



# **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 COMPUTER APPLICATIONS**

### **23CAT604 – PRINCIPLES OF MANAGEMENT**

**I YEAR I SEM**

**UNIT 4 – STAFFING**

**TOPIC – Directing**

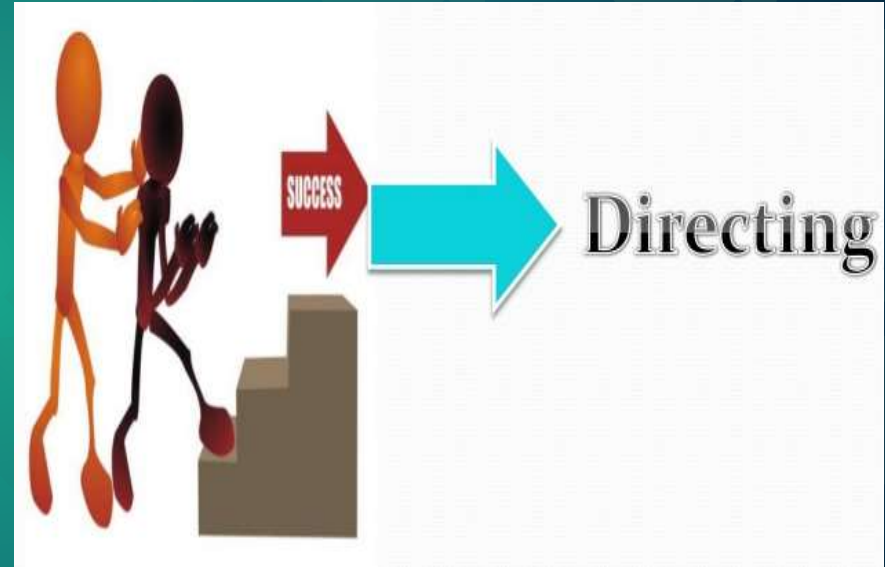


# DIRECTING



Directing is the heart of management function. All other functions of management such as planning, organizing, and staffing have no importance without directing.

Leadership, motivation, supervision, communication are various aspects of directing. Let us study the importance and principles of directing.





# MEANING



According to Koontz and O'Donnel; *“directing is a complex function that includes all those activities which are designed to encourage subordinate to work effectively and efficiently in both the short and long-run.”*

Therefore the direction involves such methods which include communicating and providing leadership to the subordinates and motivating them to contribute to the best of their capability for the achievement of organizational objectives.





# Initiates Action

A directing function is performed by the managers along with planning, staffing, organizing and controlling in order to discharge their duties in the organization. While other functions prepare a platform for action, directing initiates action.





## Elements of Direction



The process of directing involves guiding, coaching, instructing, motivating, leading the people in an organisation to achieve organisational objectives. There are broadly four elements of directing. These are:

- Supervision
- Motivation
- Leadership
- Communication





# FEATURES



- ❑ Initiates action
- ❑ Superior – Subordinate Relationship
- ❑ Continuous Function
- ❑ Initiates at the Top Level
- ❑ Kills two birds





# ASSESSMENT -I



It refers to the process of instructing, guiding, counselling, motivating and leading j people in the organisation to achieve their objectives.

- (a) Planning
- (b) Organising
- (c) Staffing
- (d) Directing

Which of the following is not an element of directing?

- (a) Supervision
- (b) Communication
- (c) Leadership
- (d) Inspection





# PRINCIPLES RELATING TO THE PURPOSE OF DIRECTION



- Principle of maximum individual contribution
- Principle of harmony of objectives
- Principle of efficiency of direction



