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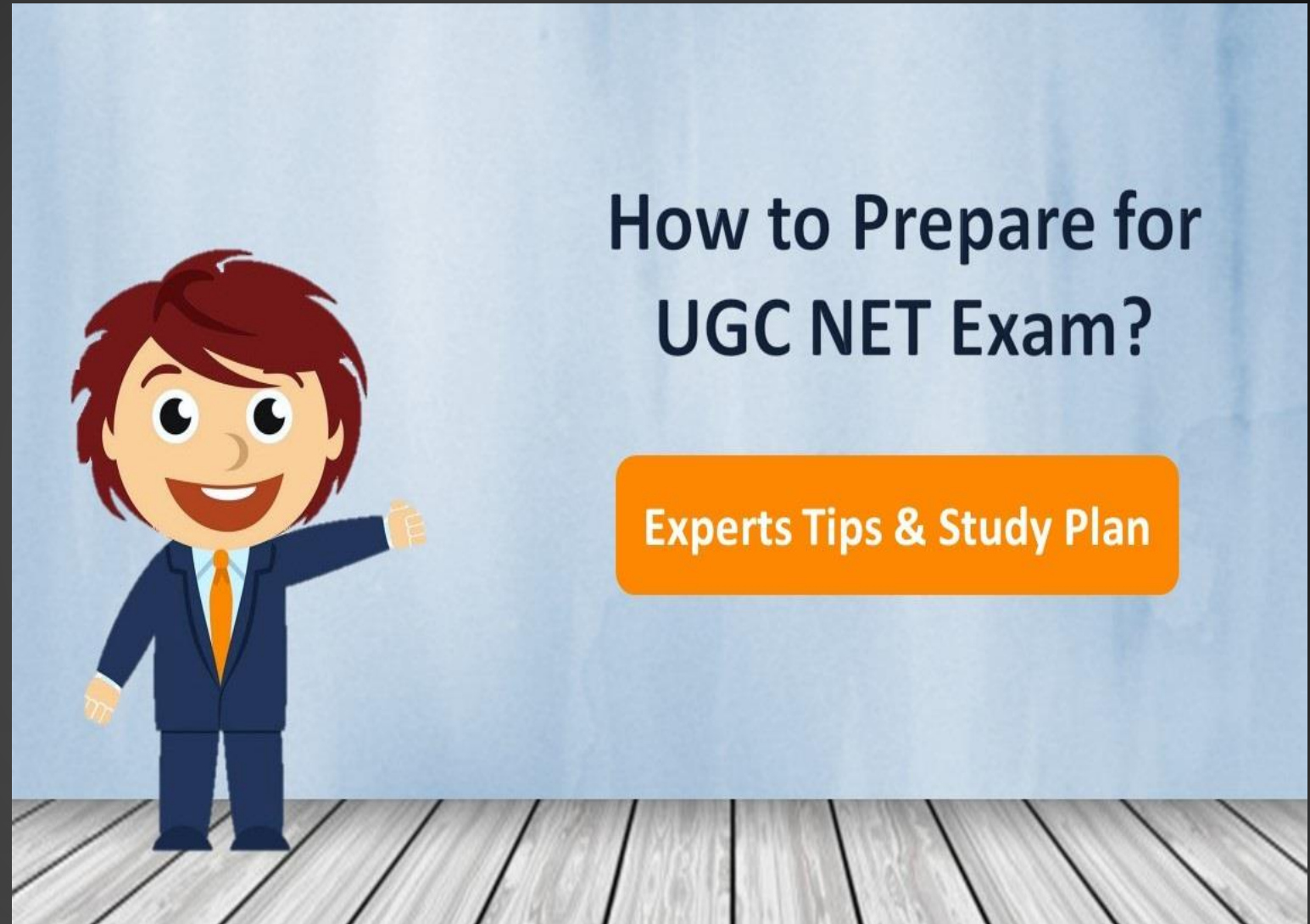
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# DISCUSS

- 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

# Management Process



The process of management is continuous process where the manager at all level plan and define the objectives, organise various resources, leads the organisation and control any deviation from he desired goals. Hence it is a never ending process.



# Management Process

**ED Mc FARLAND** “ management is the distinct process by which the managers create, direct, maintain and operate purposive organisation through systematic, co-coordinated and cooperative human efforts”



# Function of management

**FRED LUTHANS** “ along with his co-workers have segregated managerial function into four categories”

- Traditional management
- Communication management
- Human resource management
- networking

**G. R. TERRY** “Planning, organising, staffing, directing, controlling, motivating, coordinating, communication”.





# Planning

Planning focuses on looking forward and forecasting is an essential element of planning.

Acc. To **HENRY FAYOL**, “purveyance, which is an essential element of planning cover not merely looking into the future but making prevision for it”.

Acc. To **KOONTZ O’ DONNELL**,” planning is an intellectual process, the conscious determination of focused of action of act considered estimates”.



# Features of planning

- goal oriented
- prime activity
- pervasive
- coordination
- considers limiting factors
- flexibility
- intellectual process.



## Significance of planning

- It enhances efficiency of organisation and assists in organising the work
- It facilitates coordination among various processes
- It builds the morale of the person
- Standards and promotes economy in operation
- It boosts imagination, creativity and directs in operation
- It boosts imagination, creativity and directs the organisation
- It help in attaining the objectives smoothly and economically



## Advantages of planning

- It focuses on objectives and goals
- Promotes economical operation, new ideas, innovations and creativity is promoted to tackle with emerging risks.

## Disadvantages of planning

- It is costly and consumer time
- It indulges into paper work and is rigid
- It is inflexible in the time of emergency
- It promotes false sense of immunity against risk

# Continue.....

## Process of planning

Next video...



# FEEDBACK



**THANK  
YOU**

*Agarwal*

## MANAGEMENT PAPER -II

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