



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 1 – INTRODUCTION TO MANAGEMENT

TOPIC 4 – Basic principles & process of management



Principles of management

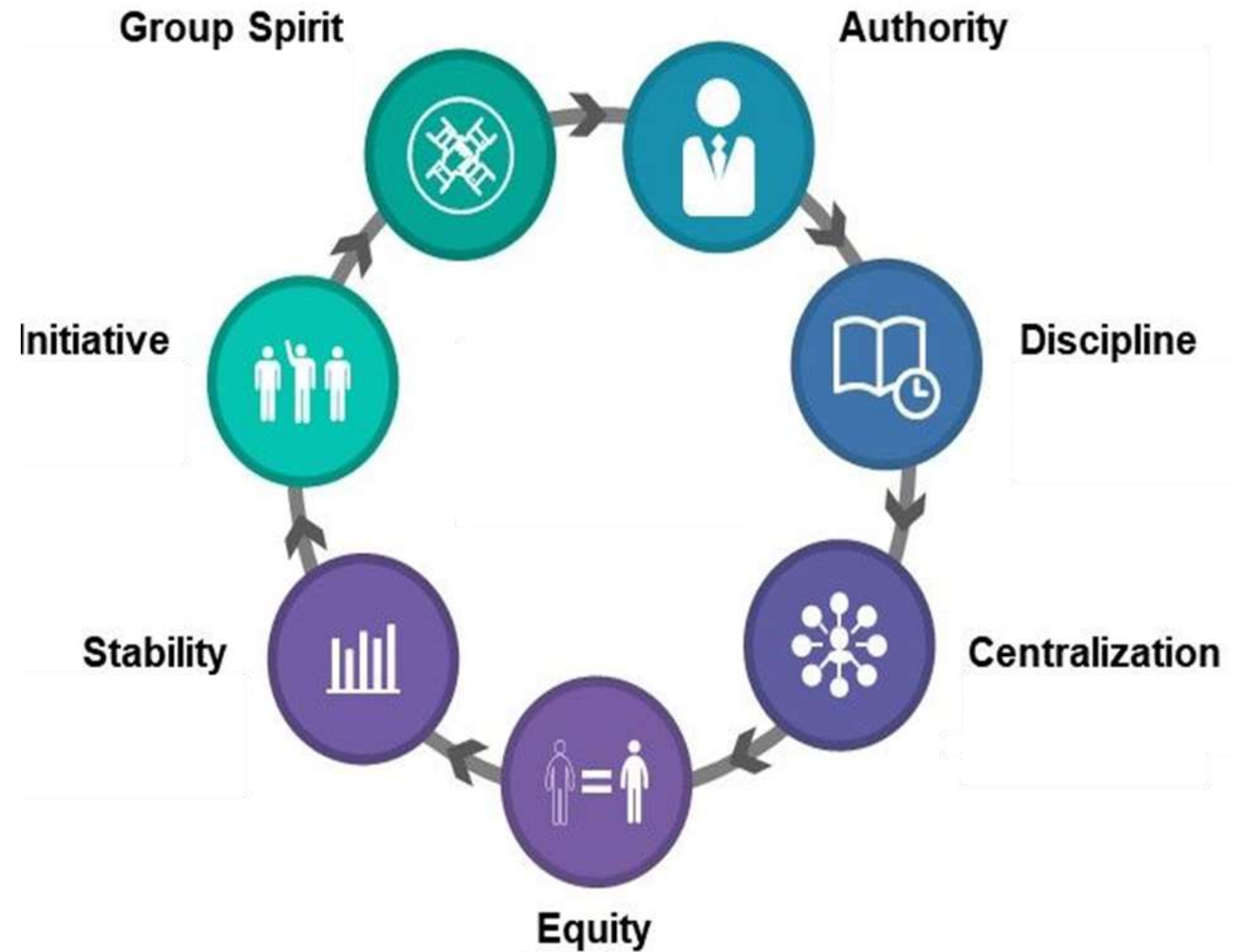
Management as “the art of getting things done through the efforts of other people.”

The **principles of management**, are the means by which you actually manage, that is, get things done through others—individually, in groups, or in organizations.





This is a seven stage process. The stages in this process are Principles of Management.





Features of Principles of Management

Principles of Management are Universal

- ✓ Management principles are applicable to all kinds of organizations - business & non business.

Principles of Management are Flexible

- ✓ Management principles are dynamic guidelines and not static rules.

