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## MANAGEMENT: - FUNCTIONS AND IMPORTANCE

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### **ABSTRACT:**

Management basically concerned with ideas, things and people. Management can plan the activities to achieve the objectives. Planning, Organizing, Staffing, Directing, Co-ordinating, Motivating and Controlling are the main functions of management. Management gives direction to workers for effective performance of job. The resources remain as resources in the absence of management. Management can plan activities and tackle the problem efficiently and management meets the challenges to change.

**Key Words: Management, Planning, Organizing, Staffing, Directing, Co-ordinating, Motivating, Controlling.**

### **INTRODUCTION:**

Management is systematic process undertaken managers to attain objectives; it involves Planning, Organizing, Directing and Controlling activities. Management is basically concerned with ideas, things, and People. Management can plan the activities to achieve the objectives. Planning, Organizing, Staffing, Directing, Co-ordinating, Motivating and controlling are the main functions of management.

### **DEFINITION OF MANAGEMENT:**

According to William F. Glueck "Management is effective utilization of human and material resources to achieve enterprises objectives".

Mary Parker Follet defines "Management is the art of getting things done through the people".

Henri Fayol defines "To manage is to forecast and to plan, to organize to command, to co-ordinate and to control".

**FUNCTIONS OF MANAGEMENT:**

The important functions of management are as under

**1) Planning:**

Planning is the primary function of management. It is predetermined course of action koontz and O' Donnell Defines "Planning is deciding in advance, what to do, How to do it, when to do it, and who is to do it" Planning refers deciding in advance that which will be done in the near future.

**2) Organizing:**

Organizing is management functions that establish relationship between activity and authority. Organizing is essential to carry out the determined course of action. Organization provides all facilities which are necessary to perform the work.

**3) Staffing:**

It is an important element of organizing. A major aspect of staffing is to select the right person for the right job. The staffing function consist initially of analyzing jobs and there after recruiting, selecting and taining good people to them.

**4) Decision Making:**

Every function of management involves decision making. It is an intellectual function. Decision making helps in the smooth functioning of an organization.

James Stoner defines Decision making as "the process of identifying and selecting a course of action to solve a specific problem."

**5) Directing:**

Every business needs a direction. The actual performance of a work starts with the function of direction. Direction includes guidance, motivation and supervision of employees.

**6) Controlling:**

Controlling function ensures that the achieved objectives. Confirm to preplanned objectives. Controlling involves implementation of tasks and

measuring actual performance. It is process of checking to determine whether or, not proper progress is being made towards the objectives.

**7) Co-ordinating:**

All activities are divide group wise under organizing function. Such group activities are co- ordinate towards the accomplishments of objectives.

**8) Motivating:**

The goals are achieved with the help of motivation. Motivation includes increasing the speed of performance of a work and developing willingness on the part of workers.

**9) Communication:**

Communication is the transmission of human thought; views or opinions from one person to another person. Communication help the regulation of job and co-ordinate the activities.

**IMPORTANCE OF MANAGEMENT:**

The existence of management ensure proper functioning and running of an enterprise. Management can plan the activities to achieve the objectives and utilize the available resources at minimum cost. Management play key role in the development of organization, The resources of the business may be identified and develop by management. The resources will remain as resources in the absence of management. Management directs the organization, developed new ideas and implements in the organization. Management tackle the problems efficiently and lay down the foundation for sound organization structure and achieve the business objectives. Management meet the challenges to change and co-ordinate the activities of various departments and established team-spirit to achieve the objectives.

**CONCLUSION:**

Management is basically concerned with ideas, things, and people. Planning, Organizing, Staffing, Directing. Co-ordinating, Motivating and Controlling are main functions of management. Management is systematic

process to undertaken by manager to attain objectives. Management can plan activities and tackle the problem efficiently.

Management gives direction to workers for effective performance of job; the recourses remain as resources in the absence of management.

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