

# Characteristics of Management

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# Characteristics of Management

- **Management is goal oriented.** It achieves the organisation goal through coordination of effort of the personnel.
- **Management work as a catalyst** to produce goods using labour , material and capital.
- **Management** is a distinct process comprising of function such as planning, organising, staffing, directing and controlling.
- **Management represents system of authority** – a heierarchy of command and control. Managers at different level possess varying degree of authority.

# Characteristics of Management

- **Management is decision making:** Managers are mostly decision makers based on the data and analysis learnt from management
- **Management is universal:** The principles and techniques of management is applicable to all areas for all organisations.
- **Management is intangible:** It can not be seen but the presence can be felt everywhere in the form of result.
- **Management is an interdisciplinary approach:** It embedded knowledge and concepts from various discipline of social sciences, statistics, research ,applied sciences,engineering, psychology, Soiciology, Anthropology, operation Research etc.

# Characteristics of Management

- **Management is a social process:** It has to manage, direct and regulate efforts of human resources to achieve desired results for the benefit of society.
- **Management is a unifying force.** It integrates human and other resources to achieve the desired objectives.
- **Management** harmonics the individual's goal with the organisational goal to minimize the conflicts in the organisation.
- **Management is dynamic:** Principle of management is flexible according to changing environment of the organisations

# Characteristics of Management

- **Management principles are relative and not absolute:** The principles of management applied are subject to relativity of the organisation's behaviour and goals to be achieved .
- **Management is a profession:** Managing things like men, materials, capital, machine, technology, market within existing theory and philosophy of management.
- **Management is a strategic function:** Strategic functions based on effectiveness of planning and mobilisation of resources