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INTRODUCTION TO MANAGEMENT

BASIC MEANING

- Management is an **art of getting things done by others.**
- It is essential for all organizations big or small, profit or non-profit, services or manufacturing.
- Management is necessary so that individuals make their best contribution towards group objectives.
- Management consists of a series of interrelated functions that are performed by all managers.
- Management has to see that tasks are completed and goals are achieved (i.e., effectiveness) with the least amount of resources at a minimum cost (i.e., efficiency).
- Management, has therefore, been defined as a process of getting things done with the aim of achieving goals effectively and efficiently

DEFINITIONS BY EXPERTS

“Management is the process of designing and maintaining an environment in which individuals, working together in groups, efficiently accomplish selected aim. - **Harold Koontz and Heinz Wehrich**

“Management is defined as the process of planning, organising, actuating and controlling an organisation’s operations in order to achieve coordination of the human and material resources essential in the effective and efficient attainment of objectives.”

- **Robert L. Trewelly and M. Gene Newport**

“Management is the process of working with and through others to effectively achieve organisational objectives by efficiently using limited resources in the changing environment.”

-**Kreitner**

FEATURES OF MANAGEMENT

- Goal oriented process
- All pervasive
- Multidimensional – Work, People and operations
- Continuous Process
- Group activity
- Dynamic Function
- Intangible Force

EFFECTIVENESS VERSUS EFFICIENCY

- **EFFECTIVENESS**
 - Being effective or doing work effectively basically means finishing the given task.
 - Effectiveness in management is concerned with doing the right task, completing activities and achieving goals
 - It is concerned with the end result
- **EFFICIENCY**
 - Efficiency means doing the task correctly and with minimum cost.



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- There is a kind of cost-benefit analysis involved and the relationship between inputs and outputs.
- If by using less resources (i.e., the inputs) more benefits are derived (i.e., the outputs) then efficiency has increased.
- Efficiency is also increased when for the same benefit or outputs, fewer resources are used and less costs are incurred

OBJECTIVES OF MANAGEMENT

- Organisational Objectives
 1. Survival
 2. Profit
 3. Growth
- Social Objectives
- Personal Objectives

IMPORTANCE OF MANAGEMENT

- helps in achieving group goals
- increases efficiency
- Creates a dynamic organization
- helps in the development of society
- Management helps in achieving personal objectives

FUNCTIONS OF MANAGEMENT – AN OVERVIEW

Management is described as the process of planning, organising, directing and controlling the efforts of organisational members and of using organisational resources to achieve specific goals

1. **PLANNING** - Planning is the function of determining in advance what is to be done and who is to do it. This implies setting goals in advance and developing a way of achieving them efficiently and effectively.
2. **ORGANISING** - Function of assigning duties, grouping tasks, establishing authority and allocating resources required to carry out a specific plan.
3. **STAFFING** - It means the right people with the right qualifications are available at the right places and times to accomplish the goals of the organisation. This is also known as the human resource function.
4. **DIRECTING** - involves leading, influencing and motivating employees to perform the tasks assigned to them. This requires establishing an atmosphere that encourages employees to do their best.
5. **CONTROLLING** - function of monitoring organisational performance towards the attainment of organisational goals.

COORDINATION – ADDITIONAL FUNCTION OF MANAGEMENT

- The process by which a manager synchronises the activities of different departments is known as coordination.
- It is the common thread that runs through all activities such as purchase, production, sales, and finance to ensure continuity in the working of the organisation.



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- Coordination is sometimes considered a separate function of management. It is however, “The essence of management”.
 - ❖ integrates group efforts
 - ❖ ensures unity of action
 - ❖ Continuous process
 - ❖ All pervasive function
 - ❖ Responsibility of all managers
 - ❖ Deliberate function





PLANNING

MEANING

- **Planning** means looking ahead and chalking out future courses of action to be followed.
- It is a preparatory step.
- It is a systematic activity which determines when, how and who is going to perform a specific job. Planning is a detailed programme regarding future courses of action.
- It is rightly said “**Well plan is half done**”.

DEFINITION

Planning is deciding in advance what to do, how to do and who is to do it. Planning bridges the gap between where we are to, where we want to go. It makes possible things to occur which would not otherwise occur”.

- Koontz & O'Donell

STEPS IN PROCESS OF PLANNING

1. Establishment of objectives

Objectives should be practical, acceptable, workable and achievable and clearly communicated to all.

2. Establishment of Planning Premises

- Planning premises are the assumptions about the lively shape of events in future.
- Planning premises may be internal or external. Internal includes capital investment policy, management labour relations, philosophy of management, etc. Whereas external includes socio- economic, political and economical changes.
- Internal premises are controllable whereas external are non- controllable.

3. Choice of alternative course of action

- When forecast are available and premises are established, a number of alternative course of actions have to be considered.
- For this purpose, each and every alternative will be evaluated by weighing its pros and cons in the light of resources available and requirements of the organization.
- After objective and scientific evaluation, the best alternative is chosen.

4. Formulation of derivative plans

- Derivative plans are the sub plans or secondary plans which help in the achievement of main plan.
- Secondary plans will flow from the basic plan.
- These are meant to support and expediate the achievement of basic plans.

5. Securing Co-operation

- After the plans have been determined, it is necessary rather advisable to take subordinates or those who have to implement these plans into confidence



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