



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

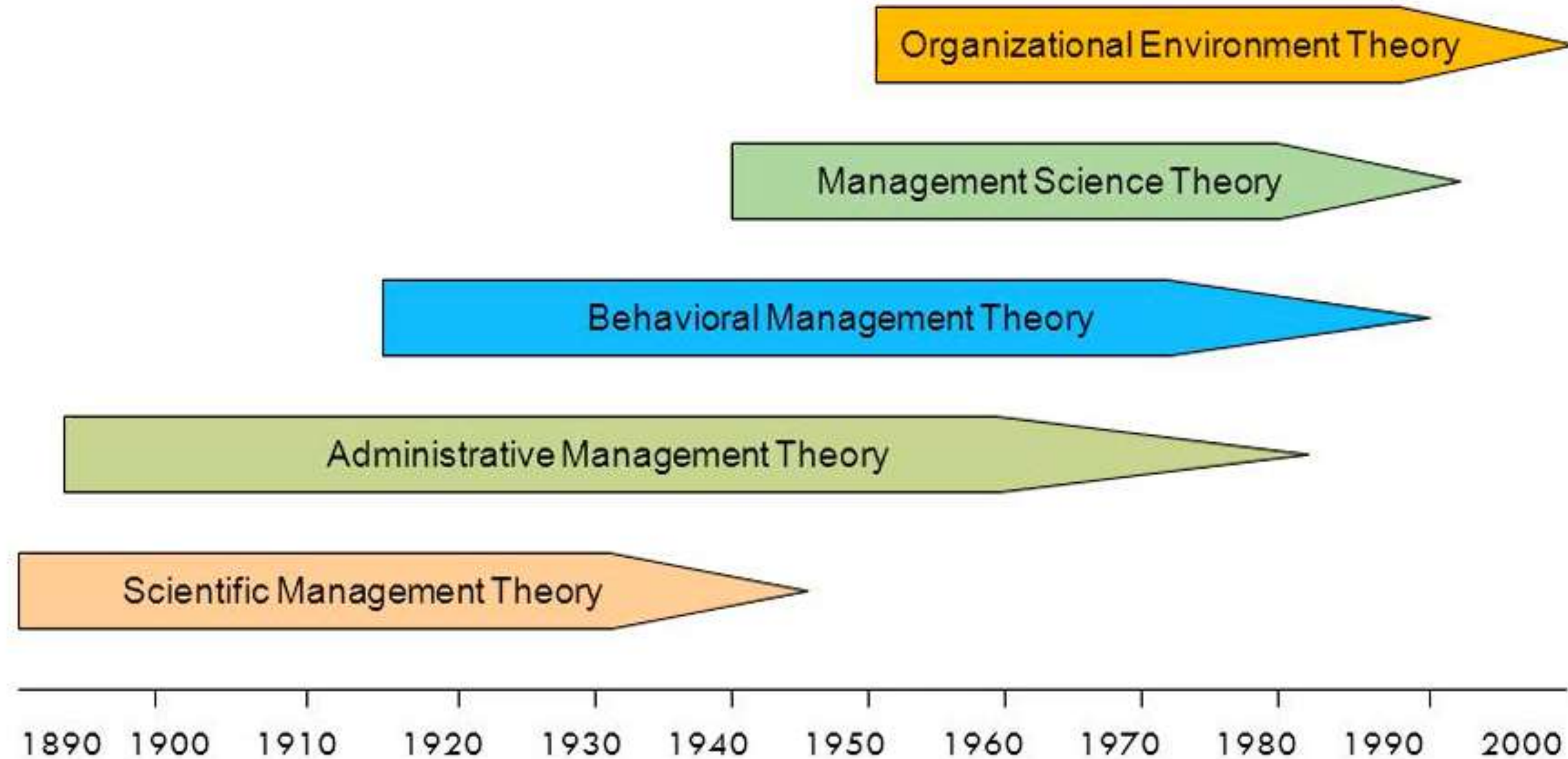
I YEAR II SEM

UNIT I – INTRODUCTION TO MANAGEMENT

**TOPIC 3 – Nature, Functions, Levels and role of
management**

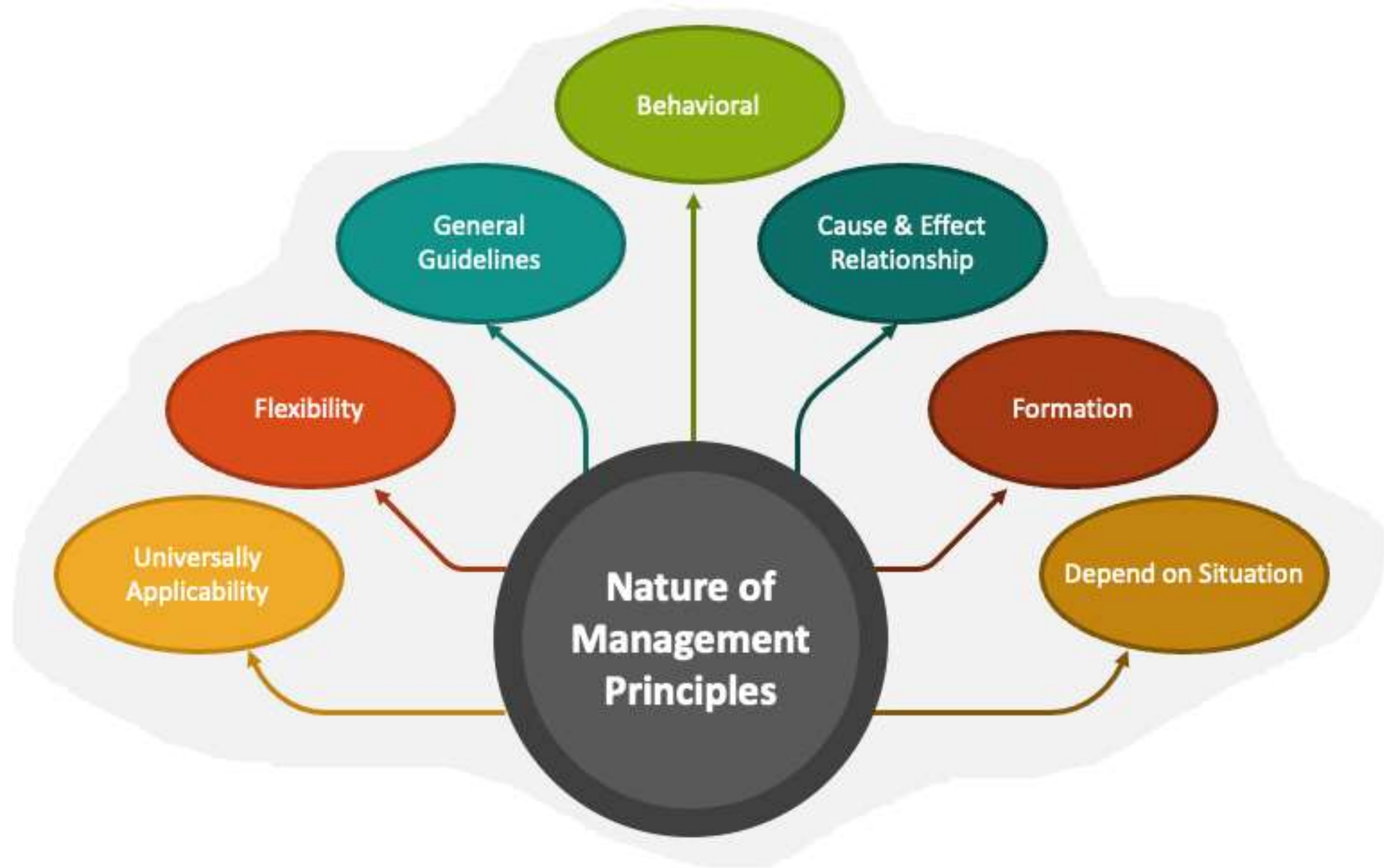


Recall: Evolution Management





Nature of Management





Nature of Management

- 1. Universal Applications:** Can be applied to all kind of organisations, irrespective of their size and nature
- 2. General Guidelines:** The formulated Guidelines to action which need to be adjusted and used as per the demands of the situation
- 3. Formed by practice and experimentation** – derived through experimentation and observation
- 4. Flexible** – Principles are not rigid like science but are modified according to the business environment needs



Nature of Management

5. **Behavioral** – The principles aim to influence the unpredictable, complex and dynamic human behavior
6. **Cause and effect relation** – They aid in predicting the outcome of management actions
7. **Contingent** –The management principles are dependent upon the conditions/situations at the particular time hence amended accordingly



