

PURPOSE AND CHARACTERISTICS OF MANAGEMENT

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The purpose of management is to achieve organizational goals and objectives efficiently and effectively. In other words, management serves to:

Achieve Goals:

Management ensures that an organization works towards and accomplishes its intended objectives, which could include financial targets, market share growth, customer satisfaction, or other specific goals.

PURPOSE OF MANAGEMENT

Optimize Resources:

Management helps in the efficient use of an organization's resources, including human resources, financial capital, materials, and time, to achieve the desired results.

Coordination:

Management coordinates and harmonizes the efforts of different individuals and functions within an organization to work towards common objectives.

PURPOSE OF MANAGEMENT

Problem-Solving:

Management addresses challenges and problems that may arise during the course of operations and formulates solutions to overcome them.

Adaptation to Change:

Management helps organizations adapt to changing internal and external environments, ensuring that the organization remains competitive and responsive to shifts in the marketplace.

CHARACTERISTICS OF MANAGEMENT

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Universal Application:

Management principles are universally applicable and can be employed in various types of organizations, including businesses, government agencies, non-profits, and educational institutions.

Continuous Process:

Management is an ongoing and continuous process that involves planning, organizing, leading, and controlling activities to achieve organizational goals over time.

CHARACTERISTICS OF MANAGEMENT

Multidisciplinary: Management draws from various disciplines, such as economics, psychology, sociology, and engineering, integrating knowledge from these fields to make informed decisions.

Goal-Oriented: Management is focused on achieving specific organizational goals and objectives. Managers work to align the efforts of the organization with these goals.

CHARACTERISTICS OF MANAGEMENT

Dynamic and Adaptive: Management practices must adapt to changing circumstances and environments. Managers need to be flexible and responsive to evolving challenges and opportunities.

Involves Decision-Making: Decision-making is a critical aspect of management. Managers make choices related to resource allocation, problem-solving, and strategy development.

CHARACTERISTICS OF MANAGEMENT

Involves People:

Management is fundamentally about working with and through people. Effective communication, leadership, and interpersonal skills are essential components of successful management.

Holistic Approach:

Management takes a holistic approach to address the organization as a whole, considering the interdependence of various functions and departments.

CHARACTERISTICS OF MANAGEMENT

Efficiency and Effectiveness:

Management seeks to achieve organizational goals efficiently, which means using resources optimally, and effectively, which means achieving the desired results.

Structured and Systematic:

Management follows structured processes, methodologies, and principles to plan, organize, lead, and control organizational activities.

Accountability: Managers are accountable for their actions and the results achieved. They are responsible for ensuring that the organization's objectives are met.

CHARACTERISTICS OF MANAGEMENT

Ethical and Social Responsibility:

Management involves making ethical decisions and considering the broader social responsibilities of the organization.

These characteristics help define the nature and scope of management as a discipline and practice, emphasizing its importance in achieving organizational success and addressing complex challenges.