

Pondicherry University
Directorate of Distance Education

MBA – 1st Semester
Management Concepts and Organisational Behaviour

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Unit: I

- **Syllabus:**

- Nature of Management - Social Responsibilities of Business - Manager and Environment Levels
- in Management - Managerial Skills - Planning - Steps in Planning Process - Scope and
- Limitations - Short Range and Long Range Planning - Flexibility in Planning Characteristics of a
- sound Plan - Management by Objectives (MBO) - Policies and Strategies - Scope and
- Formulation - Decision Making - Techniques and Processes

Concepts of Management



Concepts of Management

- **Body of Language**
- **Management Tools**
- **Separate Discipline**
- **Specialisation**
- **Code of Conduct**
- **Professional Association**



“Management is to forecast, to plan, to organize, to command, to coordinate and control activities of others.”

Henri Fayol



“Management is a multipurpose organ that manage a business and manages managers and manages workers and work.”

Peter Drucker



Features of Management

1. Continuous and Never Ending Process.
2. Art of Getting Work Done from People.
3. Is Result-Oriented.
4. Multidisciplinary in Nature.
5. Group and Not an Individual Activity.
6. Follows Established Principles or Rules.
7. Aided but Not Replaced by Computers.
8. Situational in Nature.
9. Separate from Ownership.
10. Both an Art as well as a Science.
11. Is All Pervasive.
12. Intangible but its Impact is Felt.
13. Uses a Professional Approach in Work.
14. Dynamic in Nature.

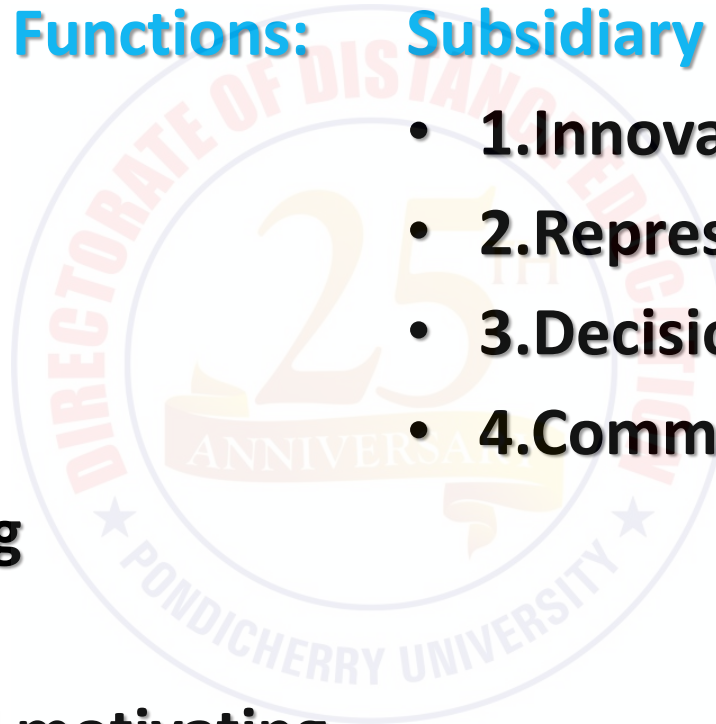
Functions of Management

Primary or Main Functions:

- **1.Planning**
- **2.Organising**
- **3.Staffing**
- **4.Directing**
- **5.Coordinating**
- **6.Controlling**
- **7.Leading and motivating**

Subsidiary Functions:

