

CENTRE	: DDU KAUSHAL KENDRA
NAME OF THE PROGRAMME	: B.VOC(AUTOMOBILE TECHNOLOGY)
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COURSE CODE	: AT17201
COURSE NAME	: PRINCIPLES OF MANAGEMENT
SEMESTER	: II
FACULTY NAME	:MR.RAJKUMAR
DESIGNATION	:ASSISTANT PROFESSOR
TOPIC	:BASICS OF MANAGEMENT CONCEPTS

UNIT-I

- Definition of Management
- Science or Art
- Management and Administration
- Development of Management Thought
- Contribution of Taylor and Fayol
- Functions of Management
- Types of Business Organisation

Learning Objectives

- Define Managers And Management.
- Explain What Managers Do.
- Describe The Competencies Used In Managerial Work And Assess Your Current Competency Levels.

Introductory Concepts: What Are Managerial Competencies?



- **Competency** – a combination of knowledge, skills, behaviors, and attitudes that contribute to personal effectiveness



- **Managerial Competencies** – sets of knowledge, skill, behaviors, and attitudes that a person needs to be effective in a wide range of positions and various types of organizations



Why are Managerial Competencies Important?

- **You need to use your strengths to do your best**
- **You need to know your weaknesses**
- **You need developmental experiences at work to become successful leaders and address your weakness**
- **You probably like to be challenged with new learning opportunities**
- **Organizations do not want to waste human resources**
- **Globalization deregulation, restructuring, and new competitors add to the complexity of running a business**

A Model of Managerial Competencies

(adapted from Figure 1.1)



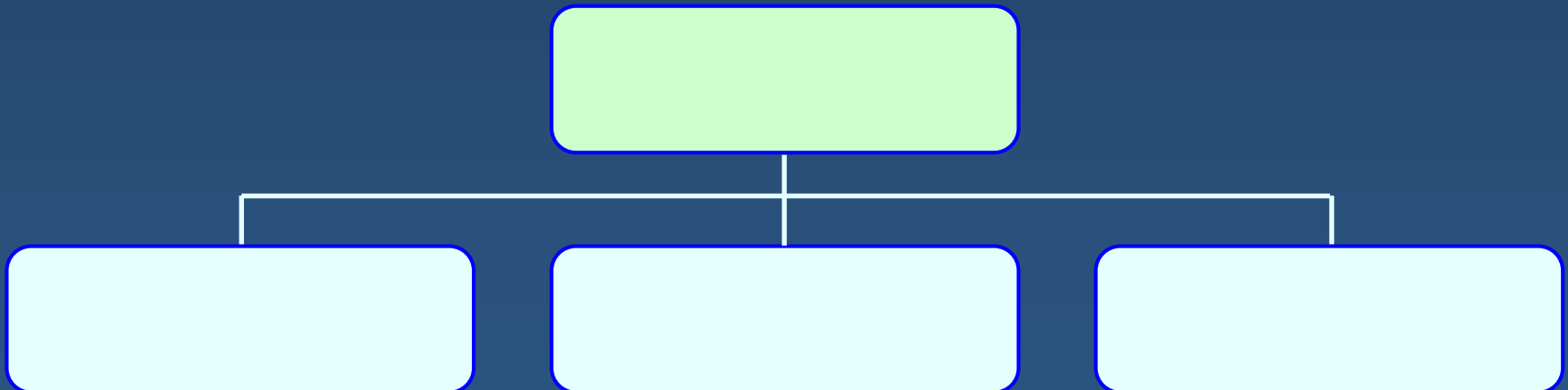
A Model of Managerial Competencies

(adapted from Figure 1.1)



