

Dr.Alok Kumar Class-B.B.M(1st Year)-Paper-1

Group-1 Principles & Practice Of Management

Management: Definitions, Concept, Objectives and Scope

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The term 'management' has been used in different senses. Sometimes it refers to the process of planning, organizing, staffing, directing, coordinating and controlling, at other times it is used to describe it as a function of managing people. It is also referred to as a body of knowledge, a practice and discipline. There are some who describe management as a technique of leadership and decision-making while some others have analyzed management as an economic resource, a factor of production or a system of authority.

Definitions:

Various definitions of management are discussed as follows:

(A) Art of Getting Things Done:

Mary Parker Follett:

“Management is the art of getting things done through others.” Follett describes management as an art of directing the activities of other persons for reaching enterprise goals. It also suggests that a manager carries only a directing function.

Harold Koontz:

“Management is the art of getting things done through and with people in formally organized groups.” Koontz has emphasized that management is

getting the work done with the co-operation of people working in the organization.

J.D. Mooney and A.C. Railey:

“Management is the art of directing and inspiring people.” Management not only directs but motivates people in the organization for getting their best for obtaining objectives.

As per the above mentioned definitions, management is the art of getting things done through people who may be managers or non-managers. At the level of chief executive, the work is got done through functional managers, at middle level the things are implemented through supervisors and at lower level of management through workers. Human and technical skills play an important role for getting things done. These definitions represent the traditional view point of management while workers are treated as a factor of production only. They are paid wages for doing their work.

This view point suffers from the following deficiencies:

- (i) This concept does not specify what type of functions is required to be performed for getting things done from others.
- (ii) Management is treated as an art. These days management has also acquired the status of science.
- (iii) The workers are treated as means of getting results. The needs and aspirations of workers are not taken into account.