Principles of Management have a Cause & Effect Relationship

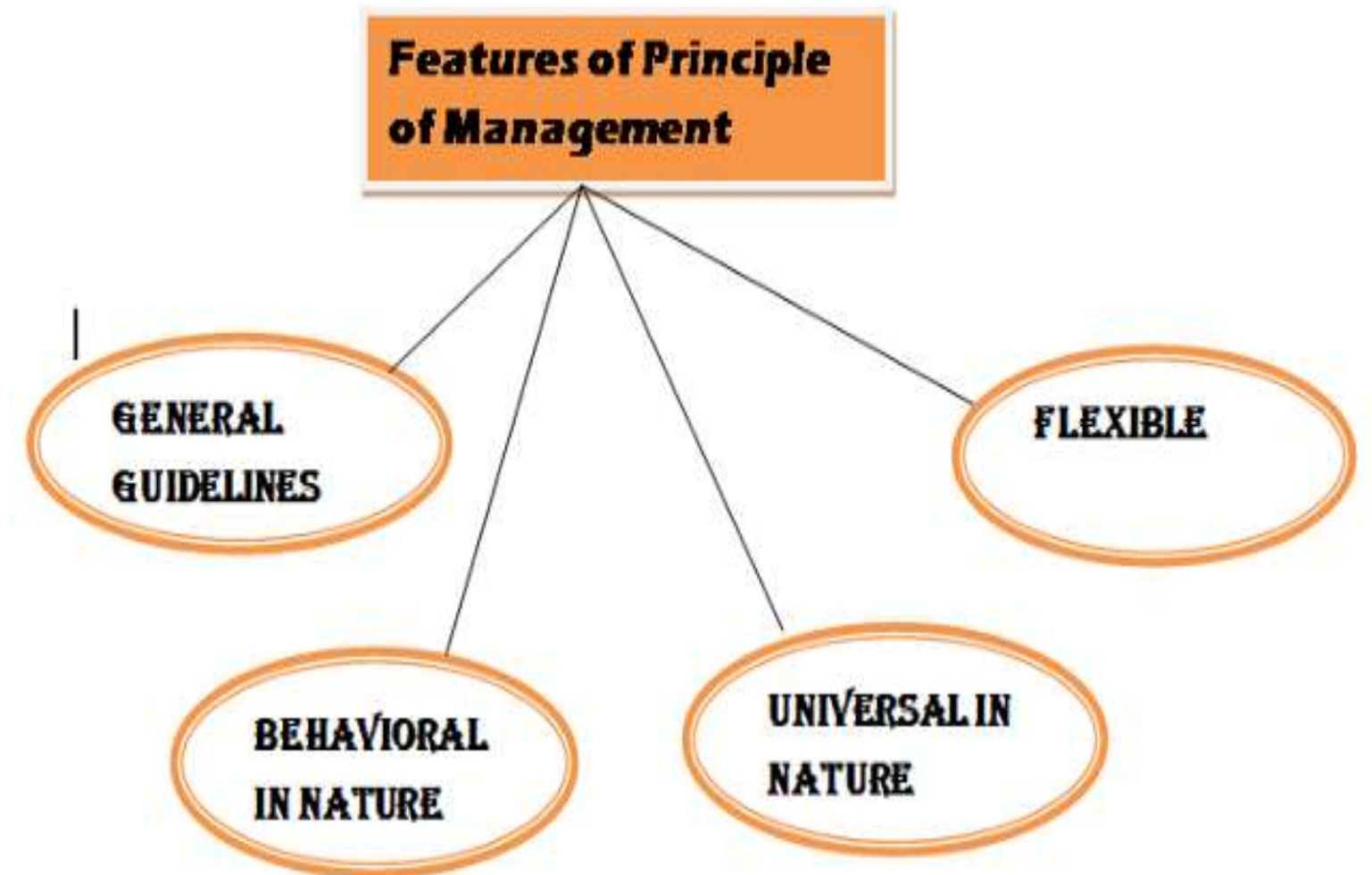
- ✓ Principles of management indicate cause and effect relationship between related variables.

Principles of Management - Aims at Influencing Human Behavior

- ✓ Management is concerned with integrating efforts and harmonizing them towards a goal.

Principles of Management are of Equal Importance

- ✓ No particular principle has greater importance than the other.





PROCESS OF MANAGEMENT



Management process is a process of setting goals, **planning** and/or **controlling** the **organizing** and **leading** the execution of any type of activity, such as:

a project (**project management process**) or

a process (**process management process**, sometimes referred to as the process **performance measurement and management system**).





The Management Process





Features of Management Process



1. **Social Process-** success of all organizational efforts depends upon the willing co-operation of people
2. **Continuous Process-** The process of management is on-going and continuous. Managers continuously take up one or the other function
3. **Universal-** Management functions are universal in the sense that a manager has to perform them irrespective of the size and nature of the organization.
4. **Iterative-** Managerial functions are contained within each other the performance of the next function does not start only when the earlier function is finished.
example, planning, organizing, directing and controlling may occur within staffing function. Similarly, organizing may require planning
5. **Composite-** All managerial functions are composite and integrated.





References



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