



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

I YEAR /I SEMESTER

Unit 1- INTRODUCTION TO MANAGEMENT PRINCIPLES

Topic 1: Introduction - Nature, Importance, Scope & Functions



INTRODUCTION TO MANAGEMENT



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Manager



Knowledge



People



Technology/
Techniques



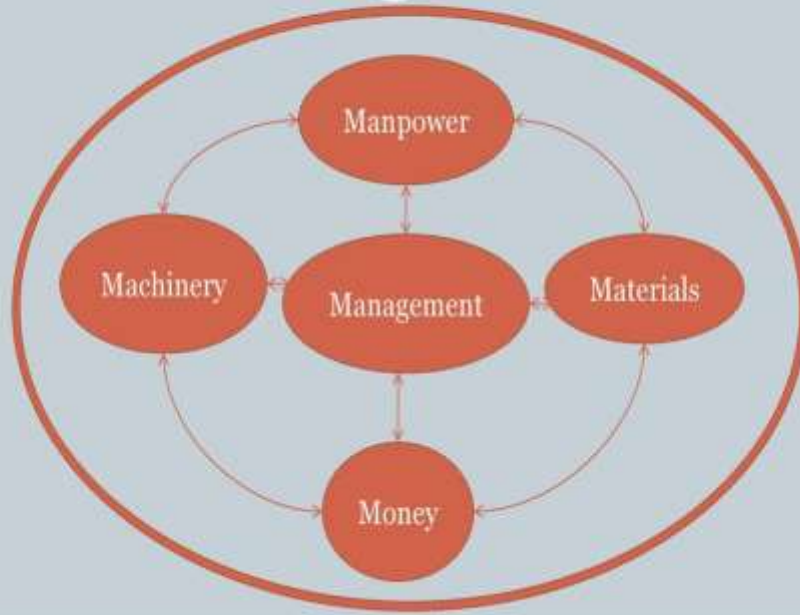
DEFINITION OF MANAGEMENT



- ◀ Management is the attainment of organizational goals in an effective and efficient manner through planning, organizing, staffing, directing and controlling organizational resources.
- ◀ Organizational resources include men(human beings), money, machines and materials.
- ◀ **F. W. Taylor-** “Management is an art of knowing what is to be done and seeing that it is done in the best possible manner.”
- ◀ **Henri Fayol-** “Management is to forecast, to plan, to organise, to command, to co-ordinate and control activities of others.”



The 4 M's of Management





CHARACTERISTICS / NATURE OF MANAGEMENT



- ◀ Art and science
- ◀ It is multi disciplinary
- ◀ Its is intangible
- ◀ Pervasive at nature
- ◀ It is an environment oriented – Internal and External
- ◀ Optimally utilizes the resources



