

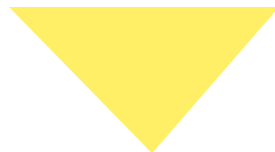


Unit - II

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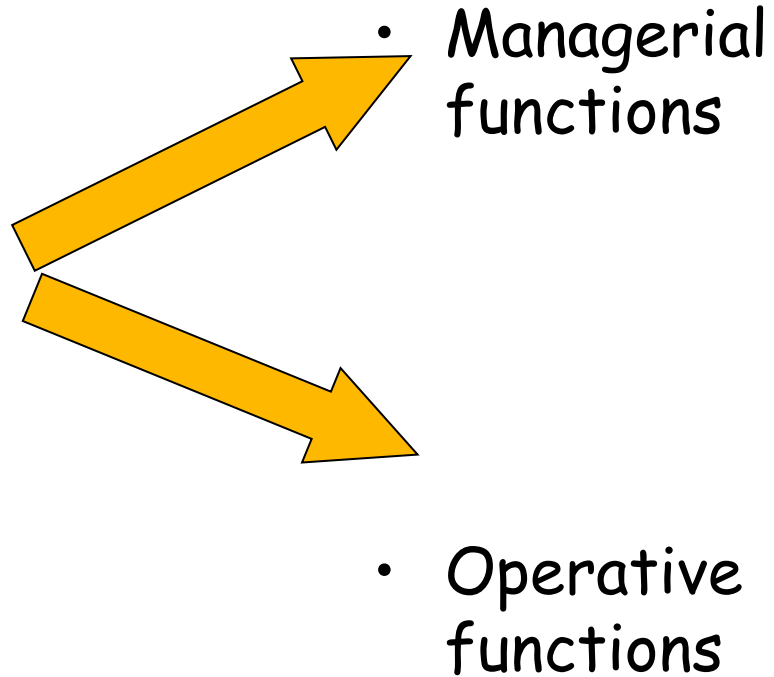
FUNCTIONS OF MANAGEMENT



CLASSIFICATION OF **MANAGEMENT FUNCTIONS**



- **MANAGEMENT FUNCTIONS**



- Managerial functions

- Operative functions



CLASSIFICATION OF MANAGEMENT FUNCTIONS

- MANAGEMENT FUNCTIONS

Managerial functions

- a) Planning
- b) Organising
- a) Staffing
- b) Directing
- c) controlling

Operational functions

- a) Production
- b) Marketing
- c) purchasing
- d) Financing
- e) Personnel



MAGIC WORD OF MANAGEMENT



- According to Luther Gullick gave the Key word;
- P.....Planning
- O.....organising
- D.....Directing
- S.....Staffing
- CO.....coordinating
- R.....Reporting
- B.....Budgeting



Management Process



MANAGEMENT PROCESS

STAFFING

PLANNING

CONTROLLING

DIRECTING

ORGANISING



MANAGARIAL FUNCTIONS AND SUBFUNCTIONS



- **PLANNING** ...Forecasting, decision making ,strategy, formulation policy-Making,programming,scheduling,budgeting problem solving,innovation,investigation and Research
- . **ORGANISING**...Functionalisation,divisionalisation,departments, Decentralisation,activity,analysis,task,span of management, task allocation
- STAFFING**..... Manpower planning,Recruitment,selection,training, placement,compensation,promotion,appraisal
- DIRECTING**.....Supervision,motivation,communication,leadership
- CONTROLLING** Fixation of standards,recording,measurement reporting,corrective action