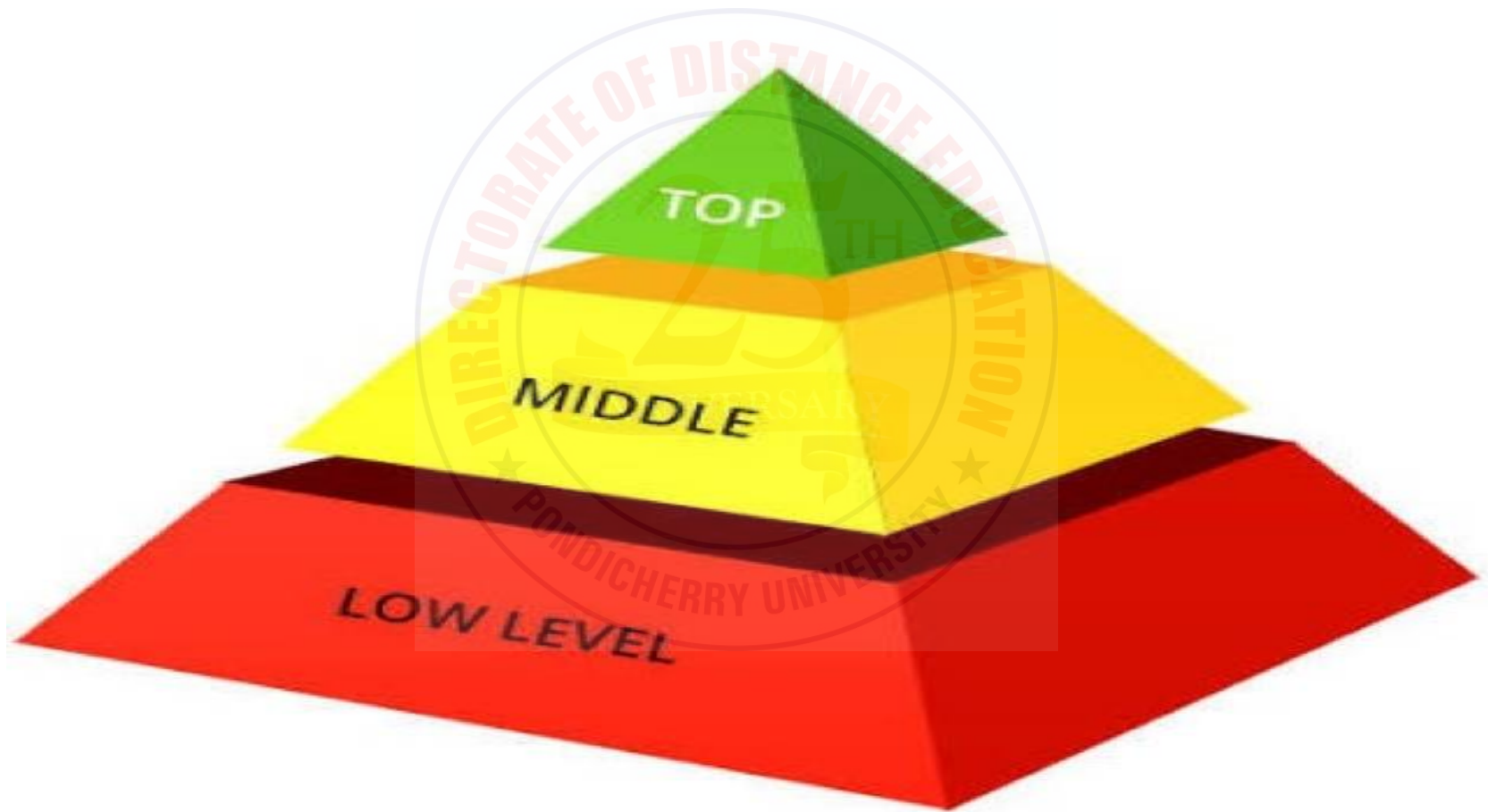
- **1.Innovation**
- **2.Representation**
- **3.Decision-Making**
- **4.Communication**