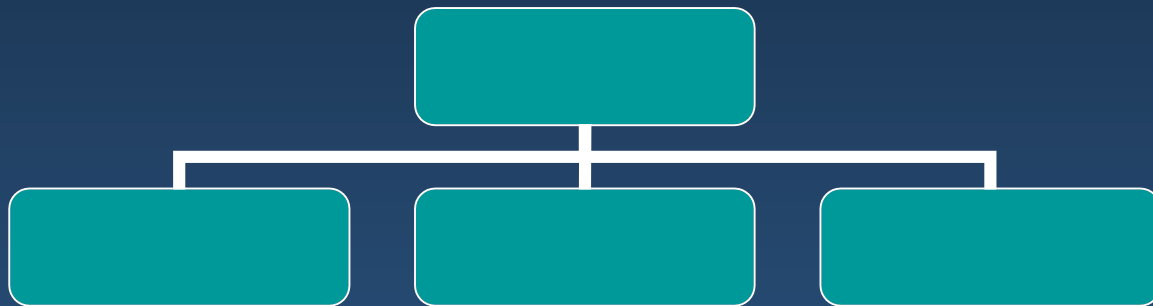
What Is An Organization?

- ❑ A formal and coordinated group of people who function to achieve particular goals
- ❑ These goals cannot be achieved by individuals acting alone



Characteristics of an Organization

- An organization has a structure.



- An organization consists of a group of people striving to reach goals that individuals acting alone could not achieve.

Management

Organization

Two or more people who work together in a structured way to achieve a specific goal or set of goals.

Goals

Purpose that an organization strives to achieve; organizations often have more than one goals, goals are fundamental elements of organization.

The Role of Management

To guide the organizations towards goal accomplishment

Manager



- People responsible for directing the efforts aimed at helping organizations achieve their goals.
- A person who plans, organizes, directs and controls the allocation of human, material, financial, and information resources in pursuit of the organization's goals.

Management

- *Management* refers to the tasks and activities involved in directing an organization or one of its units: planning, organizing, leading, and controlling.
- The process of reaching organizational goals by working with and through people and other organizational resources.



What are the Types of Managers?

❖ **Function:** A classification referring to a group of similar activities in an organization like *marketing or operations*.

❖ **Functional Managers:** A manager responsible for just one organizational activity such as accounting, human resources, sales, finance, marketing, or production

- Focus on technical areas of expertise

- Use communication, planning and administration, teamwork and self-management competencies to get work done



What are the Types of Managers?

