

- I. Management is a goal-oriented process:** An organisation has a set of simple and clearly stated goals, which are the basic reason for its existence. Management unites the efforts of the individuals in the organisation towards achieving these goals.
- II. Management is all pervasive:** Management is common to all organisations whether economic, social or political. For e.g. management is applicable for a government company, school, private company or a NGO.
- III. Management is multidimensional:**
Management is a complex activity that has three main dimensions:
(a) Management of work
(b) Management by people
(c) Management by operation
- IV. Management is a continuous process:** It is a series of continuous, composite, but separate functions, performed by all managers all the time.
- V. Management is a group activity:** All the individuals in the organisation contribute towards achieving the goals set by the organization.
- VI. Management is a dynamic function:** It has to adapt itself to its changing external environment, which consists of various social, economic and political factors.
- VII. Management is an intangible force:** It cannot be seen but its presence can be felt from the way organization functions.

5. MANAGEMENT OBJECTIVES: