

PURPOSE AND CHARACTERISTICS OF MANAGEMENT

PURPOSE OF MANAGEMENT:

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.

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.

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:

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.

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.

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.

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.

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.

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.