Planning



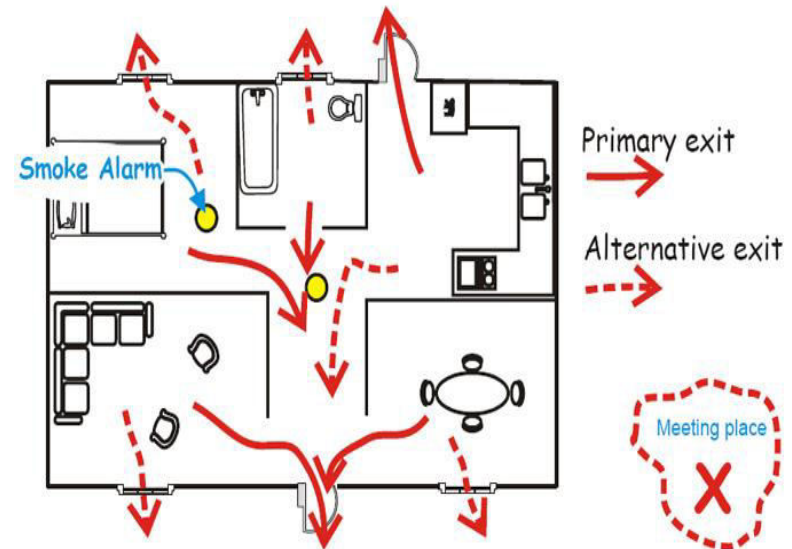
- Planning is deciding in advance what is to be done in the future
- "According to koontz and O 'Donnell defines planning is deciding in advance what to do, how to do it, when to do it and who is to do it. Planning bridges the gap from where we are to where we want to go. It makes it possible for things to occur which would not otherwise happen"



PLANNING



- Goal - what is it?
- Objective - what is it?
- Plan - what is it?



Features of planning

- Planning seeks to achieve certain objectives.
- Planning is oriented towards the future.
- Planning is a mental exercise
- Planning involves choices from alternatives
- Planning is the basics for all other functions.
- It is a continuous function
- It is pervading.
- Planning is directed towards efficiency.



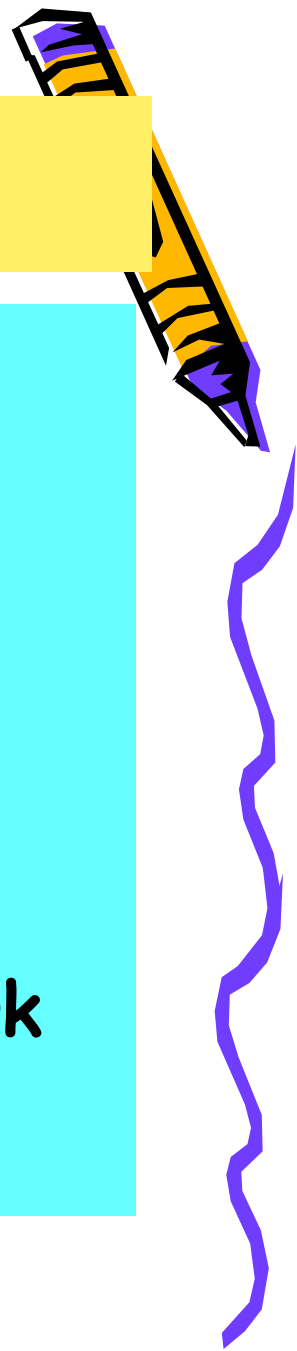
Steps in planning

- Collecting information about past
- Defining objectives
- Developing planning premises
- Discovering alternative courses of action.
- Evaluating alternatives.
- Choosing the best alternatives
- Defining subsidiary plans
- Periodic revision and review of plans.