Functions of Management



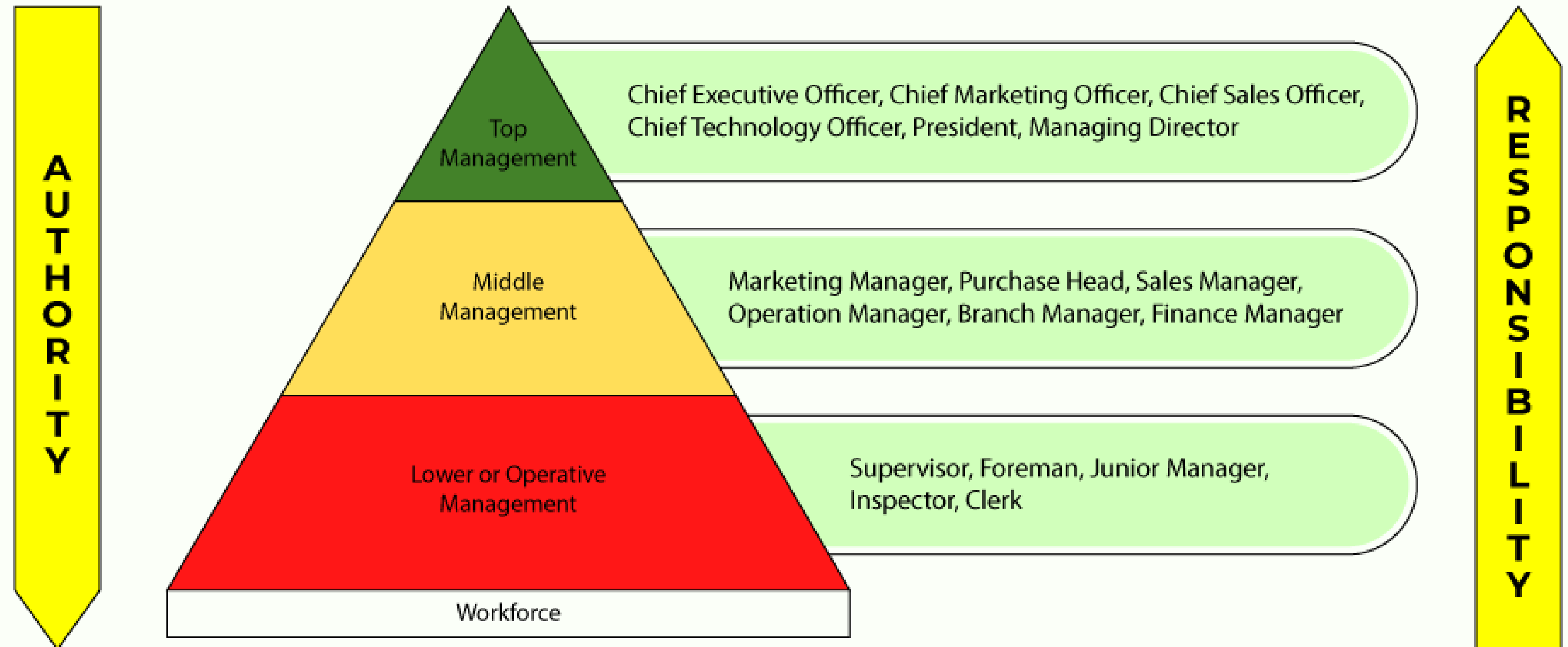


Functions of Management

- 1. Planning:** Deciding in advance what to do, how to do, why to do, where to do and who will be responsible for doing is planning
- 2. Organizing:** Division of work into functions and sub functions, grouping of activities, assigning duties and responsibilities.
- 3. Directing:** Guiding and leading the people in an organization
- 4. Staffing:** Process of making out, assessing, appointing, evaluating and developing the employees at work
- 5. Controlling:** Ensure whether the resources are obtained and used efficiently in achieving the organizational objectives.



