

B.Com

Sem 2

MJC 2 - Business Organisation and Management

Management

Meaning of Management

Management is the process of planning, organising, staffing, directing and controlling the activities of an organisation to achieve its goals efficiently and effectively.

In simple words, management means getting work done through others in a systematic way.

Nature of Management

The nature of management explains the basic characteristics of management.

1. Goal-Oriented

Management always aims at achieving specific objectives of the organisation such as profit, growth and survival. All activities are directed towards achieving these goals.

2. Continuous Process

Management is not a one-time activity. It is a continuous process consisting of planning, organising, staffing, directing and controlling.

3. Universal Activity

Management is required in all types of organisations — business, educational institutions, hospitals, government offices, etc.

4. Group Activity

Management involves coordinating the efforts of a group of people working together to achieve common objectives.

5. Dynamic Function

Management adjusts itself according to changes in the business environment like technology, competition, and government policies.

6. Intangible Force

Management cannot be seen or touched, but its presence can be felt through results such as increased profits, employee satisfaction and smooth functioning.

7. Multidimensional

Management has three dimensions:

- Management of work
- Management of people
- Management of operations

8. Both Science and Art

- It is a **science** because it has principles and theories.
 - It is an **art** because it requires personal skill and creativity.
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Importance of Management

Management plays a vital role in the success of any organisation.

1. Achievement of Organisational Goals

Management helps in setting clear objectives and ensures that resources are used properly to achieve them.

2. Optimum Utilisation of Resources

It ensures effective use of human, financial and physical resources, reducing wastage and increasing efficiency.

3. Increases Efficiency

Through proper planning and supervision, management improves productivity.

4. Creates Sound Organisation

It establishes a clear structure of authority and responsibility.

5. Maintains Discipline and Coordination

Management ensures harmony among employees and departments.

6. Helps in Adapting to Change

A good management system enables an organisation to adjust to environmental changes.

7. Encourages Innovation

It promotes new ideas, better methods and improved products.

8. Contributes to Economic Development

Efficient management increases production, employment and national income.

Objectives of Management

Objectives of management can be classified into three categories:

A. Organisational Objectives

These are the primary objectives of any business organisation.

1. Survival

A business must survive in the long run by earning enough revenue to cover costs.

2. Profit

Profit is necessary for growth and expansion. It is a reward for taking risks.

3. Growth

Management aims at expanding business operations and increasing market share.

B. Social Objectives

Business operates in society, so it has social responsibilities.

1. Provide Quality Goods at Fair Prices

2. Avoid Exploitation of Consumers

3. Protect Environment

4. Generate Employment

Management must balance profit with social welfare.

C. Personal Objectives

Management must also satisfy employees.

1. Fair Wages

2. Job Security

3. Career Growth

4. Good Working Conditions

Satisfied employees improve productivity.

Conclusion

Management is an essential and continuous process that helps organisations achieve their goals efficiently. It ensures proper utilisation of resources, maintains discipline, adapts to changes, and balances organisational, social and personal objectives.