



Lecture: 2-3

Basics of Management

Objectives of the Class

- ❑ Understanding the Origin of the term
- ❑ Defining the concept of management
- ❑ Revealing the Objectives of Management
- ❑ Understanding the Six Ms of Management
- ❑ Comprehending the managerial concerns
- ❑ Discussing the features of management
- ❑ Identifying the classification of different types of managers and their roles
- ❑ Debating how the managerial jobs are changing
- ❑ Deliberating how to make a good Plan
- ❑ Understanding the concept of Organization
- ❑ Discussing the purposes and importance of management
- ❑ Understanding how rewards and challenges help to be a manager
- ❑ Clarifying the universal needs for management



**What do you feel about the term
'Management'?**

Origin of the Term

The word '**Management**' as a noun derived from the verb '**to manage**'. Now let us see what may be meant by 'to manage':-

- ▶ 'to manage' may meant '**to handle**'
- ▶ 'to manage' may meant '**to control**'
- ▶ 'to manage' may meant '**to organize**'
- ▶ 'to manage' may meant '**to make and keep submissive**'
- ▶ 'to manage' may meant '**to carry out for purpose**'.

'**Manage-men-t**' itself consists the meaning in its very spelling i.e. Manage men with T (**T-means tactfully**). To be tactful one- must have **adequate knowledge, skill, experience and exchange of ideas**. The more tactful you are, the more successful a manager you are expected to be.

It involves the combining of the traditional factors of production (**land, labor and capital**) in an optimum manner, paying due attention, to the particular goals of the organization.

Ricky W. Griffin-

“Management is the process of planning, organizing, leading and controlling an organization’s human, financial, physical and information resources to achieve organizational goals in an efficient & effective manner.”

Management thus can be seen as an on going process of-

- ▶ **i) Planning (thinking before doing)**
- ▶ **ii) Organizing (coordinating activities)**
- ▶ **iii) Implementing or leading (doing) and**
- ▶ **iii) Controlling (evaluation after action).**



'Management' is the process of what?

What Management do for?

- **Management** involves coordinating and overseeing the work activities of others so that their activities are completed efficiently and effectively.
- **Management** is the act of getting things done through people and having them do it willingly.
- **Management** is the process by which a cooperative group directs actions of others toward common goals.

