



MANAGEMENT PROCESS

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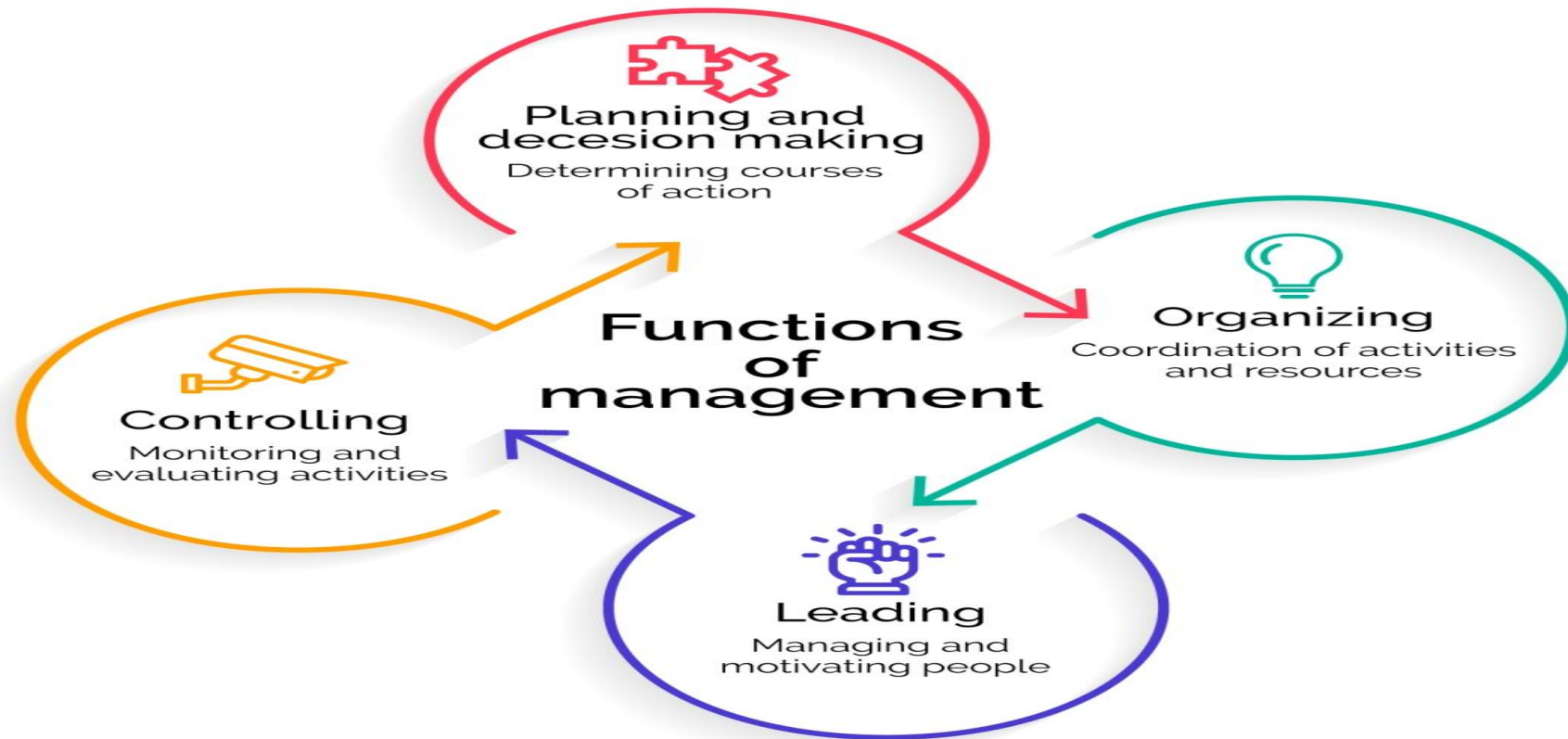
Introduction

- Management is the act of getting people together to accomplish desired goals and objectives using available resources efficiently and effectively. Since organizations can be viewed as systems, management can also be defined as human action, including design, to facilitate the production of useful outcomes from a system. This view opens the opportunity to manage oneself, a prerequisite to attempting to manage others.

Features of management process

- Social Process
- Continuous Process
- Universal
- Composite

Classification of management functions



Planning

- Planning is future-oriented and determines an organization's direction. It is a rational and systematic way of making decisions today that will affect the future of the company. It is a kind of organized foresight as well as corrective hindsight. It involves predicting of the future as well as attempting to control the events. It involves the ability to foresee the effects of current actions in the long run in the future.

Peter Drucker has defined planning as follows:

“Planning is the continuous process of making present entrepreneurial decisions systematically and with best possible knowledge of their futurity, organizing systematically the efforts needed to carry out these decisions and measuring the results of these decisions against the expectations through organized and systematic feedback”.

Organizing

- Organizing requires a formal structure of authority and the direction and flow of such authority through which work subdivisions are defined, arranged and coordinated so that each part relates to the other part in a united and coherent manner so as to attain the prescribed objectives.
- According to [Henry Fayol](#), ***“To organize a business is to provide it with everything useful or its functioning i.e. raw material, tools, capital and personnel’s”.***

Staffing

- Staffing is the function of hiring and retaining a suitable work-force for the enterprise both at managerial as well as non-managerial levels. It involves the process of recruiting, training, developing, compensating and evaluating employees and maintaining this workforce with proper incentives and motivations. Since the human element is the most vital factor in the process of management, it is important to recruit the right personnel.
- According to **Kootz & O'Donnell**, ***“Managerial function of staffing involves manning the organization structure through the proper and effective selection, appraisal & development of personnel to fill the roles designed in the structure”***.

Directing

- The directing function is concerned with leadership, communication, motivation, and supervision so that the employees perform their activities in the most efficient manner possible, in order to achieve the desired goals.
- The leadership element involves issuing of instructions and guiding the subordinates about procedures and methods.
- The communication must be open both ways so that the information can be passed on to the subordinates and the feedback received from them.
- Motivation is very important since highly motivated people show excellent performance with less direction from superiors.
- **Supervising** subordinates would lead to continuous progress reports as well as assure the superiors that the directions are being properly carried out.

Controlling

- The function of control consists of those activities that are undertaken to ensure that the events do not deviate from the pre-arranged plans. The activities consist of establishing standards for work performance, measuring performance and comparing it to these set standards and taking corrective actions as and when needed, to correct any deviations.
- According to Koontz & O'Donnell, ***“Controlling is the measurement & correction of performance activities of subordinates in order to make sure that the enterprise objectives and plans desired to obtain them as being accomplished”.***

The controlling function involves:

- a. Establishment of standard performance.
- b. Measurement of actual performance.
- c. Measuring actual performance with the pre-determined standard and finding out the deviations.
- d. Taking corrective action.

- All these five functions of management are closely interrelated. However, these functions are highly indistinguishable and virtually unrecognizable on the job. It is necessary, though, to put each function separately into focus and deal with it.

Thanks