Levels and roles of Management



LEVELS OF MANAGEMENT

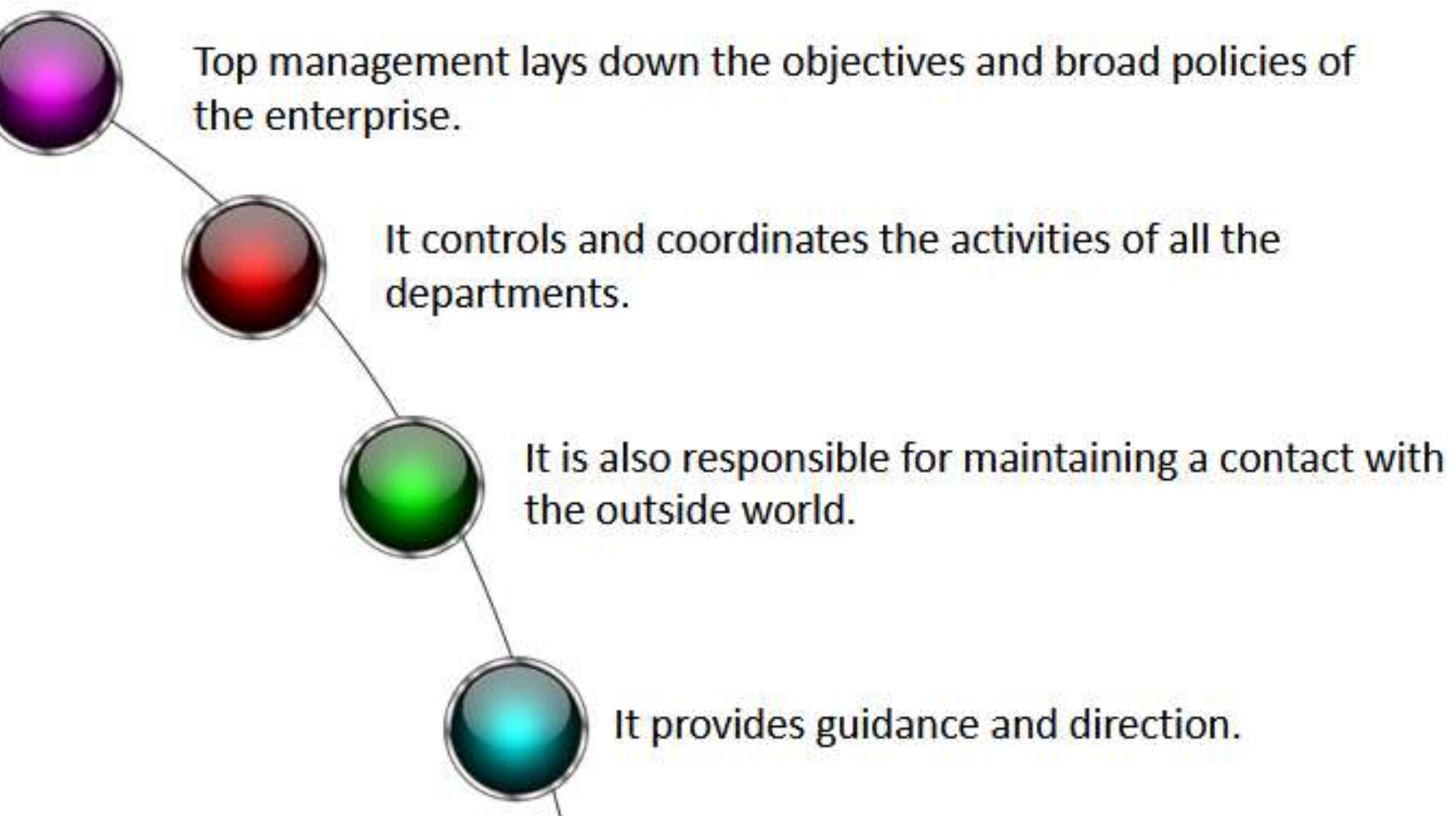


Roles of Management: Top level

Senior most executives of the organization

Functions of the Top Level Management

1. Determination of the objectives for the organization
2. Framing of plans and policies:
3. Coordination and control of the performance
4. Analysis of the business environment
5. Setting up an organizational framework
6. Assembling of the resources





Roles of Management: Middle level

1. Serves as a link between the Top Level Management and the Lower Level Management
2. Superior to the lower or operational level management and subordinate to the top level management

Functions of the Middle Level Management

They execute the plans of the organization in accordance with the policies and directives of the top management.

They participate in employment and training of lower level management.

They interpret and explain policies from top level management to lower level.

They are responsible for coordinating the activities within the division or department.



Roles of Management:

Low level

Supervisory or Operational Level

Assigning of jobs and tasks to various workers.

They are responsible for the quality as well as quantity of production.

They guide and instruct workers for day to day activities.

They are also entrusted with the responsibility of maintaining good relations in the organization.

They communicate workers' problems, suggestions, and recommendatory appeals etc. to the higher level management.

They help to solve the grievances of the workers.

They supervise and guide the sub-ordinates.



<https://www.youtube.com/watch?v=xevQ2yTyK9Y>

The POWER of a TEAM - Together Everyone Achieves More –
The Rabbit and Turtle Modern Race Story

https://www.youtube.com/watch?v=O9_EHU5BKnQ

The Cart - The 4 Types of Team Members You Can Hire



Reference



T1 Harold Koontz, and Weihrich, “Essentials of Management”, 8th Edition, 2010

R1: Tripathy.P.C and Reddy.P.N., “Principles of Management” , 4th Edition, Tata McGraw Hill, 2011.

R2: Stephen.P.Robbins, Mary coulter, Neharikavohra, Pearson, Management, 10th Edition, 2010.

R3: Dr.Kumkum Mukherjee, Principles of Management, 2nd Edition, Tata McGraw Hill, 2009.



*Thank
you!*