The Six Ms of Management

Men and
Women

Money

Machines

Materials

Methods

Markets



**Can you remember the Six Ms of
management?**

Managerial Concerns

Efficiency & Effectiveness

1. Efficiency

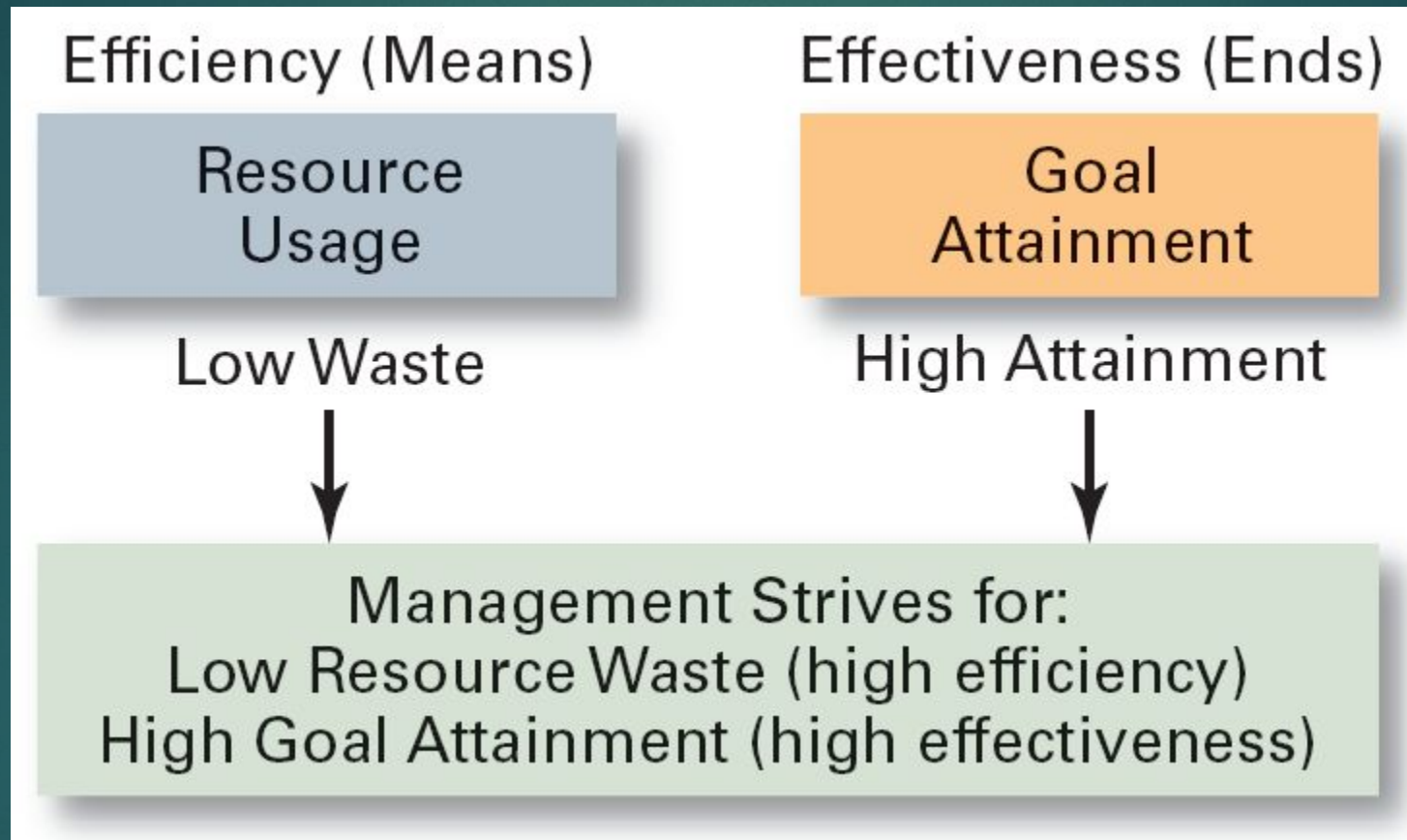
- ▶ “Doing things right”
 - ▶ Getting the most output for the least inputs

2. Effectiveness

- ▶ “Doing the right things”
 - ▶ Attaining organizational goals



Exhibit 1–3 Effectiveness and Efficiency in Management





**What is the different between the terms
efficiency and effectiveness?**

Features of Management

Continuous and never ending process.

Getting things done through people.

Oriented towards result.

Multidisciplinary in nature.

Deals in group and not an individual activity.

Follows established principles or rules.

Features of Management

Situational & dynamic in nature.

Aided but not replaced by computers.

Both an art and science.

Management is all pervasive.

Uses a professional approach in work.

Management is intangible.



**Can you mention any features of
'Management'?**



**Have you any Idea about the term
'manager'?**

Who Are Managers?

- ▶ **Manager:** Someone who coordinates and oversees the work of other people so that organizational goals can be accomplished.
- ▶ Managing is about:
 - ✓ Getting things done through others
 - ✓ Using scarce resources to best advantage
 - ✓ Coping with change and uncertainty
 - ✓ Achieving and delivering results



Classifying Managers

First-line Managers

- Individuals who manage the work of non-managerial employees.

Middle Managers

- Individuals who manage the work of first-line managers.

Top Managers

- Individuals who are responsible for making organization-wide decisions and establishing plans and goals that affect the entire organization.

Exhibit 1–2 Managerial Levels





Can you mention the different levels of manager?

What Managers Do?

Three Approaches

- A. Functions they perform.
- B. Roles they play.
- C. Skills they need.