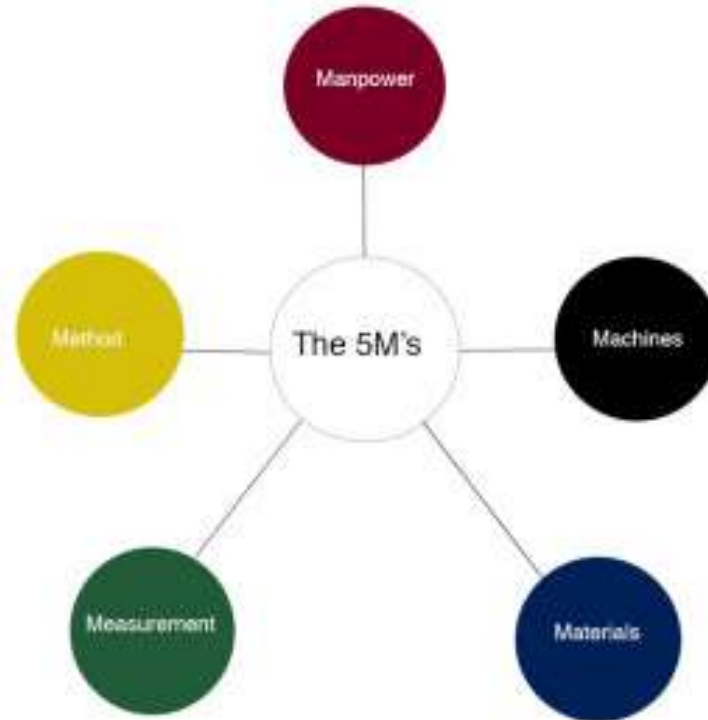
IMPORTANCE OF MANAGEMENT



- ◀ Effective utilization of resources
- ◀ Development of new resources
- ◀ To incorporate innovations
- ◀ Better co-ordination among departments
- ◀ Sense of security to its employees



SCOPE OF MANAGEMENT





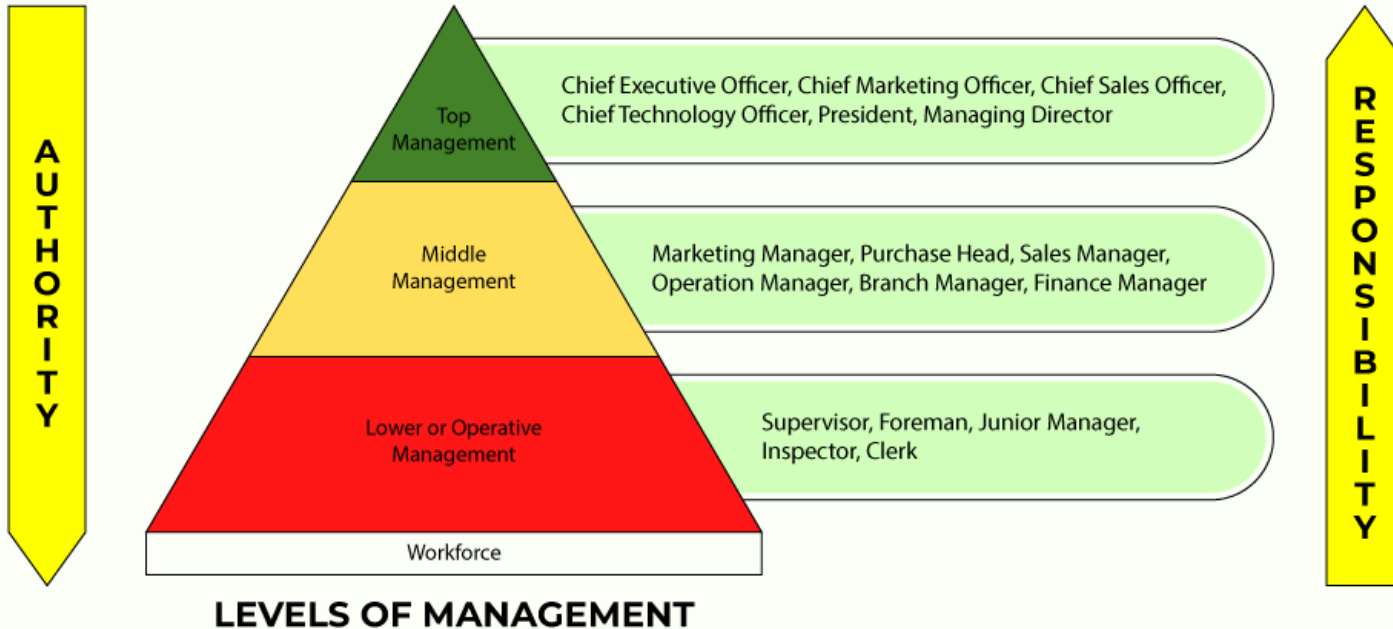
FUNCTIONS OF MANAGEMENT



- PLANNING
- ORGANIZING
- STAFFING
- DIRECTING
- CONTROLLING



LEVELS OF MANAGEMENT





MANAGERIAL SKILLS IN MANAGEMENT





RECAP

QUESTIONS???

THANK YOU