**Management?**

**What is Management?**

A universal concept that is needed in every organisation whether it is a business organisation or a non-business organisation such as hospital school, etc., is known as Management.

#### ****Traditional Definitions of Management****

“Management consists of getting things done through others. A manager is one who accomplishes objectives by directing efforts of others.” **– C.S. George**

“Management is the art of getting things done through others.” **– Follett**

**Modern Definitions of Management**

“Management is the creation of an internal environment where individuals working in a group can perform effectively and efficiently for the achievement of organisational goals.” – Koontz and Donnell

“Management is the process of working with and through others to effectively achieve organisational objectives by efficiently using limited resources in the changing environment.”– Kreitner

## ****Characteristics of Management****

**1. Continuous Process:**Management is a continuous process. It means that the process of business management goes on until the company exists, as it helps in achieving the organisational goals.

**2. Goal-oriented:**Every organisation has a set of predetermined goals or objectives that it aims to accomplish during its existence. Every organisation has different goals. Hence, management helps these organisations in fulfilling their goals by utilising the given limited resources in the best optimum manner.

**3. All Pervasive:**The process of business management is universal in nature. Every organisation, whether small scale, large scale, economic, social, etc., uses the process of management at every level or stage. Besides, the activities involved in the management of an organisation are common for all whether it is a social, political, or economic enterprise.

**4. Multidimensional:**Management is a multidimensional process as it does not involve only one activity. The three main activities involved in management are Management of Work, Management of People, and Management of Operations.

**5. Dynamic Function**: There are different internal and external factors that affect the working of an organisation. An organisation has to change and adapt itself on the basis of changing environment to accomplish the organisational goals and objectives. Hence, management is a dynamic function.

**6. Management is a Group Activity**: Management involves a group of people performing managerial activities. The functions of management can be executed only when every individual performs his/her role their respective status and department. And as the result of management affects every individual and every department of an organisation, it always refers to a group effort.

**7. Management is an Intangible Force:** Management is a function that cannot be physically seen but its presence can be felt by watching the orderliness and coordination in work environment and happy faces of the employees when the task is completed.

Coordination is the essence of management. It helps in synchronizing the different activities of all departments and functions of management. The managers at each level of the organisation have to ensure proper coordination for better results and accomplishment of organisational goals.