A. Functions Managers Perform

Planning

- Defining goals, establishing strategies to achieve goals, developing plans to integrate and coordinate activities.

Organizing

- Arranging and structuring work to accomplish goals.

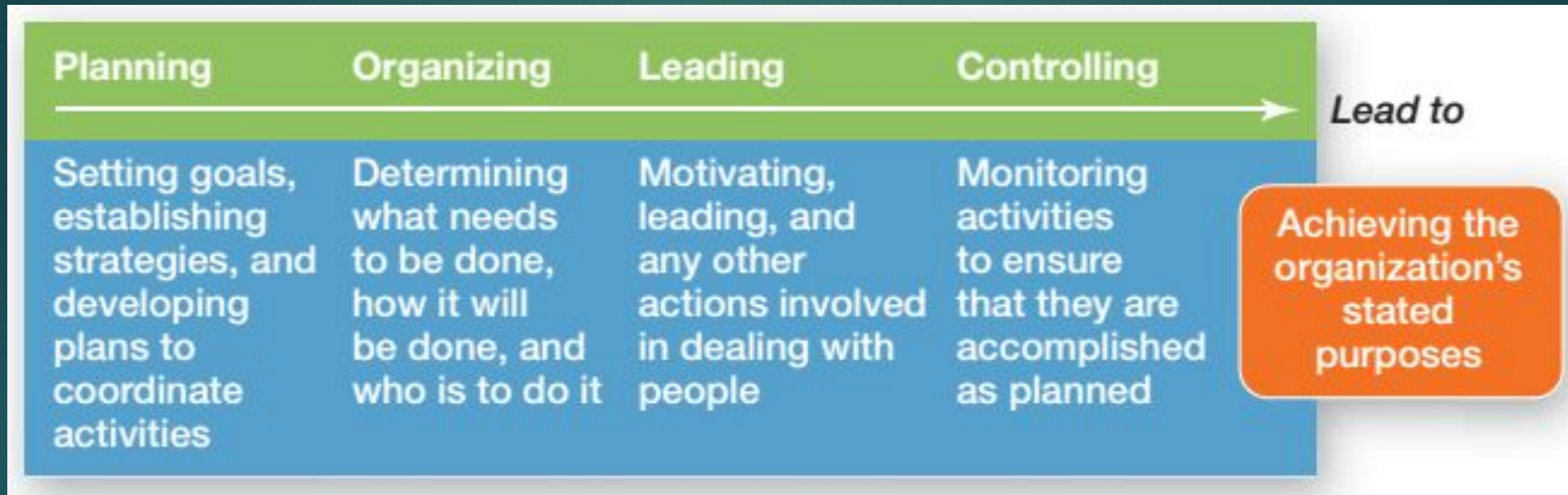
Leading

- Working with and through people to accomplish goals.

Controlling

- Monitoring, comparing, and correcting work.

