

1. Management at Work-In all organizations some work is performed so that set objectives can be achieved. E.g.: In a factory goods are manufactured, in hospital patients are treated.
 2. Management of people-Management has to make people work to achieve targets. Managing people has two dimensions (i) It implies dealing with employees as individuals having different needs and behavior.(ii) It implies dealing with individuals as a group of people.
 3. Management of operations- Every organization is involved with production of goods and services. To achieve this, a production process has to be planned where finished goods are prepared with use of raw material and techniques of production.
- Both, Management of People and Work are linked with Management of Operations.

(d) Management is a Continuous Process

Process of management is a series of continuous composite but separate function. This function is simultaneously performed by all managers at all time. Task of manager consist of an ongoing series of function.

(e) Management is a group of activity

An organization is collection of diverse individuals with different needs. As a member of organization they work towards fulfilling common goals set up by top management. This can be done through team work & proper coordination of all individual efforts in common direction.

(f) Management is a Dynamic function

It has to adapt itself according to the changing environment which consists of social (custom, standard of living, traditions), economic (export import, taxation policy), and political (attitude of political party, ideology) factors which keep on changing. Management must change itself and its goals according to needs of environment. E.g. Food joints make changes in menu in order to survive in Indian market.

(g) Management is an Intangible force

It can't be seen but its presence can be felt in a way the organization works. Effect of management can be noticed by seeing whether targets are been met or not, employees are happy or not, etc.

Objectives:

(a) **Organizational Objectives**- They refer to the objective of organization. Management has to set up objective for whole organization. While fixing these objectives management keeps into account the benefits of all related parties. E.g.-owners, employees, customers, etc.

Various organizational objectives are as follows-

1. Survival-Every organization wants to survive in the market. This can be done by taking positive decisions. Organizations must earn enough revenue to cover cost of production.