Management Process

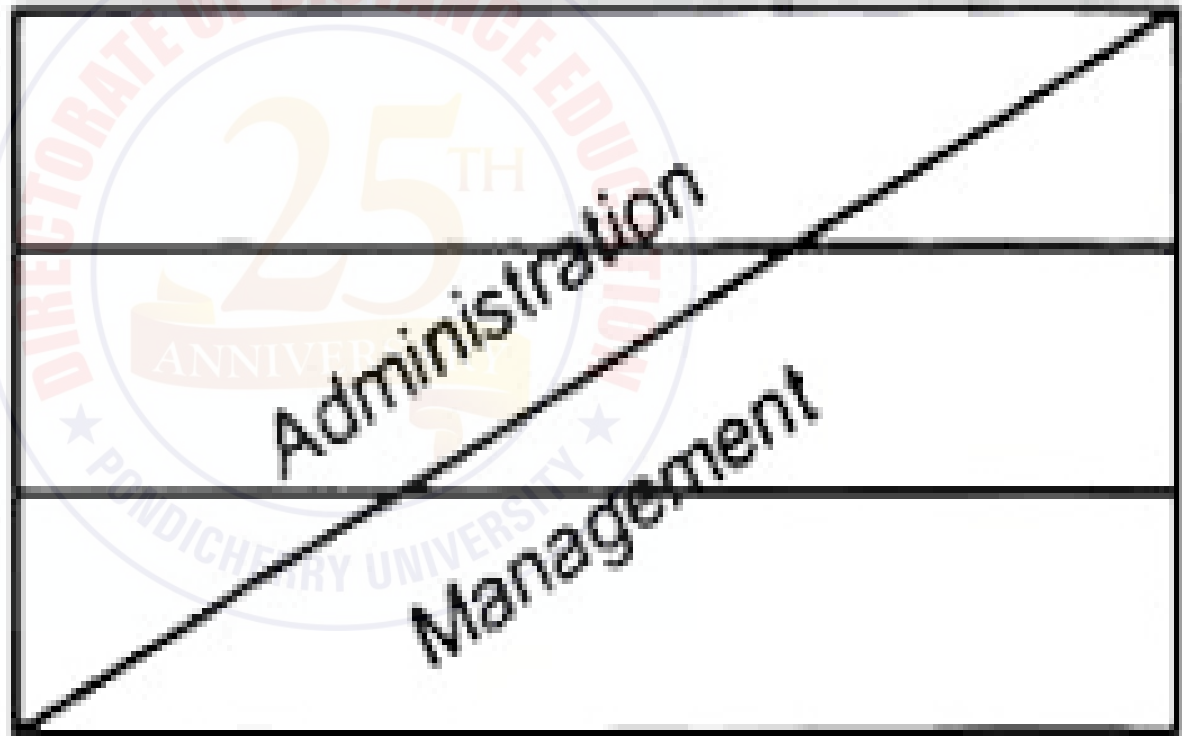


Different Levels of Management



Administration & Management

Top level
Middle level
Low level



Administration	Management
Administration is concerned with formulation of broad objectives, plans and policies	Management is an art of getting things done through others by directing their efforts towards achievement of pre determined goals
Administration is a decision making function	Management is an executive function
Administration decides what has to be done and when it has to be done.	Management decides who should do it and how
Administration is thinking function because plans and policies are determined.	Management is doing function because manager get work done through other
It is a top level function	Middle and lower level function
It is applicable to non profit making organisation	It is applicable to profit making organisation

Functions of a Manager





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Presentation – 2

Social Responsibilities of Business



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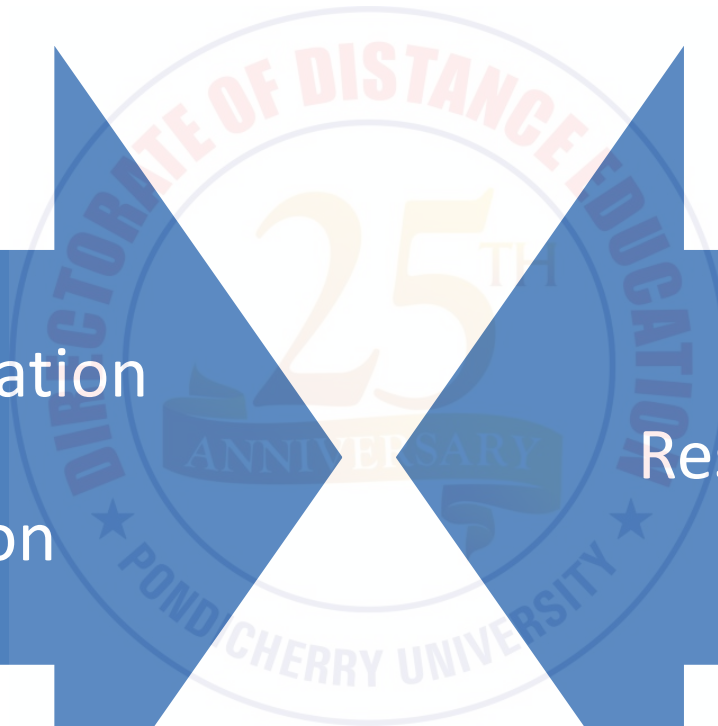
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Introduction:

Profit Maximisation
& Wealth
Maximisation

Social
Responsibility of
Business

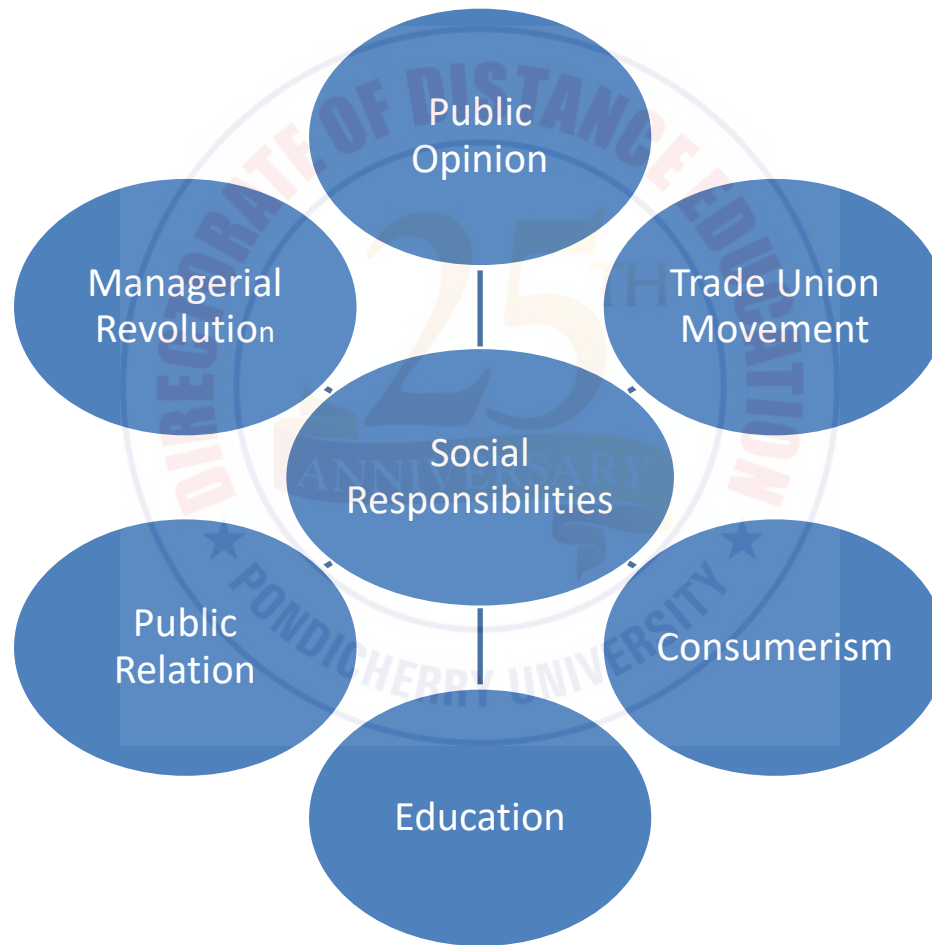




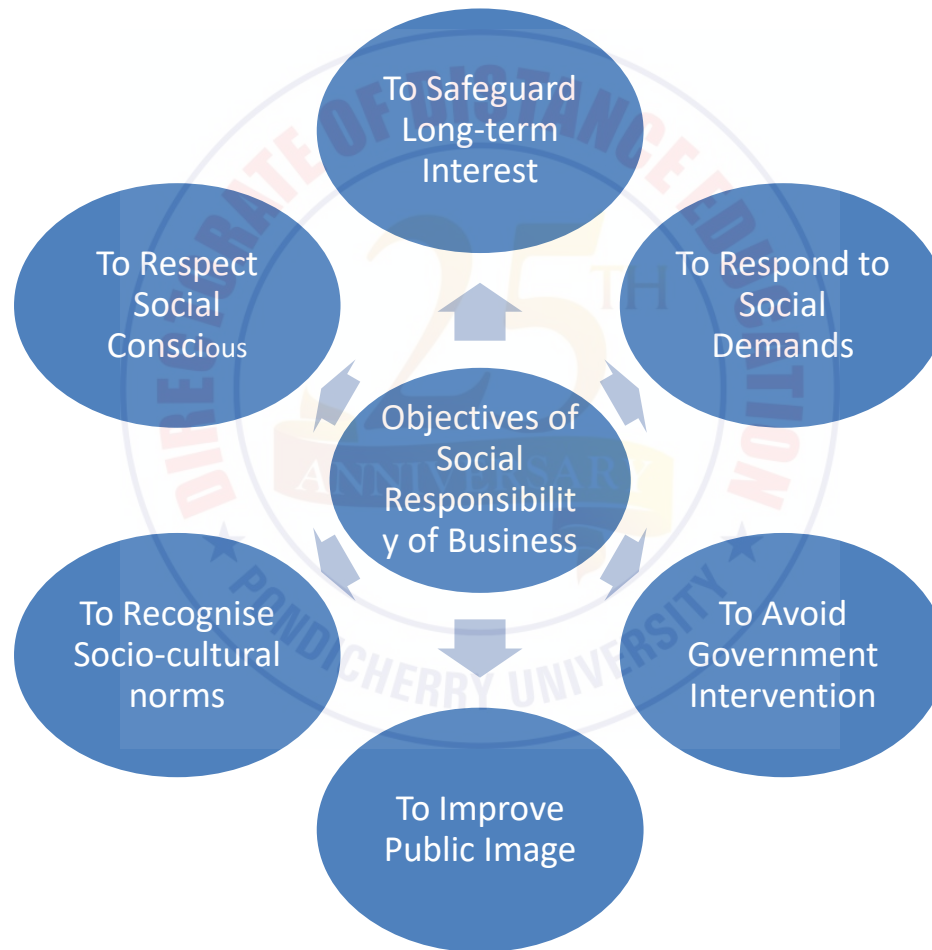
Definition of Social Responsibilities of Business

“Social Responsibilities refer to the obligation (of Businessmen) to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of objectives and values of our society” -Bowen