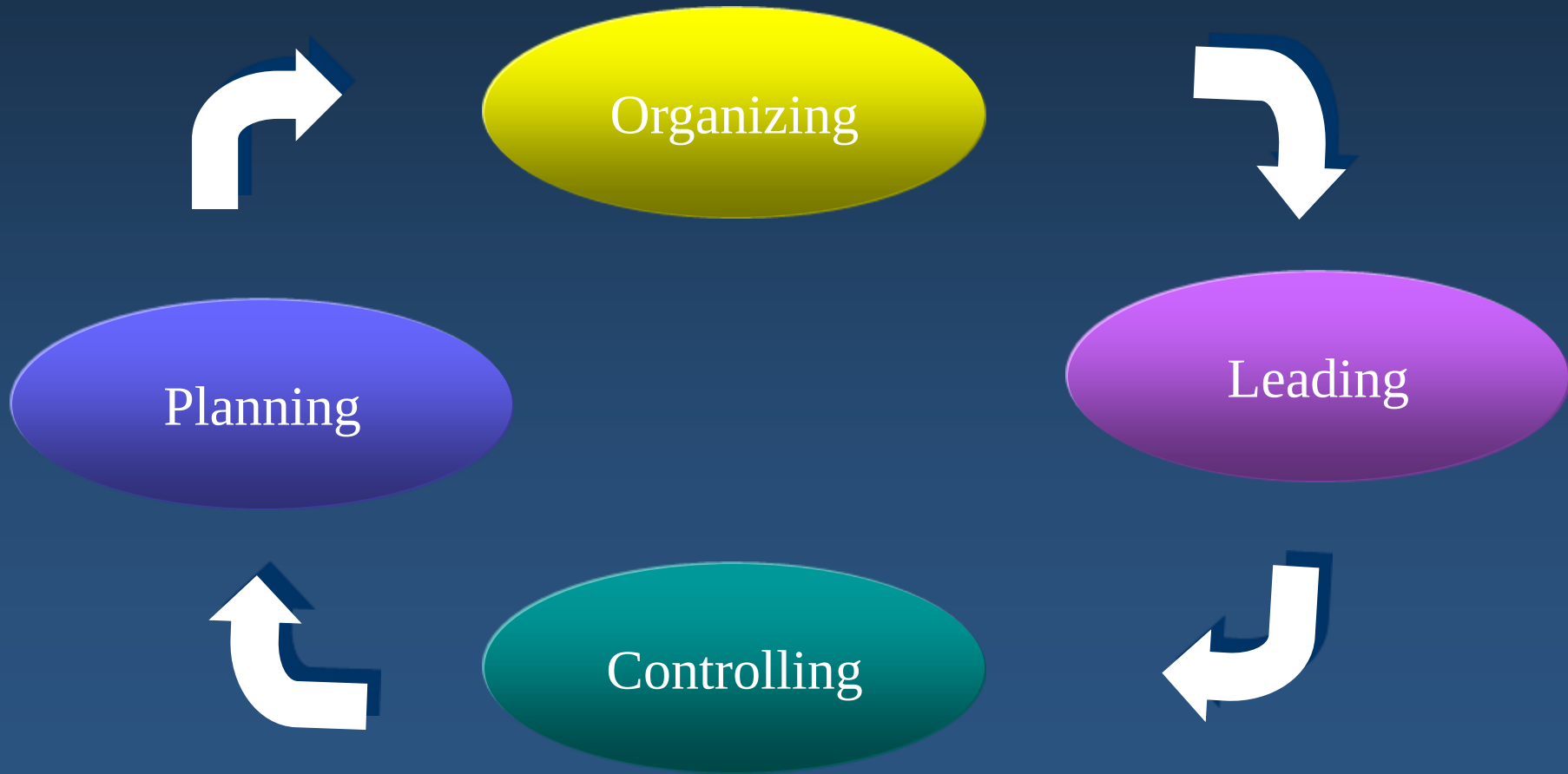
(cont'd)

❖ **General Managers:** responsible for the operations of more complex units—for example, a company or division

- Oversee work of functional managers
- Responsible for all the activities of the unit
- Need to acquire strategic and multicultural competencies to guide organization