Exhibit 1–4 Management Functions



B. Roles Managers Play

Interpersonal roles

- Figurehead, leader, liaison

Informational roles

- Monitor, disseminator, spokesperson

Decisional roles

- Entrepreneur, disturbance handler, resource allocator, negotiator



C. Skills Managers Need



Technical skills

Knowledge and proficiency
in a specific field

Human skills

The ability to work well
with other people

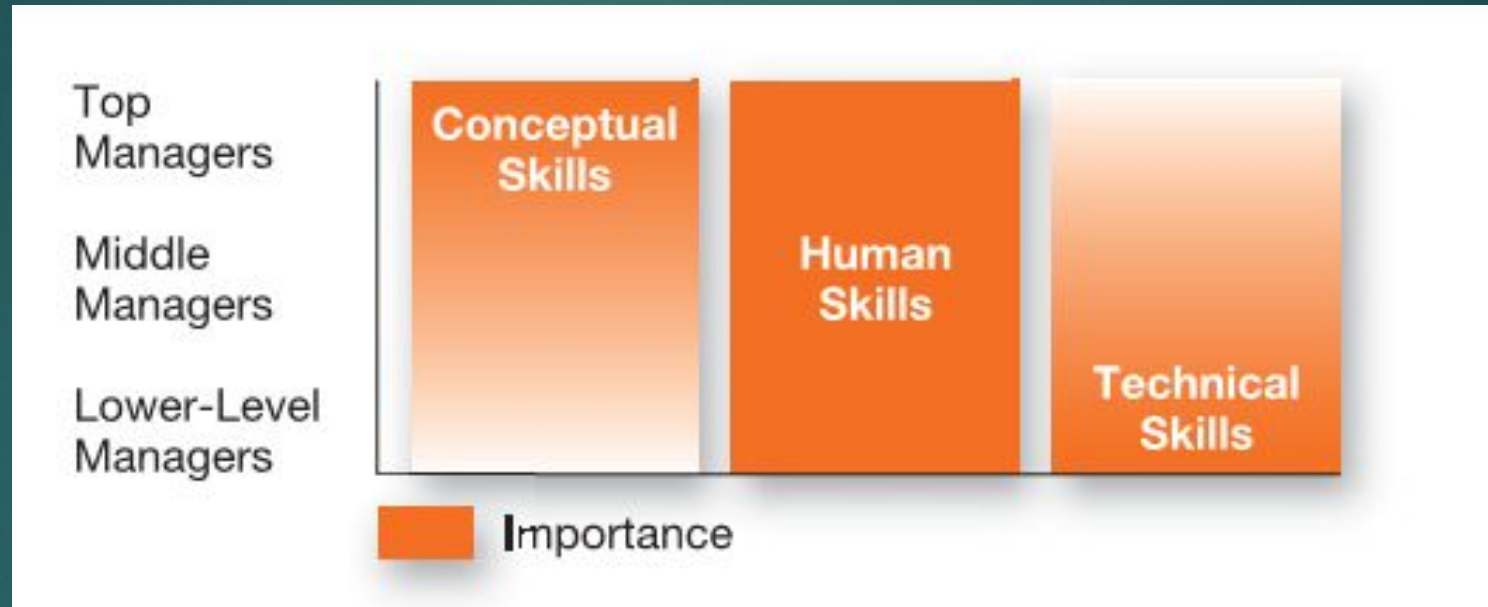
Conceptual skills

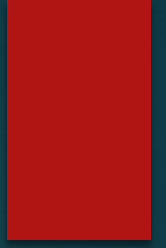
The ability to think &
conceptualize about abstract
and complex situations
concerning the organization



What skills are required to be a good manager?

Exhibit 1–6 Skills Needed at Different Management Levels (katz)