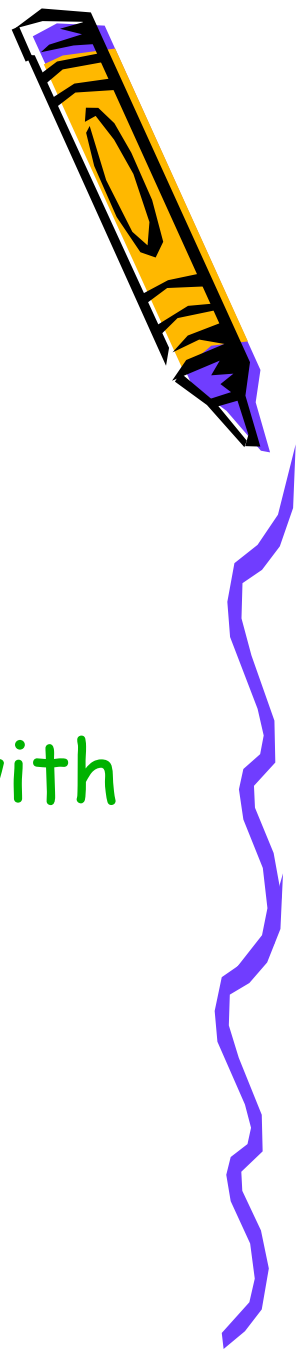


Advantages of planning

- It focuses attention on desired objectives
- It helps to minimise risk
- It improve efficiency
- It avoid confusions
- It encourage innovation and creativity
- It enables co operation and group work
- It serves as the basis of control.



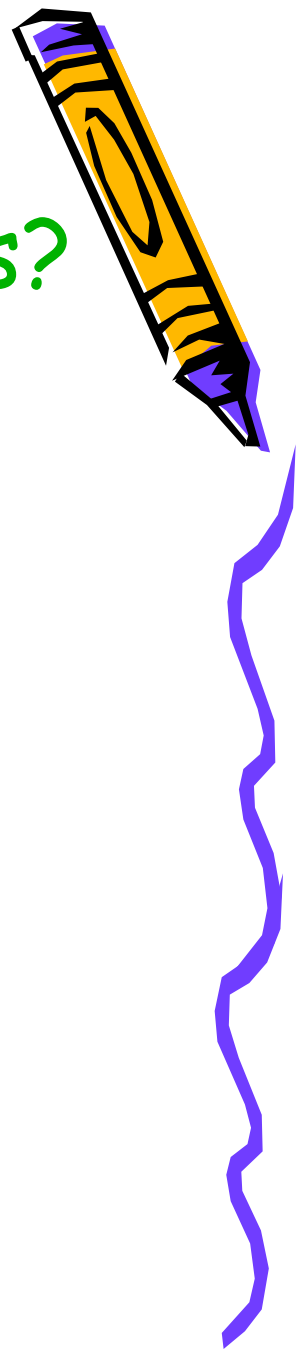
Limitations of planning



- Lack of accurate information
- Time consuming
- Expensive
- Rigidity due to strict compliance with plans
- Unwillingness to people change
- External limitations (political)



How we overcome the limitations?



- Top management support
- Better forecasting
- Developing clear-cut objectives
- Participation of employees in planning
- Sound communication
- Overcoming resistance to change
- Scientific planning
- Well balanced keeping plans.



Organizing - Meaning

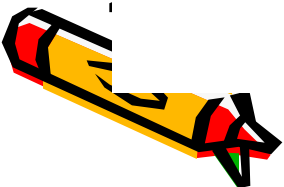
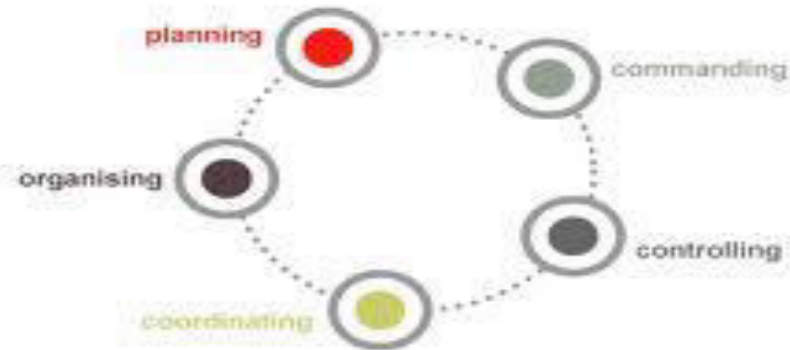


It means that **to put together**
into an orderly, functional,
structured whole.



Organising

- According to **Henri fayol** "To organise a business means to provide it with everything useful to its functioning-raw materials,tools,capital and personnel"



Steps in organising



- Identifying the activities required for achieving objectives.
- Classifying these activities in to convenient groups
- Assigning the group of activities to appropriate persons.
- Delegating authority and fixing responsibilities.
- Coordinating Authority Responsibility relationship throughout the enterprise.