❖ **Many Other types of managers**

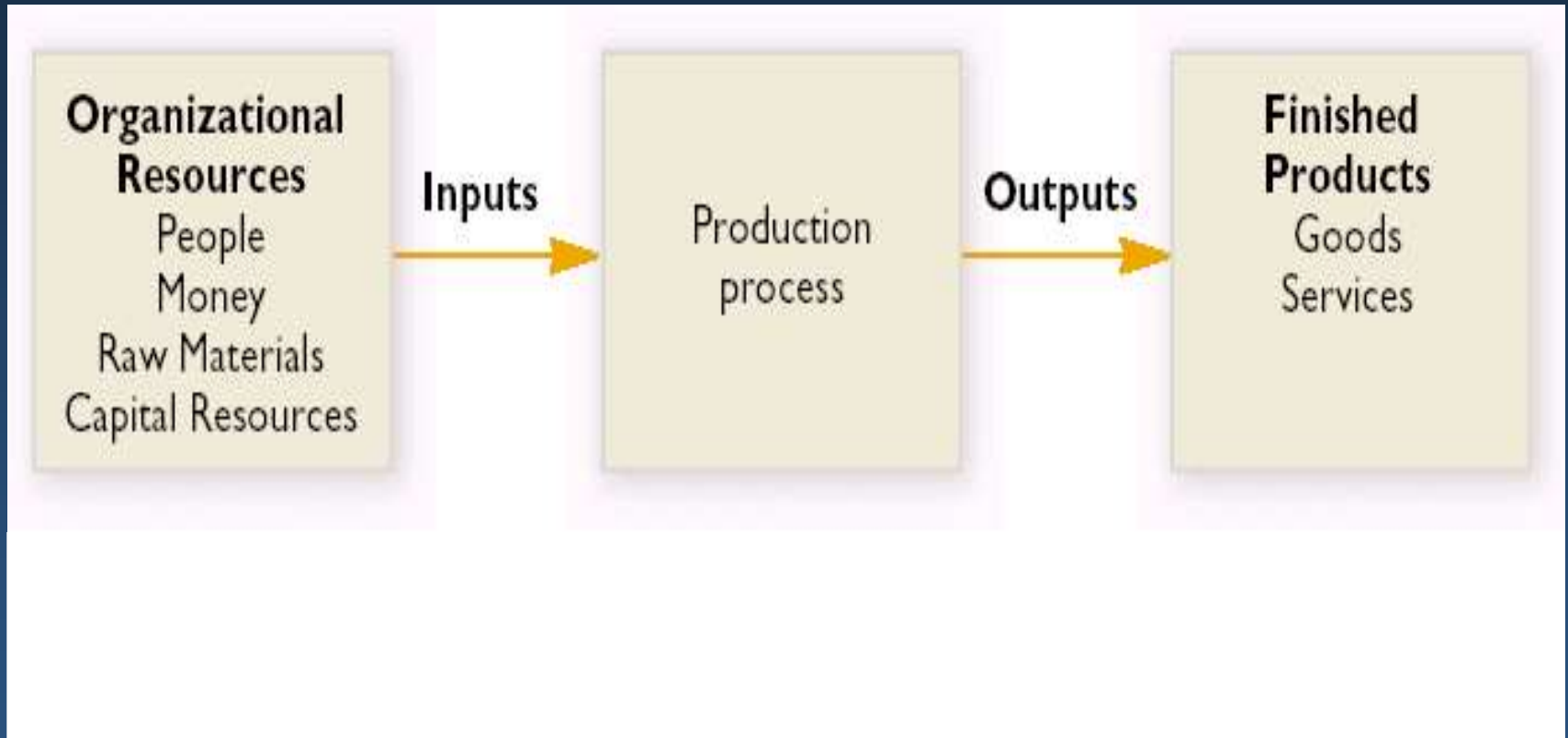
Basic Managerial Functions



Management Process and Goal Attainment



Management and Organizational Resources

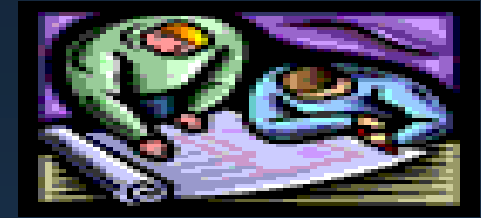


Planning

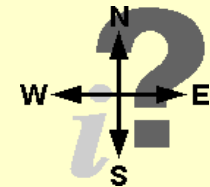
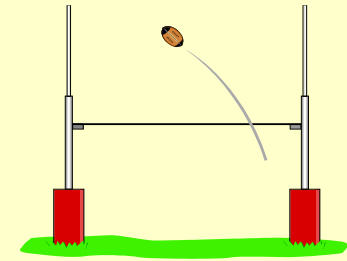
Planning involves tasks that must be performed to attain organizational goals, outlining how the tasks must be performed, and indicating when they should be performed.