**Have you any idea why the manager's job
is changing nowadays?**

How The Manager's Job Is Changing

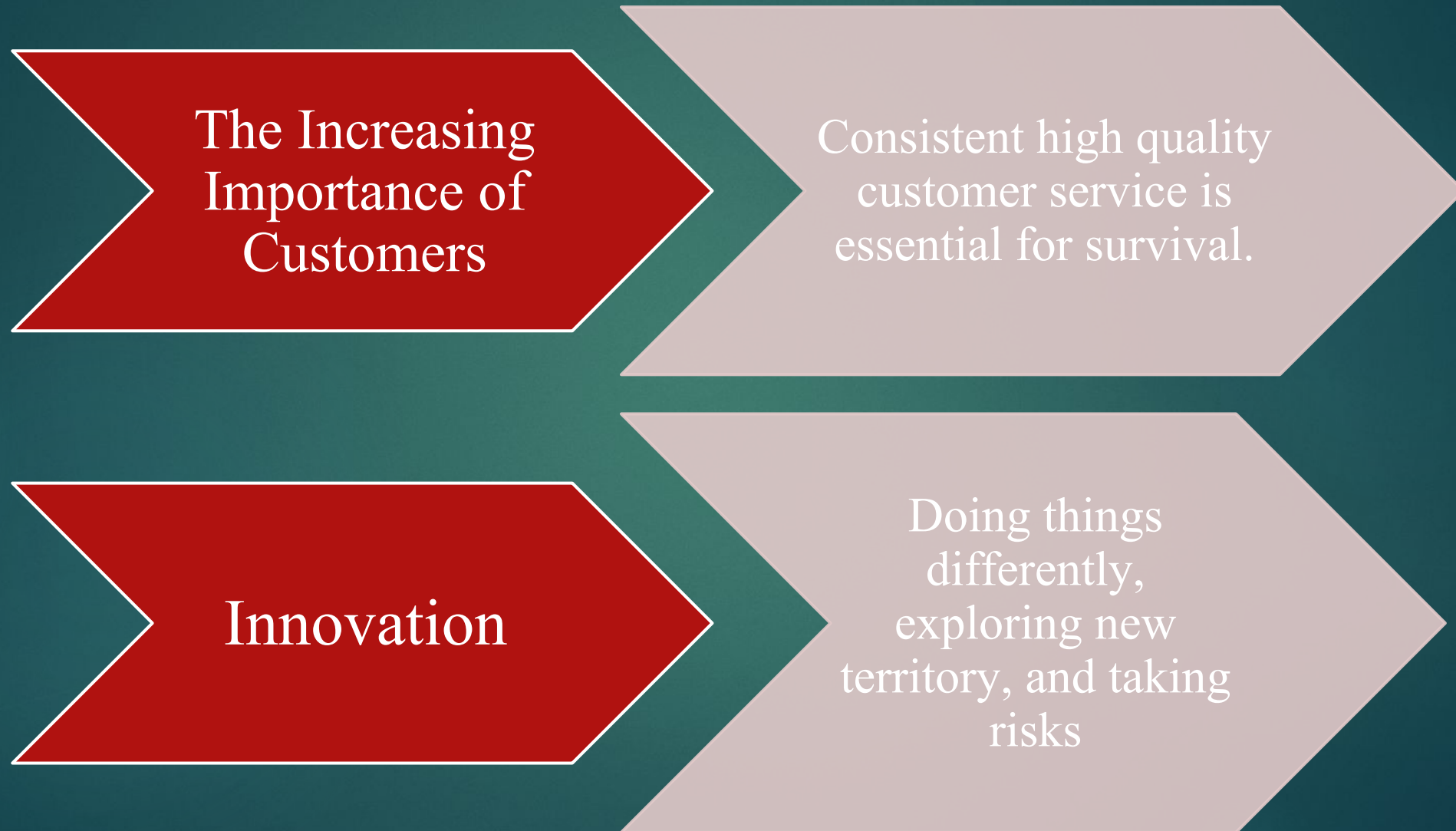
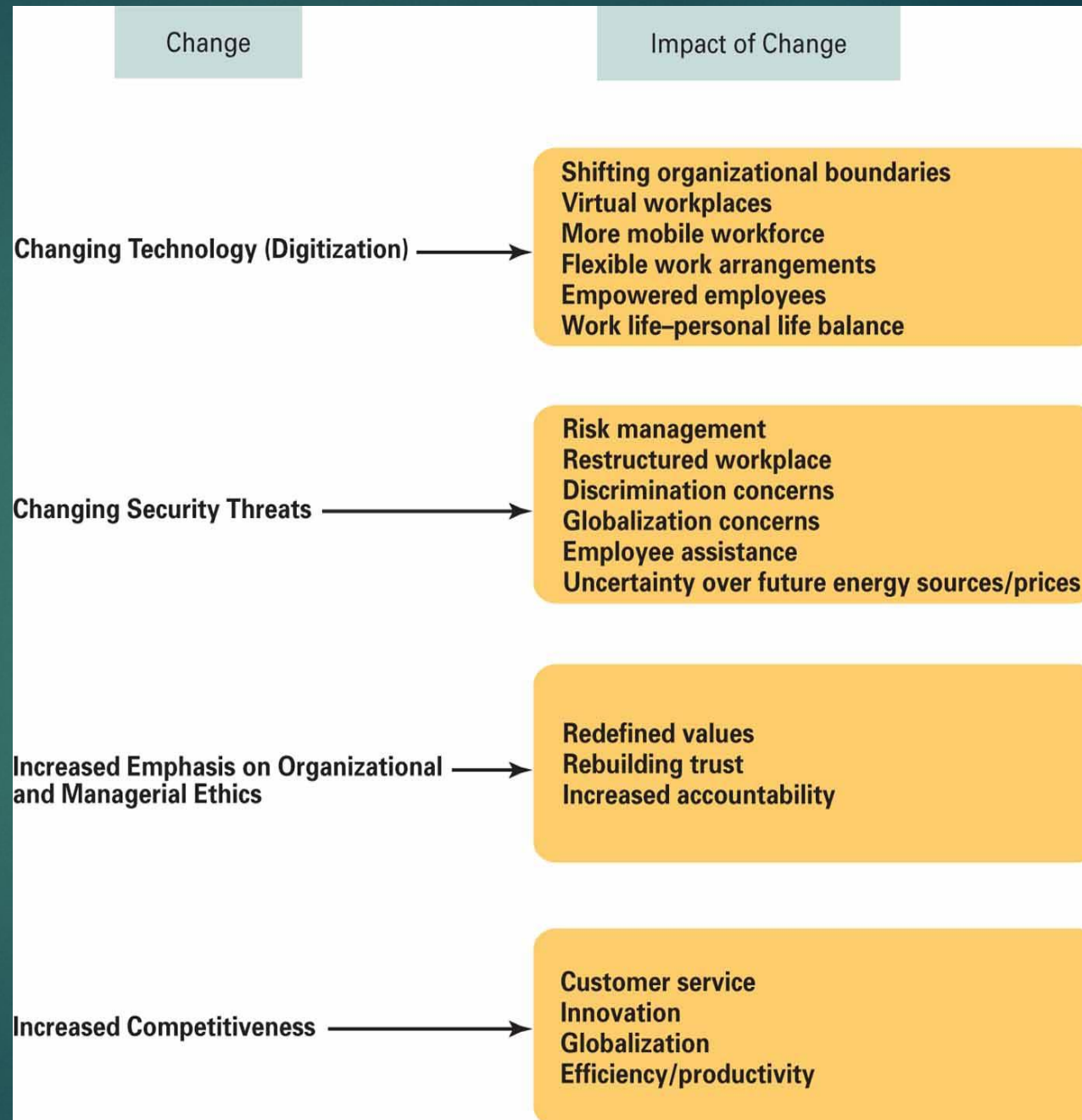


