



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35
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 BIOMEDICAL ENGINEERING

19MEE312 - Principles of Management **IV YEAR/ VII SEMESTER**

Unit 1 : INTRODUCTION TO MANAGEMENT



INTRODUCTION TO MANAGEMENT



- Management: Definition
- Evolution of Management Studies
- Nature, Functions
- Levels and role of management
- Basic Principles and Process of Management
- Management vs. Administration
- Taylor & Fayol's contribution to Management
- Role of Managers
- Current trends and issues in Management

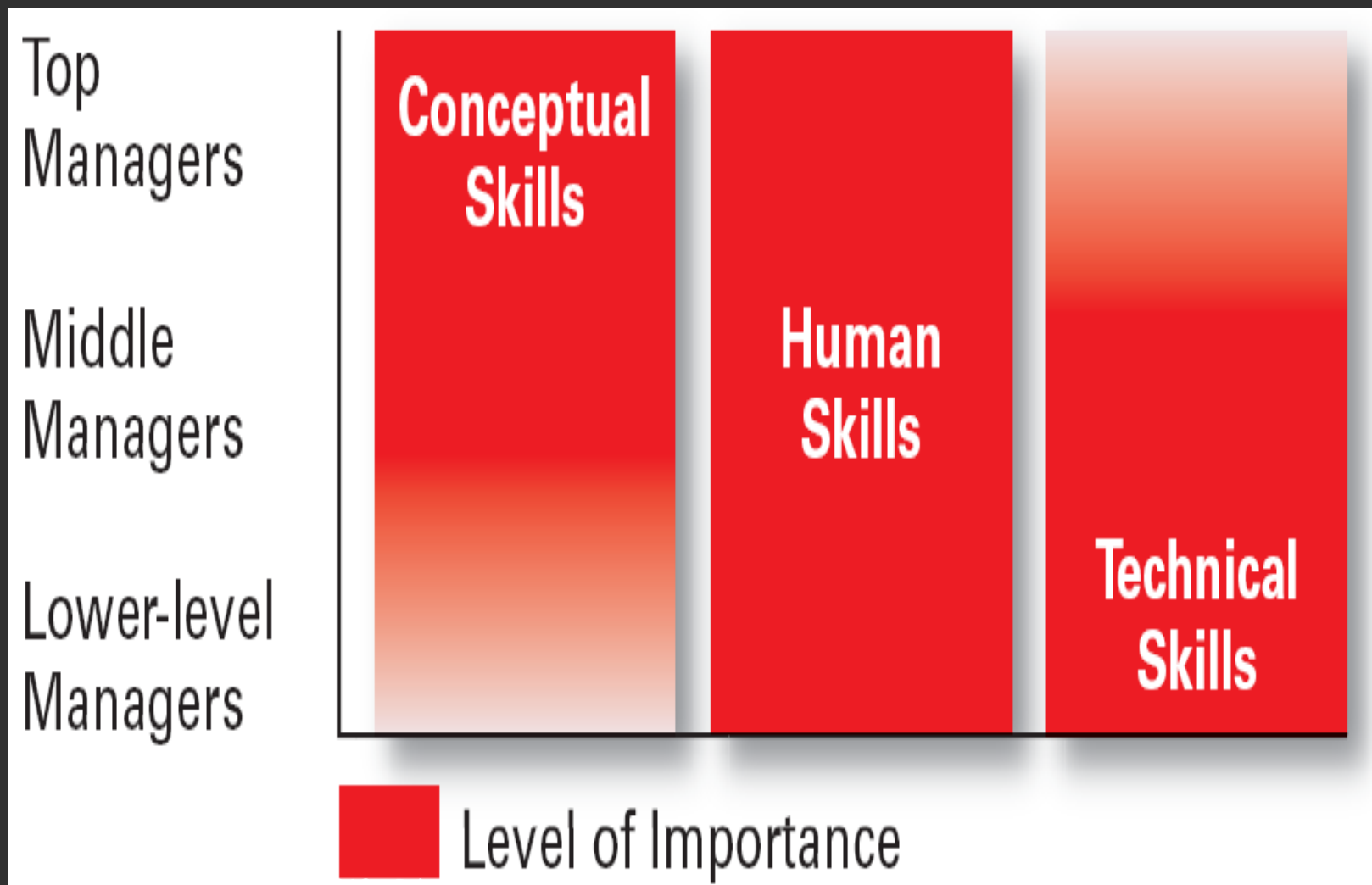


What Managers Do?

- Skills Managers Need
 - Technical skills
 - Knowledge and proficiency in a specific field
 - Human skills
 - The ability to work well with other people
 - Conceptual skills
 - The ability to think and conceptualize about abstract and complex situations concerning the organization



Skills Needed at Different Management Levels





How The Manager's Job Is Changing

- The Increasing Importance of Customers
 - Customers: the reason that organizations exist
 - **Managing customer relationships** is the responsibility of all managers and employees.
 - Consistent **high quality customer service** is essential for survival.
- Innovation
 - Doing things differently, and taking risks
 - Managers should encourage employees to be aware of and act on opportunities for innovation.



Why Study Management?

- The Value of Studying Management
 - **The universality of management**
 - Good management is needed in all organizations.
 - **The reality of work**
 - Employees either manage or are managed.
 - **Rewards and challenges of being a manager**
 - Management offers challenging, exciting and creative opportunities for meaningful and fulfilling work.
 - Successful managers receive significant monetary rewards for their efforts.



Universal Need for Management





Thank You!