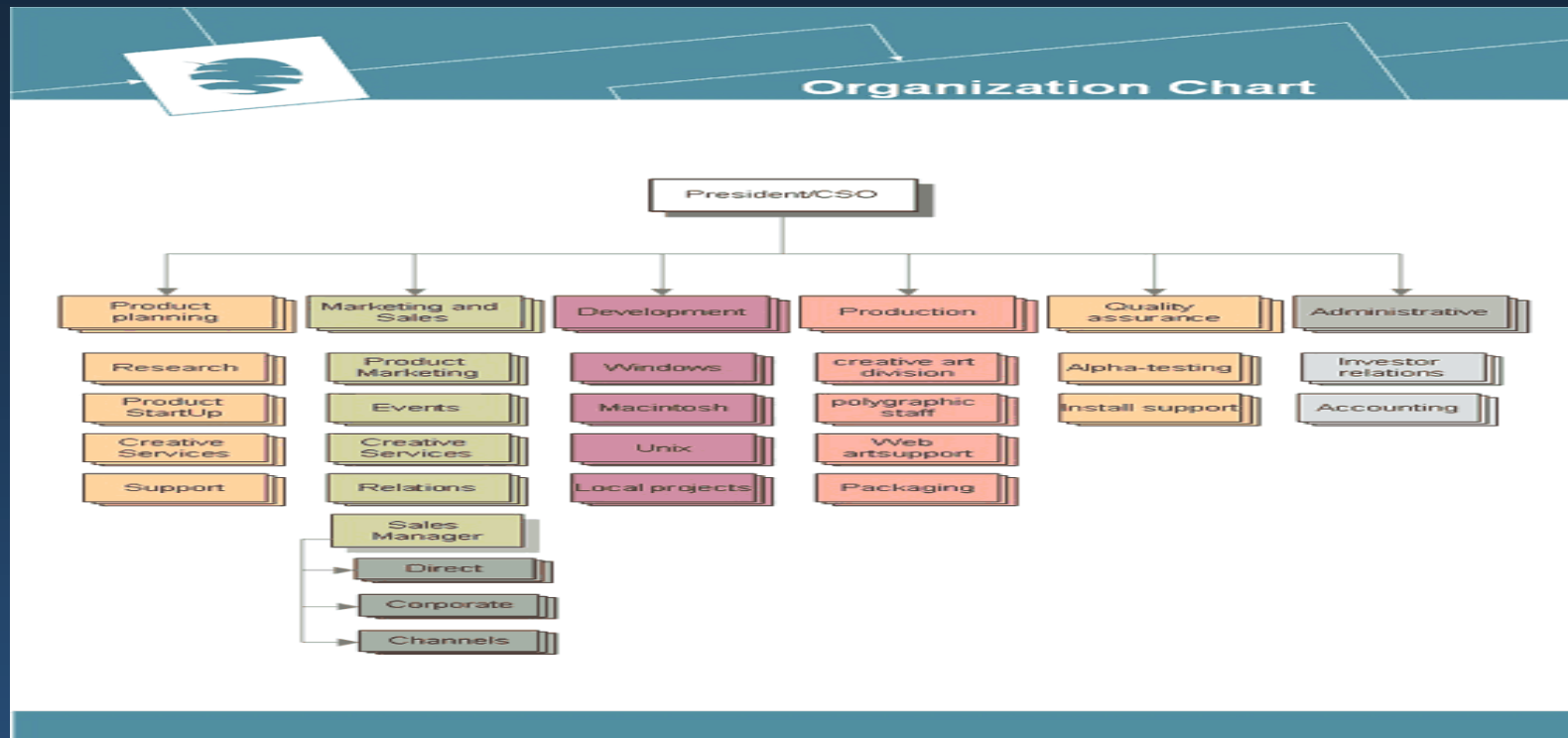
Planning



- **Determining organizational goals and means to reach them**
- **Managers plan for three reasons**
 1. Establish an overall direction for the organization's future
 2. Identify and commit resources to achieving goals
 3. Decide which tasks must be done to reach those goals