Exhibit 1–7

Changes Affecting a Manager's Job

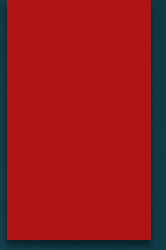


How to Make a Good Plan or Principal Steps in Planning

Planning is the deciding in advance – what to do, how to do it, when and by whom. It is the process of thinking before doing and involves determination of goals as well as the activities required to be undertaken to achieve the goals.

The planning process involved various steps which are discussed as below:

- I) Clarifying the problem**
- II) Securing complete information and making analysis**
- III) Ascertaining planning premises and constraints**
- IV) Determining alternate courses of action or plans**
- V) Evaluation of alternatives**
- VI) Selecting the best course of action**
- VII) Setting up the sequence of activities**
- VIII) Pursuing progress check up**



How can we make a good plan in our life?

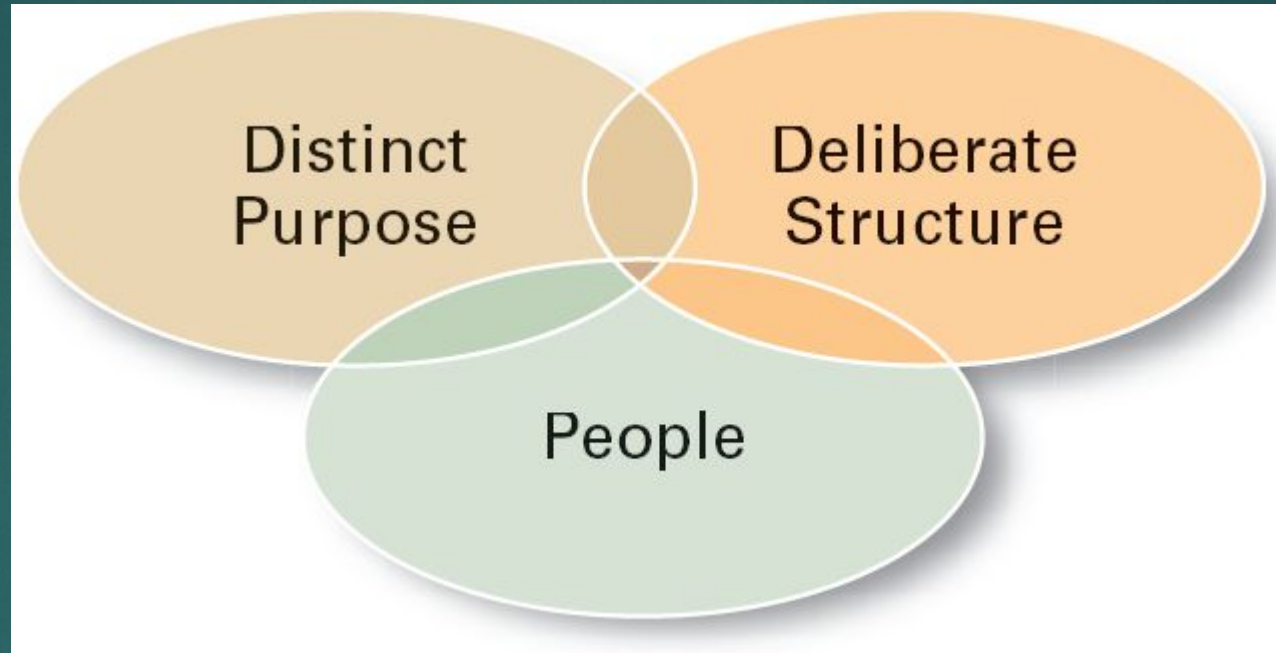
What Is An Organization?

An organization is an arrangement of people to accomplish some specific purpose.

3 Common Characteristics of Organizations

- Have a distinct purpose (goal)
- Composed of people
- Have a deliberate structure

Exhibit 1–8 Characteristics of Organizations





**What we need to settle down to form an
organization?**

Purpose and Importance of Management:

- ▶ **Helps in achieving group goals**
- ▶ **Optimum utilization of resources**
- ▶ **Reduces cost**
- ▶ **Establishes a sound organization**
- ▶ **Maintains equilibrium**
- ▶ **Essential for prosperity of the society**

Why Study Management?

- **The universality of management**
 - Good management is needed in all organizations.
- **The reality of work**
 - Employees either manage or are managed.
- **Rewards and challenges of being a manager**
 - Challenging, exciting & creative opportunities for meaningful and fulfilling work.
 - Successful managers receive significant monetary rewards for their efforts.

Exhibit 1–9 Rewards and Challenges of Being A Manager

Rewards

- Create a work environment in which organizational members can work to the best of their ability
- Have opportunities to think creatively and use imagination
- Help others find meaning and fulfillment in work
- Support, coach, and nurture others
- Work with a variety of people
- Receive recognition and status in organization and community
- Play a role in influencing organizational outcomes
- Receive appropriate compensation in the form of salaries, bonuses, and stock options
- Good managers are needed by organizations

Challenges

- Do hard work
- May have duties that are more clerical than managerial
- Have to deal with a variety of personalities
- Often have to make do with limited resources
- Motivate workers in chaotic and uncertain situations
- Blend knowledge, skills, ambitions, and experiences of a diverse work group
- Success depends on others' work performance

Exhibit 1–10 Universal Need for Management



Thank You