

INTRODUCTION TO PRINCIPLES OF MANAGEMENT

Define:

Management

Mary Parker Follett (1868–1933) defined management as the art of getting things done through the efforts of other people

- ✓ The process of administering and coordinating resources effectively and efficiently with the aim of achieving organizational goals.
- ✓ It involves planning, organizing, directing and controlling available organizational resources in order to get the expected results or rather achieve the organizational goal

It is also important to know the meaning of efficiency and effectiveness:

The easiest way to memorize the two terms is this, “*Being effective is about doing the right things, while being efficient is about doing the things in the right manner.*”

- ❖ Efficiency means doing things in an optimal way. For example, when you do something in the least expensive way, even if it's wrong, we call that efficiency.
Efficiency refers to doing things right. It is where one uses the fewest inputs to generate a given output.
- ❖ Effectiveness means doing the right task, completing activities and achieving goals
It is also measuring the managerial performance

In addition, effectiveness can mean the pursuit of appropriate goals

NB/ We say that something is efficient but not effective where there are no wasted resources, but no achievement of goals either. On the other hand, something is effective but not efficient where resources are wasted though goals are achieved.

For example, if a company is not doing well it may decide to train its workforce to use a new technology. The training may go well, with employees learning the new technology in record time, but if overall productivity doesn't improve following the implementation of this new technology, the company's strategy was efficient but not effective.

Manager

A manager is one who plans, organizes, directs and controls resources in order to achieve the expected results

The main functions of management are as follows:

- ✓ Planning
- ✓ Organizing
- ✓ Directing
- ✓ Controlling

Planning:

This means looking ahead and chalking out future courses of action to be followed. It is a preparatory step. Therefore, planning can be defined as a systematic or systematic activity which determines when, how and who is going to perform a specific job. Planning is a detailed programme regarding future courses of action.

It is rightly said “**Well plan is half done**”. Therefore planning takes into consideration available & prospective human and physical resources of the organization so as to get effective co-ordination, contribution & perfect adjustment. It is the basic managerial function which includes formulation of one or more detailed plans to achieve optimum balance of needs or demands with the available resources.

According to Urwick, “Planning is a mental predisposition to do things in orderly way, to think before acting and to act in the light of facts rather than guesses”. Planning is deciding best alternative among others to perform different managerial functions in order to achieve predetermined goals.

According to Koontz & O'Donnell, “Planning is deciding in advance what to do, how to do and who is to do it. Planning bridges the gap between where we are to and where we want to go. It makes possible things to occur which would not otherwise occur”.

It is the first step to take in management. It involves choosing tasks that must be performed to attain organizational goals, outlining how the tasks must be performed, and indicating when they should be performed.

Planning activity focuses on attaining goals. Managers outline exactly what organizations should do to be successful.

Planning is concerned with the success of the organization in the short term as well as in the long term.

Organizing:

This is a function of management which follows planning. It is a function in which the synchronization and combination of human, physical and financial resources takes place. Organizing can hence be thought of as assigning the tasks developed in the planning stages, to various individuals or groups within the organization. It is a way of creating a mechanism to put plans into action.

According to Chester Barnard, “Organizing is a function by which the concern is able to define the role positions, the jobs related and the co-ordination between authority and responsibility. Hence, a manager always has to organize in order to get results.