Organizing

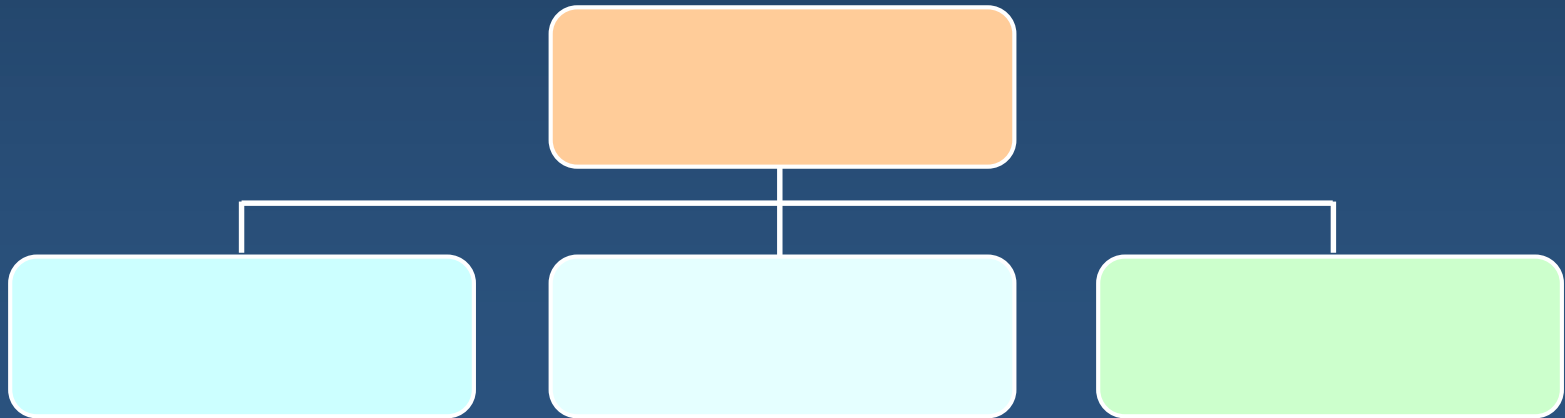


Organizing means assigning the planned tasks to various individuals or groups within the organization and creating a mechanism to put plans into action.

Organizing



- Process of deciding where decisions will be made, who will perform what jobs and tasks, and who will report to whom in the company
- Includes creating departments and job descriptions