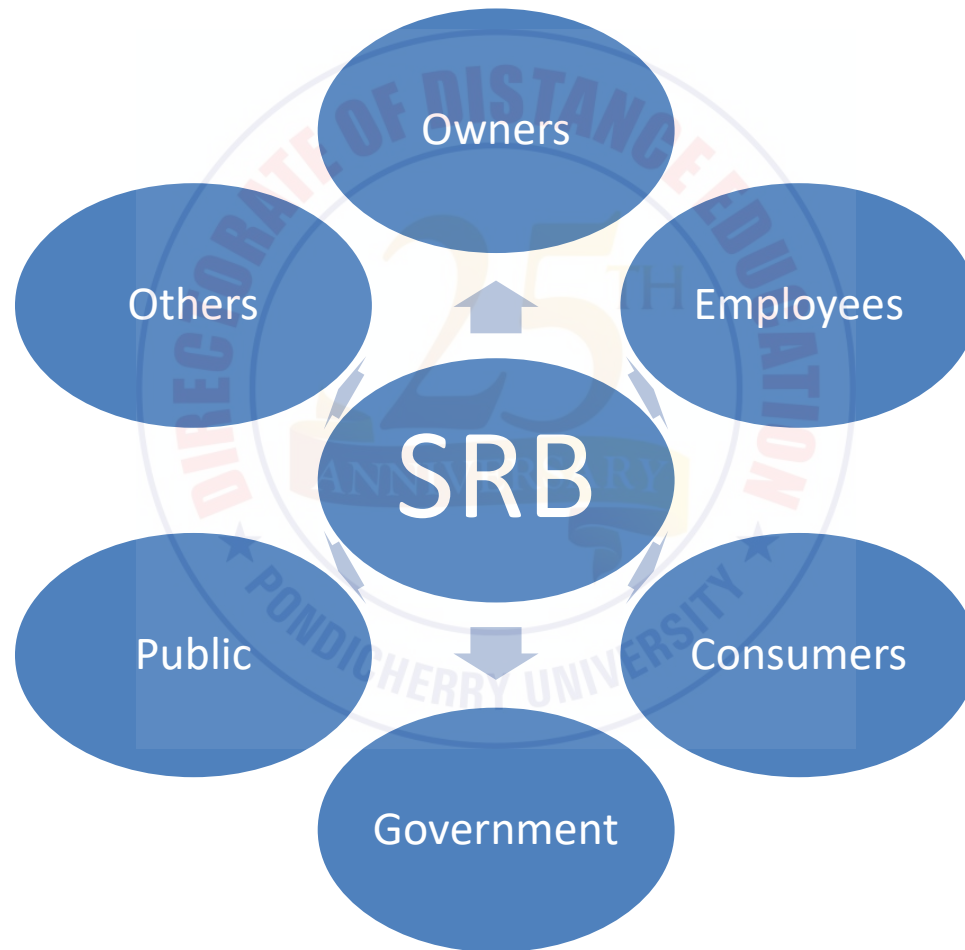
Growing Concern for Social Responsibilities



Rationale of Social Responsibility



Social Responsibilities of Business



Business Responsibilities towards Shareholders (Owners)

- Safety of Investment
- Steady appreciation of investment
- Sharing of information about the progress of business



Business Responsibilities towards Employees

- Good and safe working condition
- Adequate service benefits
- Recognition of workers rights, formation of trade union, collective bargaining etc.,
- Opportunities for training and promotion
- Workers participation in decision-making

Business Responsibilities towards Customers

- Regular supply of right quality goods at right time and place
- Charge reasonable prices
- Supply goods that meet the needs of different classes and tastes with different purchase power
- Prompt, adequate and continuous service
- Prompt redressal of customers grievances
- True and fair information through advertisements
- Avoid unfair and unethical practices like adulteration, hoarding and black-marketing

Business Responsibilities towards Government

- To abide by the laws of the land
- To pay taxes honestly and in time
- To avoid corrupting public servants
- To encourage fair trade practices
- To avoid monopoly and concentration of economic power

