

Course: M.Com.

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**Subject: Management
Concepts and Organisational
Behaviour**

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CC-1/MC I.2 Sub: Management Concepts and
Organizational Behaviour

Topic: MANAGEMENT

“Management consists of getting things done through others. A manager is one who accomplishes objectives by directing the effort of others.” — L. George

INTRODUCTION

The present age is an age of management. This has been attracting tremendously the students, the researchers and the businessmen alike during the last five or six decades. Management has made its appearance not only in the magnificent world of business but also in our household, beginning right from the local clubs to various religious organisations. It has glorified itself by being closely associated with day-to-day life of man. Now it is a household word. The use of very word 'management' is to-day not only craze but also fashion.

Consequently, we have become

intimately associated with the word (2) in our ceaseless journey to growth and development.

Management can be of different types such as -

- Marketing Management
- Production Management
- Purchase Management
- Materials Management
- Advertising Management
- Human Resource Management
- Company Management
- Financial Management

The list is ^{rather} long like -

- Hospital Management
- Hotel Management
- Office Management
- Pollution Control Management
- Environment Management
- Transport Management
- Travel and Tourism Management
- Knitting Management
- Fashion Management
- Stress Management etc.

As a matter of fact, the concept of management is nothing new. The management art is as old as human civilisation.

It has traversed a long way along with history of man. But till the first half of twentieth century, man had been carrying out management-

- related jobs without knowing that they were doing so. Afterward as soon as man realised the importance of management, he began to think about it consciously.

In the present time, we feel that the importance of management is immeasurable in every country be it — Capitalist, Socialist, Mixed Economy or liberal economy. The developed countries have already improved much in this discipline.

In our country also elaborate discussions were held during few decades particularly from 80s. In conclusion it may be added that nothing is possible by discarding 'management' — as it was in the past and also the time to come in future.

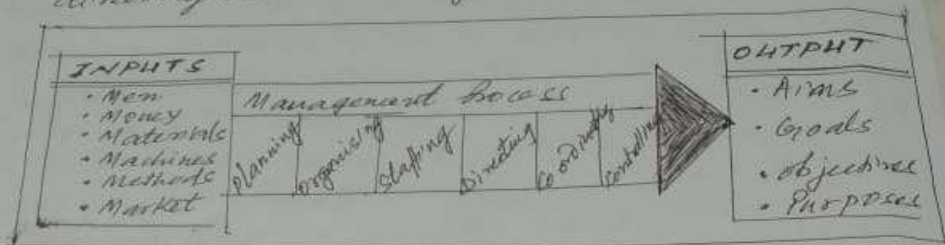
CONCEPT OF MANAGEMENT

The concept of management is as old as human civilization. Management in today's context has the most significant influence on modern life, giving a strong essence to the very purpose of management.

The concept of Management is useful and⁴ applicable to all type of organisations, whether profit-making or service-oriented. Therefore, it is said that management is a universal process. It is useful and essential to business firms, irrespective of their size and scale of operations, government enterprises, educational and health institutions, military organisations, gymkhana and clubs, Housing Societies, trade associations and chambers of Commerce etc. In other words, the concept of management integrates and transforms various resources into ultimate goals and objectives, i.e. maximisation of profits or service.

According to modern management thinkers, management is a distinct type of activity, which is primarily responsible for getting things done through other people. It is primarily a process of integrating six Ms of management, viz, — Men, Material, Machines, Methods, Money and markets. The term management maybe referred to a distinct process of allocating inputs (physical and human resources) for the purpose of achieving pre-determined objectives viz. higher output and profit through customer satisfaction by typical

managerial functions (Planning, organising,
directing and controlling)



Meaning and concept of management

The traditional concept of management was restricted to the art of getting things done through others. However, this concept of Mngt. underwent a sea change at the turn of the last century. According to modern views, mngt. is not merely an art of getting things done through others but it is also science and covers a wide spectrum of business related activities.