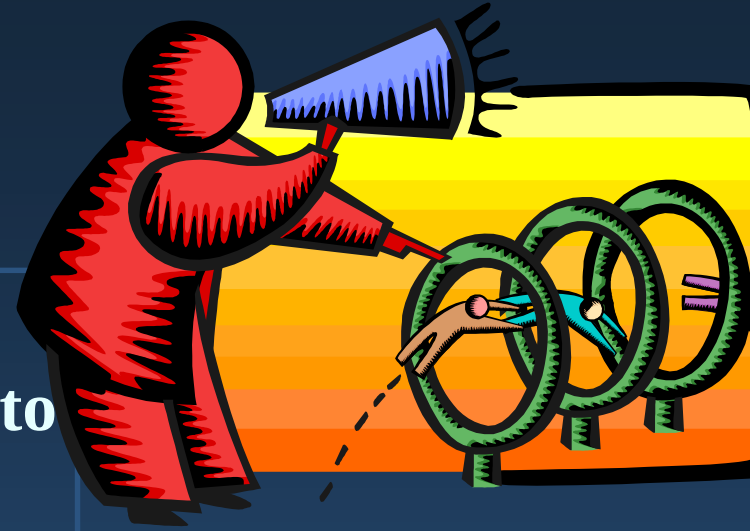
Leading



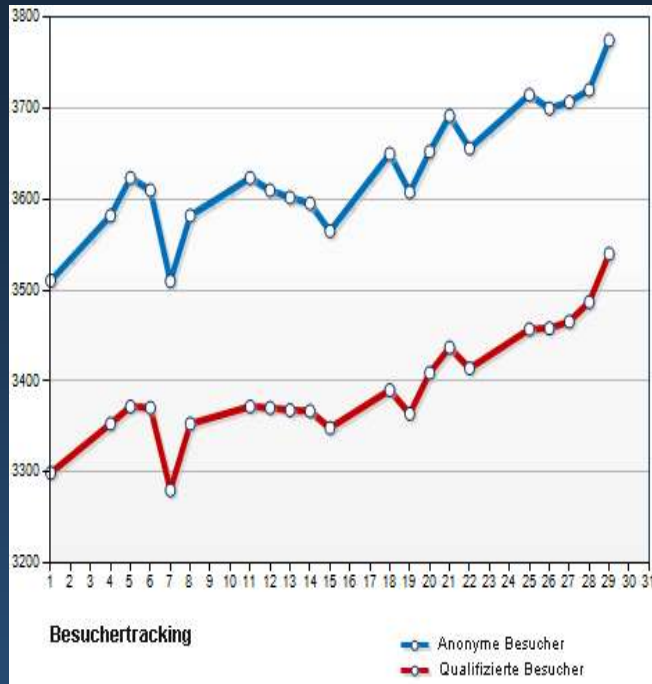
Leading (Influencing) means guiding the activities of the organization members in appropriate directions. Objective is to improve productivity.

Leading

- Getting others to perform the necessary tasks by motivating them to achieve the organization's goals
- Crucial element in all functions



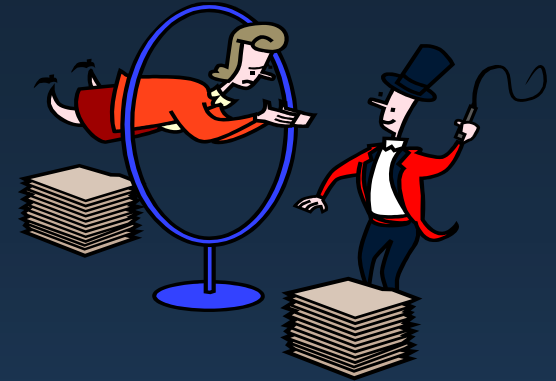
Controlling



1. Gather information that measures recent performance
2. Compare present performance to pre-established standards
3. Determine modifications to meet pre-established standards

Controlling

- Process by which a person, group, or organization consciously monitors performance and takes corrective action



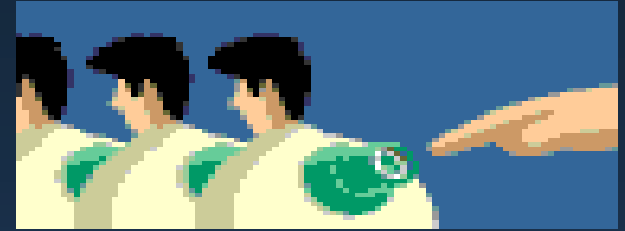
Basic Levels of Management



Levels of Management

- **First-line Managers:** have direct responsibility for producing goods or services *Foreman, supervisors, clerical supervisors*
- **Middle Managers:**
 - Coordinate employee activities
 - Determine which goods or services to provide
 - Decide how to market goods or services to customers*Assistant Manager, Manager (Section Head)*
- **Top Managers:** provide the overall direction of an organization *Chief Executive Officer, President, Vice President*

First-line Managers

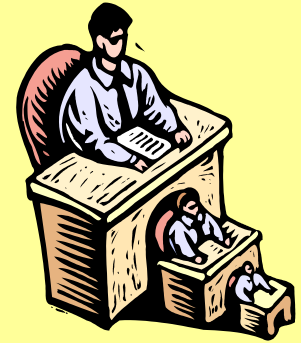


- **Directly responsible for production of goods or services**
- **Employees who report to first-line managers do the organization's work**
- **Spend little time with top managers in large organizations**
- **Technical expertise is important**
- **Rely on planning and administration, self-management, teamwork, and communication competencies to get work done**

Middle Managers

- Responsible for setting objectives that are consistent with top management's goals and translating them into specific goals and plans for first-line managers to implement
- Responsible for coordinating activities of first-line managers
- Establish target dates for products/services to be delivered
- Need to coordinate with others for resources
- Ability to develop others is important
- Rely on communication, teamwork, and planning and administration competencies to achieve goals