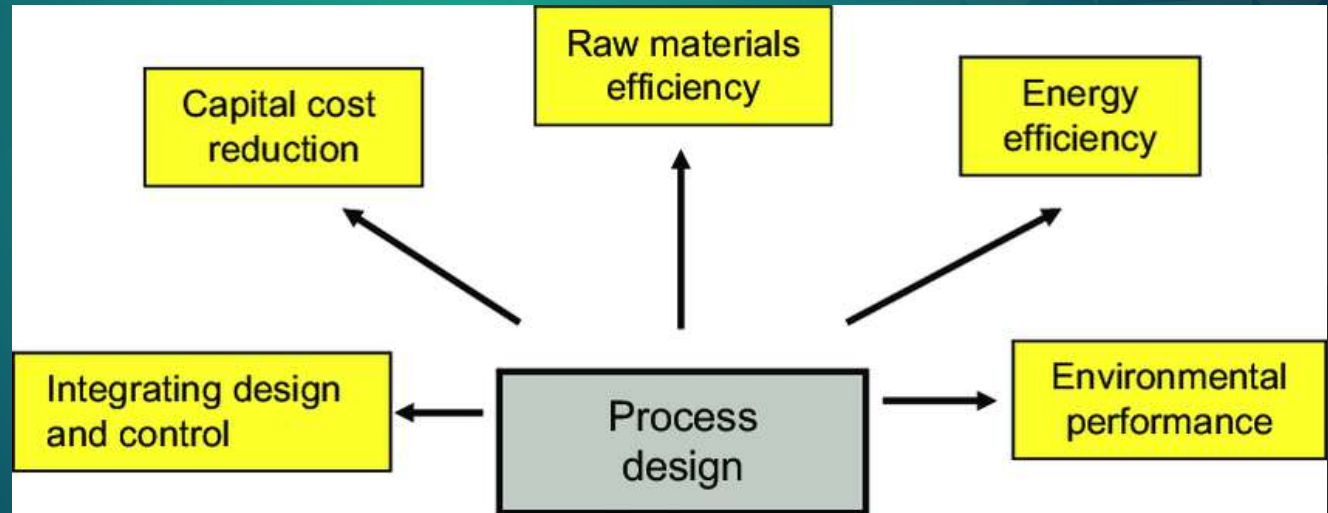




# STEPS IN DIRECTION



- Setting and Defining the Objectives
- Organising the Efforts
- Measuring the work
- Developing the people





# IMPORTANCE

- Initiates Action
- Integrates Employees Efforts
- Gets maximum out of individuals
- Facilitates Organisation Changes
- Provides Stability and Balance in the organisation





# TECHNIQUES



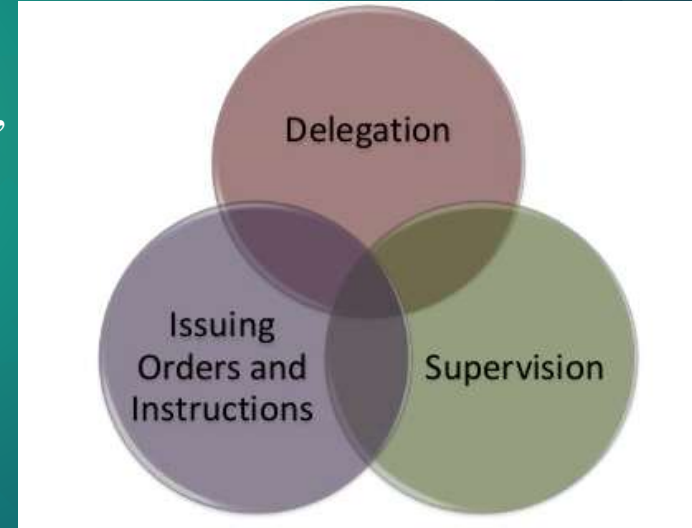
- Clearly defined goals/ Well – defined objectives
- Clear Lines of Authority and Responsibility / Effective

## Chain of Command

- Precise, Comprehensive and Well-understood,

## Programmes and Policies (Plans)

- Effective Communication Channels
- Effective Leadership and supervision
- Common Nomenclature
- Voluntary Teamwork





# ASSESSMENT-II



Which one of the following is an element of directing?

- (a) Delegating authority
- (b) Designing organisation structure
- (c) Communication
- (d) Designing control system

Directing flows in \_\_\_\_ direction.

- (a) Upward
- (b) Downward
- (c) Diagonal/14
- (d) Both (a) and (c)





# REFERENCES

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