Importance of organising

- Sound organisation facilitate **growth and diversification**
- Optimum use of human resources by **matching work with talent**
- Maintain **good harmonious** structure in the office
- **Group activity** is equivalent to social structure of organisation
- It is a **mechanism of management** to direct, controls and coordinates the activities of enterprise.



Staffing

- It is concerned with the **Human resources** of the enterprise.
- It is concerned with **acquiring, developing, utilising, and maintaining** human resources.
- It is a **process of matching jobs** with individuals to ensure right man for the right job.



Definition of staffing

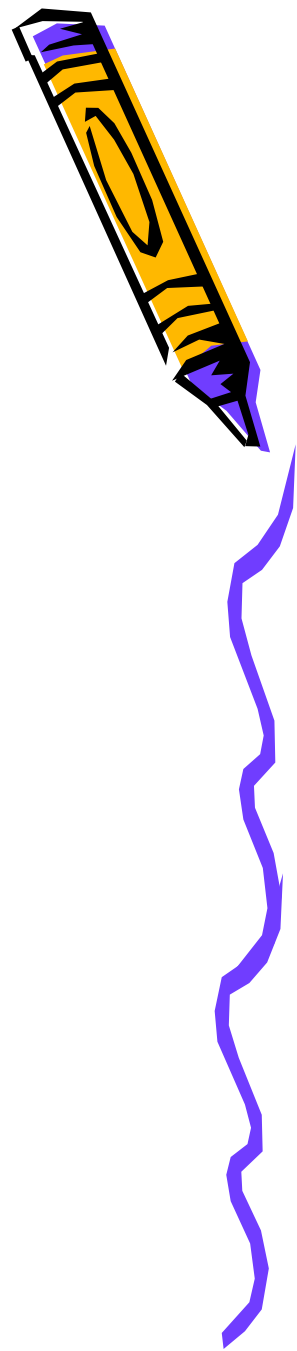


- According to **koontz and O Donnel** "The managerial functions of staffing involves manning the organisational structure through proper **and** effective selection, appraisal and development of personnel to fill the roles designed in to the structure.



Steps in staffing

- Manpower planning
- Recruitment, selection, placement
- Training and development
- Appraisal, promotion and transfer
- Employee remuneration



Features of staffing



- It is a function of management
- It is an integral part of the process of management.
- It is concerned with the human resources
- It is a pervasive function
- Aims at optimum utilisation of human resources.



Importance of staffing



- It helps in discovering and obtaining competent employees for for various job.
- It improve the quantity and quality of output by putting right man for right job.
- It improves job satisfaction of employees
- It reduces cost of personnel by avoiding wastage of human resource.
- It facilitates the growth and diversification.



Directing



- It is concerned with the execution of plans through organised action.
- It is also known as commanding or actuating



Directing

The purpose of the directing is to see that the work which has been agreed upon is carried out in accordance with the instruction and rules. It also sees that assists staff in keeping work being done and to produce orderliness in performance



DEFINITION



- “Direction consist of the process and techniques utilised in using instructions and making certain that operations are carried out as planned”



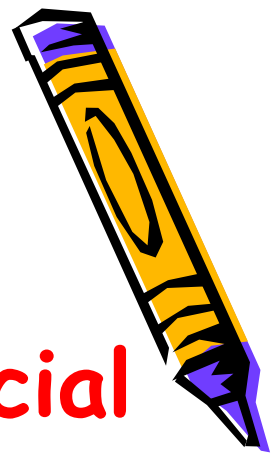
Co - Ordinating

Coordinating means to bring into a common action movements are condition to relate and combine separate parts in harmonious balance and adjustments. It denotes two things in the agency that **Unity of purpose and unity of action**



Reporting

Reporting is an **official presentation of fact**. It is a summary of activity covering a **specific period of time**. It is made periodically; they are the tools and device for use in carrying on the work of the agency. It enable the agency to discover to extent it has accomplished the objectives.



Budgeting

The process of preparing presenting an annual budget needs technical knowledge and no of condition with social work activities. But it has been thought as an **important task** of the social work administrator to promote the function of the agency in occurrence with objective of the social work.

