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LEARNING MATERIAL



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Sample
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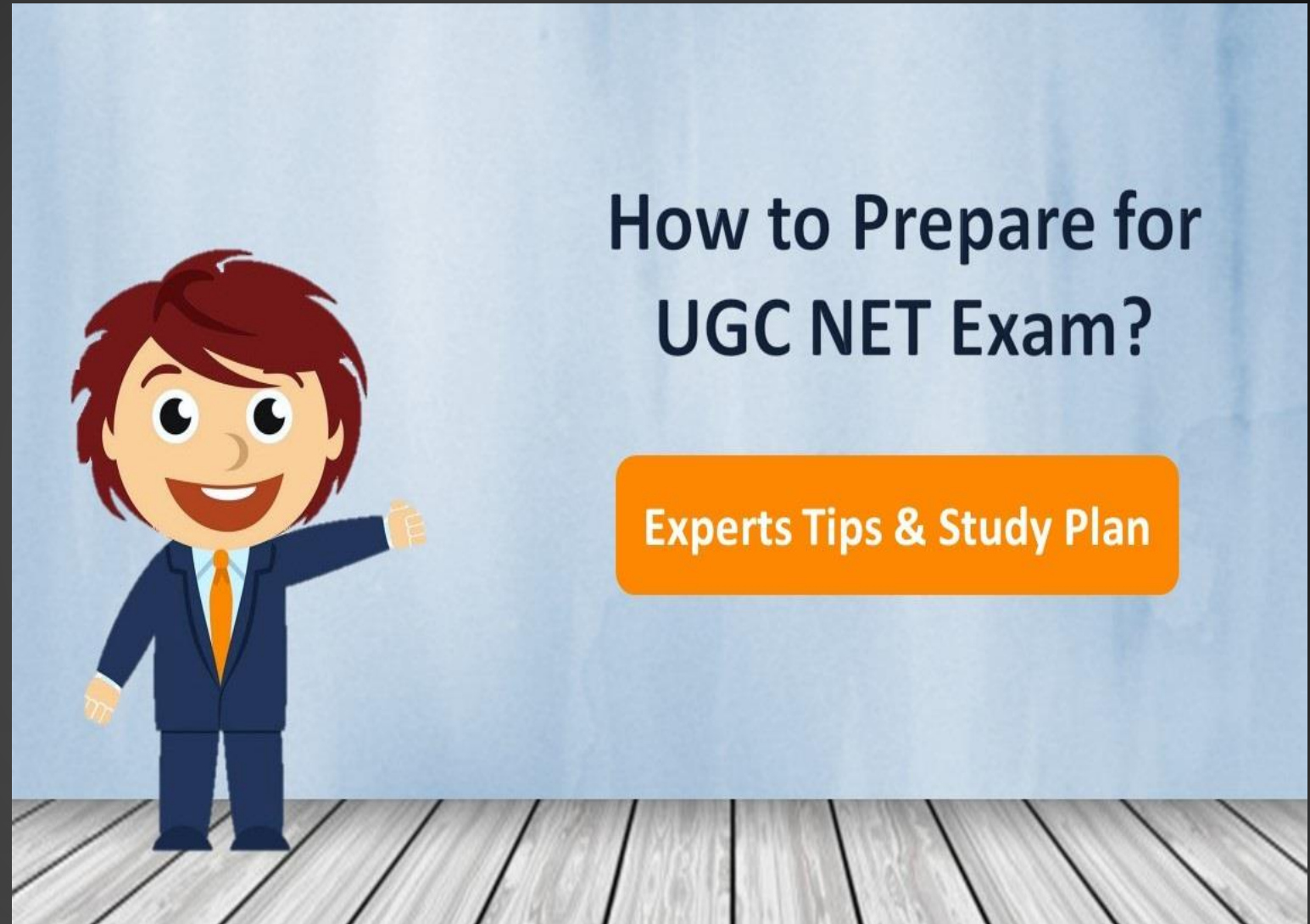
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MANAGEMENT
SECOND PAPER - II



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DISCUSS

- I. Management
- II. Organizational Behaviour
- III. Human Resource Management
- IV. Financial Statements
- V. Financial Management
- VI. Strategic Management
- VII. Consumer and Industrial Buying Behavior
- VIII. Statistics for Management
- IX. International Business
- X. Entrepreneurship Development





UNIT - 1
MANAGEMENT AND ITS FUNCTION
Total topic - 4

CONSEPT OF MANAGEMENT

Mainly two famous people say **P.DRUCKER** AND **HEINZ WEIHRICH** AND **HAROLD KOONTZ** “Management is the multipurpose organ that manages a business and manager workers and work”



ELEMENTS OF MANAGNENT

1. Physical and Human resource
2. Regular and continuous process
3. Fix aims and predefined goal and focuses on effectiveness
4. The principal of management are applicable in organisations and in whole universal
5. Management deal with group of people and resources
6. It is an art as well as science.

CHARACTERISTICS OF MANAGMENT

1. Profession
2. Economic function
3. Attaining objectives
4. Authority
5. Decision making
6. Inter disciplinary
7. Intangible





SIGNIFICANCE OF MANAGEMENT

1. Fixed goals and achievement
2. Planning with physical and human resources
3. Coordinates higher to lower level
4. Reduces duplication of work
5. Work as planning, controlling, directing and organising
6. Minimum input and high output
7. Promotes various position and right knowledge, skills and qualification.
8. Dynamic environment by planning in advance and strategising for such dynamism.



Theories and approaches

- Scientific management (Taylor's theory)
- Administrative theory (Fayol's theory)
- Bureaucracy (Max weber)
- Hawthorne Experiments
- System theory
- Chaos theory
- Contingency approach
- Behavioural Management theory
- Human relation approach (Elton mayo)



Continue.....

Management skills

LEVEL OF MANAGEMENT

Managements roles

Next video....



FEEDBACK



**THANK
YOU**

Agarwal

MANAGEMENT PAPER -II

For More Information

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