

MANAGEMENT PROCESS

FUNCTIONS OF MANAGEMENT

1 Main Functions 2 Subsidiary Functions

Main Functions

Planning, Organising, Staffing, Directing, Motivating, Controlling and Co-ordination are the main functions of management.

1. Planning 'Think Before you Act' or 'Look Before you Leap' are some of the usual traditional proverbs; which provide a basis or logic for planning. Planning is the primary function of management. Nothing can be performed without planning. Planning is a constructive reviewing of future needs so that present actions can be adjusted in view of the established goal.

2. Organising Organising is the process of establishing harmonious relationship among the members of an organisation and the creation of network of relationship among them.

3. Staffing Staffing function comprises the activities of selection and placement of competent personnel. In other words, staffing refers to placement of right persons in the right jobs..

4. Directing Directing denotes motivating, leading, guiding and communicating with subordinates on an ongoing basis in order to accomplish pre-set goals.

5. Controlling Controlling is performed to evaluate the performance of employees and deciding increments and promotion decisions.

6. Co-ordination Co-ordination is the synchronization (or unification or integration) of the actions of all individuals, working in the enterprise in different capacities; so as to lead to the most successful attainment of the common objectives. Co-ordination is included in every managerial function.

7. Motivating The goals are achieved with the help of motivation. Motivation includes increasing the speed of performance of a work and developing a willingness on the part of workers. This is done by a resourceful leader.

“ Passing the buck, the buck stops here”

To shift or reassign the blame or responsibility (for something) to another person, group, or thing.

Subsidiary Functions

1. Innovation Innovation refers to the preparation of personnel and organisation to face the changes made in the business world. Continuous changes are being made in the business. Innovation includes developing new material, new products, new techniques in production, new package, new design of a product and cost reduction.

- 2 **Representation** A manager has to act as representative of a company. Manager has dealings with customers, suppliers, government officials, banks, financial institutions, trade unions and the like. It is the duty of every manager to have good relation with others.
- 3 . **Decision-making** Every employee of an organisation has to take a number of decisions every day. Decision- making helps in the smooth functioning of an organisation.
- 4 **4. Communication** Communication is the transmission of human thoughts, views or opinions from one person to another person. Workers are informed about what should be done, where it is to be done, how it is do be done and when it is to be done.