

Dr.Alok Kumar Class-B.B.M(1st Year)-Paper-1

Group-1 Principles & Practice Of Management

Management: Definitions, Concept, Objectives and Scope

Louis Allen:

“Management is what a manager does.” This is a broad definition linking all the activities of the manager to the concept of management. Whatever work is undertaken by a manager forms a part of management. Above definitions associate management with the functions undertaken for running a business. There may be a difference as to what functions are required to be taken up by the management but functions such as planning, organizing, staffing, directing and controlling form the process of management.

These functions are continuously taken up. On the completion of last function, the first function starts again. The functions of management are interdependent and interlinked. In order to achieve the objectives, a manager has to perform various functions simultaneously.

(C) Management as a Discipline:

Sometimes the term ‘management’ is used to connote neither the activity nor the personnel who performs it, but as a body of knowledge, a practice and a discipline. In

this sense, management refers to the principles and practices of management as a subject of study. Management is taught as a specialized branch of knowledge in educational institutions. It has drawn heavily from Psychology, Sociology, and Anthropology etc. A person acquiring degree or diploma in management can try for a managerial job.

Management is treated both as an art as well as science. An art is often regarded as the systematic application of skill or knowledge in effecting accomplishment of results. In management one has to use personal skill and knowledge in solving many complicated problems to achieve enterprise objectives. Management is regarded as a science because it has developed certain principles, generalizations and techniques which have more or less universal application. So management is a study of a specific discipline. When one says that a particular person is in management stream then it is assumed that he is studying a particular field of learning.