According to modern thinkers, management is a process, an activity, a discipline and effort to co-ordinate, control and direct individual and group efforts towards the attainment of cherished goals of Business.

“Management is a process by which the managers create, direct, maintain and operate purposive organisation through systematic co-ordinates, co-operative human efforts.”

— Dalton McFarland

DEFINITIONS OF MANAGEMENT :-

Management can be defined as effort for getting things done in order to achieve the pre-determined goal of the concern through co-ordination of human and other elements. But its scope is too wide and as there is a sharp difference in approaches of various thinkers and context of this discipline, it is very difficult to define management precisely containing all the characteristics of a good definition. Because economists look at management as one of the factors of production, sociologists consider management as a class or group of persons while practitioners in management and administration regard management as a system of authority. A few definitions are given below :-

Dissecting the word 'management' we get :-



By means of the above diagram it is clear that management is to manage various other men tactfully by a man.

But the above definition is incomplete because what will be the job of a man who will tactfully direct them? Rendering explanation to the above definition, Harold Koontz said in Dec. 1961 "Management is the art of getting things done through other people in formally organized groups."

Acc. to L.A. Apple:- "Management is the art of getting things done through the efforts of other people."

Peter F. Drucker an eminent management expert has expressed management - "as a multipurpose organ that manages a business, manages a manager and manages worker and work."

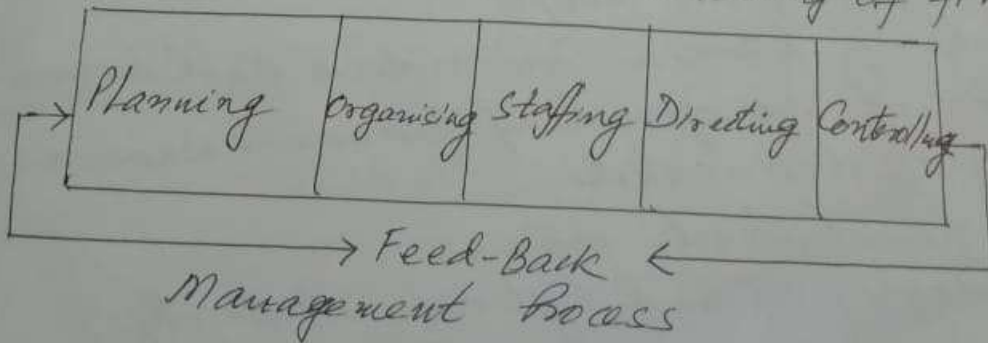
Luther Gullick defines, management as a process of "PODSCORB" function

[Luther Gullick: Notes of Theory of Organization, 1958]



- P → Planning
- O → Organising
- D → Directing
- S → Staffing
- CO → Co-ordinating
- R → Reporting
- B → Budgeting

On the basis of above definitions, according to Koontz and O'Donnell, we can say that management is a process consisting of five functions.



FEATURES/CHARACTERISTICS OF MANAGEMENT ⑧

The main idea of all these definitions is more or less similar though differ in wording. For the above definitions it will be clear that management is the sum total of those activities which lay down plans, policies and purposes, secure men, money, materials and machines required for the ~~purpose~~ completion of these purposes and all of them into operation, supervise and check their performance, material incentives and mental satisfaction to the men engaged for the execution of these decided operations.

The concept of management is thus concerned with industrial, commercial, government and non-government enterprises and social, political, cultural, military organization also. It is the oldest of the arts but youngest of sciences.

Important features: -

- ① Considered as a means and not the end
- ② Management is alive and dynamic
- ③ Management is oldest of the arts, youngest of sciences
- ④ Ideas, things and people.
- ⑤ Balance between individual and organizational activities
- ⑥ Efficient management of Economic Resources.
- ⑦ It is goal oriented
- ⑧ It has distinct Process.
- ⑨ Managers of and systematic Authority.
- ⑩ Integrating of Human Resources -
- ⑪ It is a multi-disciplinary subject.
- ⑫ It is universal in character
- ⑬ Social Science

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