Top Managers

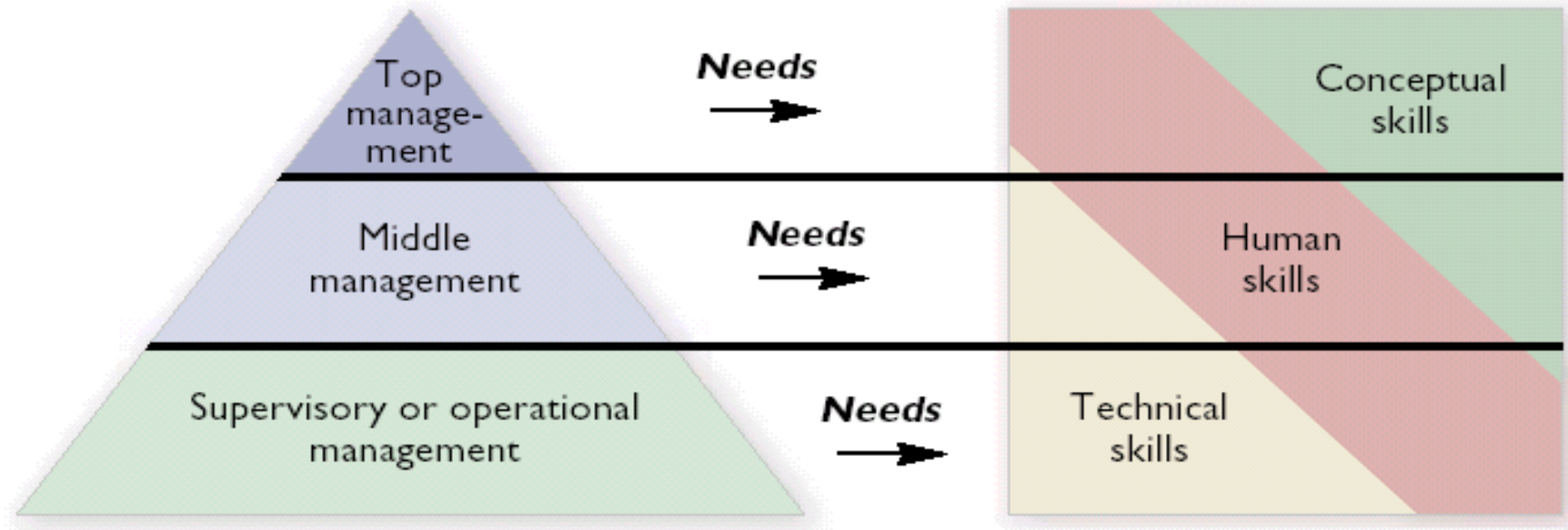


- Responsible for providing the overall direction of an organization
- Develop goals and strategies for entire organization
- Spend most of their time planning and leading
- Communicate with key stakeholders—stockholders, unions, governmental agencies, etc., company policies
- Use of multicultural and strategic action competencies to lead firm is crucial

Management Level and Skills

MANAGEMENT LEVELS

SKILLS NEEDED



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Six Core Managerial Competencies: What It Takes to Be a Great Manager

➤ **Communication Competency**



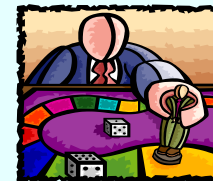
➤ **Planning and Administration Competency**



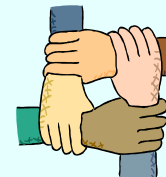
➤ **Teamwork Competency**



➤ **Strategic Action Competency**



➤ **Multicultural Competency**



➤ **Self-Management Competency**



Learning Framework for Managing

Part I: Overview of Management

Part II: Managing the Environment

Part III: Planning and Control

Part IV: Organizing

Part V; Leading