed by making good decisions. It is generally agreed that executive development an innovation functions can be performed by the managers. Organisations with poor managers always fail. Thus, management skills is the dominating element in economic growth.
- **Management has a system of authority :-** Specialist in the field of administration view management as a system of authority. It denotes power relationship there is a hierarchy of formal authority in an organisation. Over the years, there have been changing pattern of management like authoritarian, humanitarian, constitutional and Democratic pattern. Modern management is a synthesis of these four pattern of authority.
- **Management as a class or elite:-** This is a social logical perspective which defines management as the group of organisation members that occupies the social position responsible for achieving the goal of the firm. From the point of view, organisation members can be put into two classes number one are managers and other are non managers.
- **Management as a discipline:-** some people describe management as a field of study and learning. As an academic discipline, management is an organised body of knowledge. This discipline is being taught in institution. Management discipline is a part of social science is an integrative in nature. It derives its theories from humanities and behavioural science
- **Management is a process :-** as a process, management refers to what management does that is the function performed by managers these functions are planning, organisation, staffing, coordination, directing etc.
- **Management as a career:-** The term management is also used to denote a career or occupation. It has become a lucrative and challenging career path and source of livelihood. Those who adopt management career devote their working lifetimes to the practise of management

In addition to the above users, management is also viewed as a decision-making art, assigns or an art which requires creative skill. It should be noted that these diverse concept described above are contradictory to one another. Management is a synthesis of all viewpoints. However, the process concept of management is most important. It explains the real nature of management .

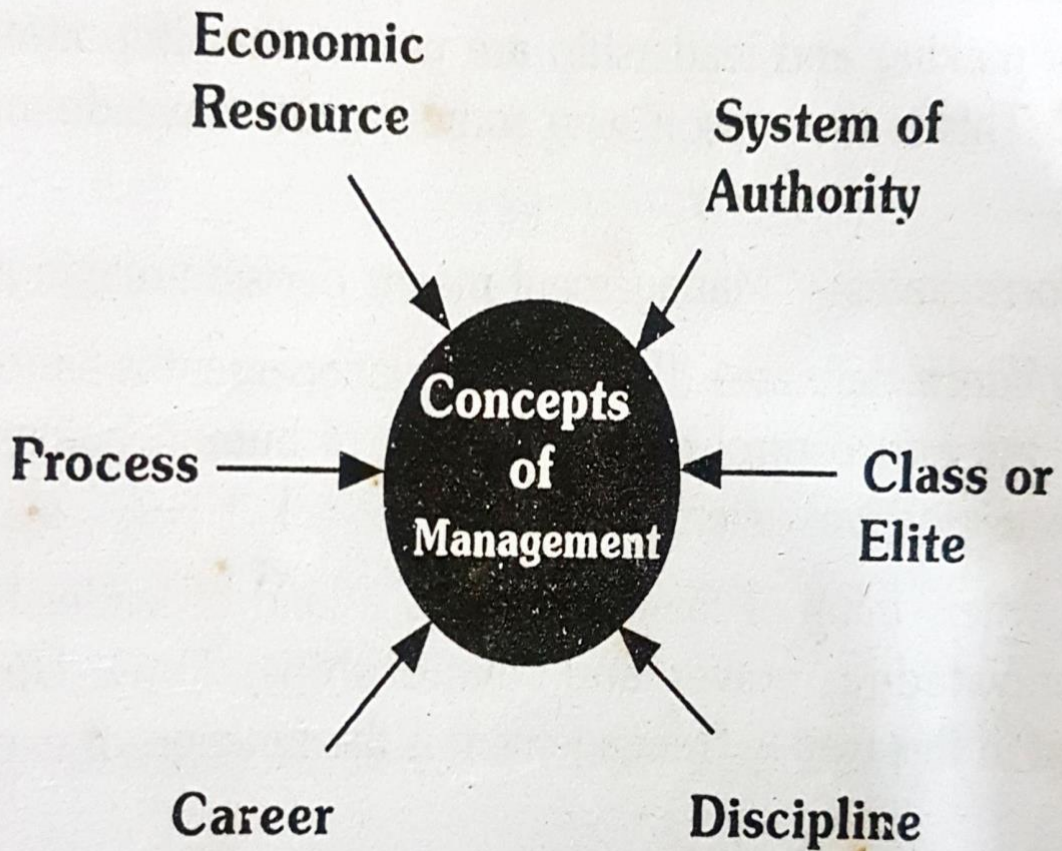


Figure 1.1 : Concept or Viewpoints of Management