



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore - 641 107**

**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 MANAGEMENT STUDIES**

**COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR**

**I YEAR /I SEMESTER**

**Unit 1- INTRODUCTION TO MANAGEMENT PRINCIPLES**

**Topic 1: Introduction - Nature, Importance, Scope & Functions**



# INTRODUCTION TO MANAGEMENT



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Manager



Knowledge



People



Technology/  
Techniques



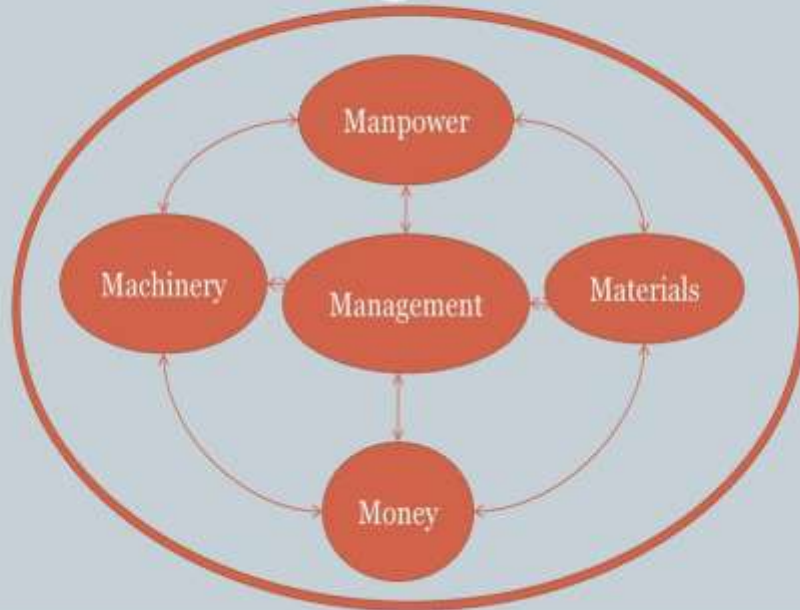
# DEFINITION OF MANAGEMENT



- ◀ Management is the attainment of organizational goals in an effective and efficient manner through planning, organizing, staffing, directing and controlling organizational resources.
- ◀ Organizational resources include men(human beings), money, machines and materials.
- ◀ **F. W. Taylor-** “Management is an art of knowing what is to be done and seeing that it is done in the best possible manner.”
- ◀ **Henri Fayol-** “Management is to forecast, to plan, to organise, to command, to co-ordinate and control activities of others.”



# The 4 M's of Management





# CHARACTERISTICS / NATURE OF MANAGEMENT



- ◀ Art and science
- ◀ It is multi disciplinary
- ◀ Its is intangible
- ◀ Pervasive at nature
- ◀ It is an environment oriented – Internal and External
- ◀ Optimally utilizes the resources



# IMPORTANCE OF MANAGEMENT



- ◀ Effective utilization of resources
- ◀ Development of new resources
- ◀ To incorporate innovations
- ◀ Better co-ordination among departments
- ◀ Sense of security to its employees



# SCOPE OF MANAGEMENT





# FUNCTIONS OF MANAGEMENT

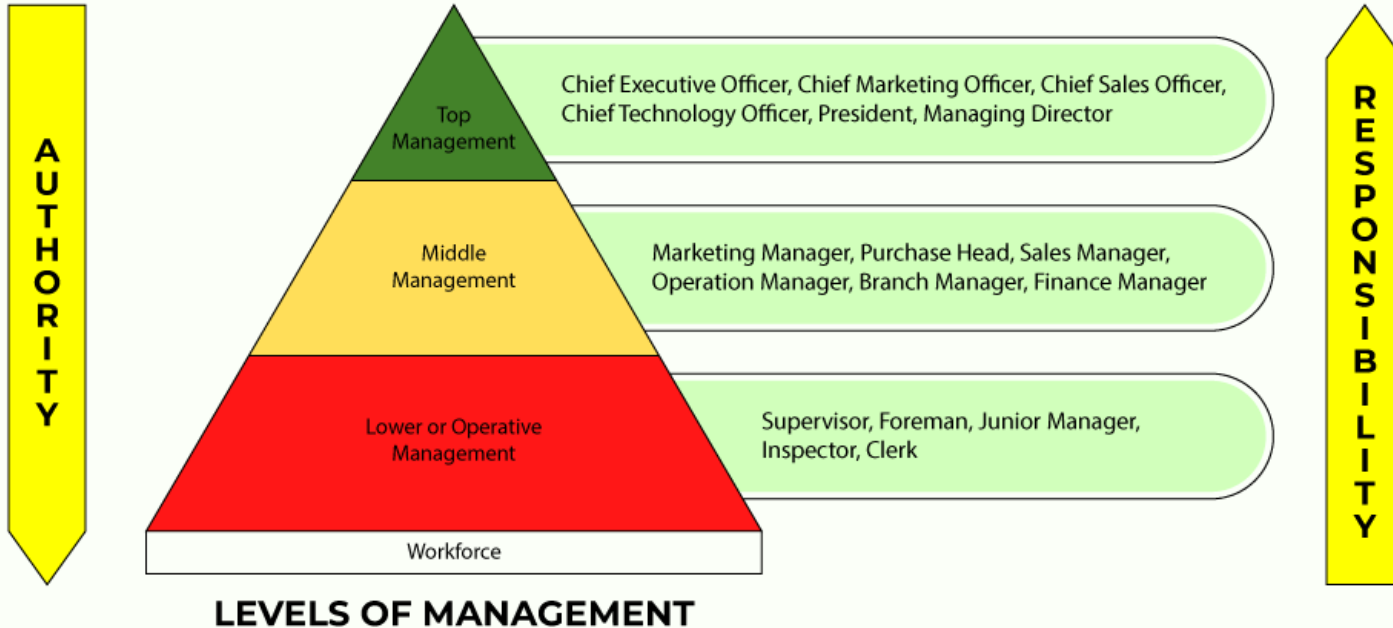


- PLANNING
- ORGANIZING
- STAFFING
- DIRECTING
- CONTROLLING





# LEVELS OF MANAGEMENT





# MANAGERIAL SKILLS IN MANAGEMENT





**RECAP**

**QUESTIONS???**

**THANK YOU**