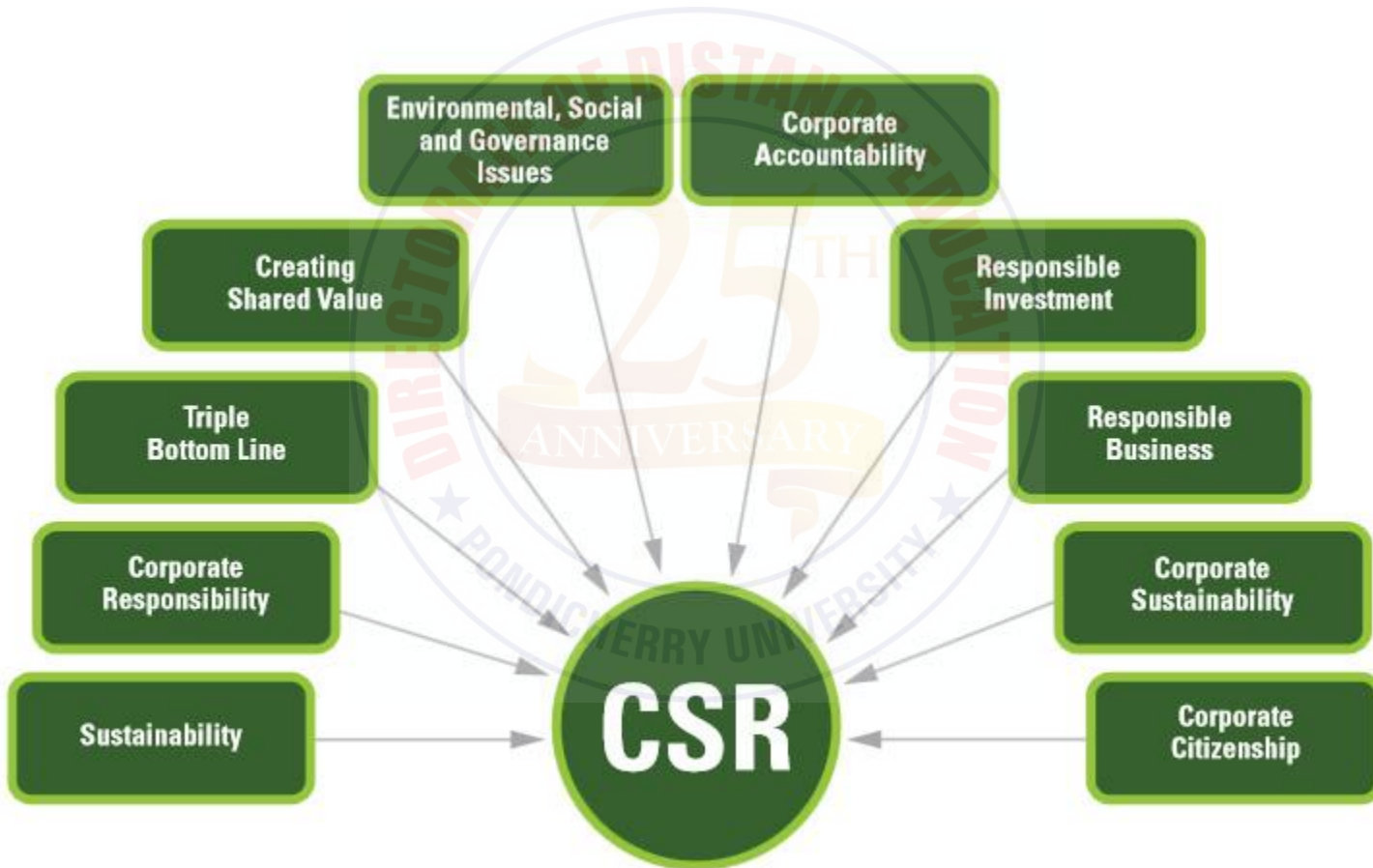
Business Responsibilities towards Community

- To make the best possible or efficient use of the society's resources
- To provide maximum possible employment opportunities
- To keep the environment healthy and free from all types of pollution
- To contribute to the upliftment of the weaker sections of society
- To refrain from indulging in anti-social and unethical practices
- To improve public health, education and cultural life of the community

Arguments against Social Responsibilities?



Corporate Social Responsibility (CSR)



How does the act define “CSR”?

The act defines CSR as activities that promote poverty reduction, education, health, environmental sustainability, gender equality, and vocational skills development. Companies can choose which area to invest in, or contribute the amount to central or state government funds earmarked for socioeconomic development. While this definition of CSR is broad and open to interpretation, it clearly emphasizes corporate philanthropy rather than strategic CSR. The act does, however, specify that companies “shall give preference to the local area and areas around where it operates.”



Major CSR Activities of Companies in India

Sl.No.	CSR Activities
1	Tree plantation drives
2	Sponsorship of sport events
3	Cleanliness campaigns
4	Health awareness campaigns
5	Employee training programs
6	Consumer awareness campaigns
7	Recycling of waste products
8	Quality control measures
9	Ethical business practices
10	Social audit
11	Preserving natural resources
12	Pollution control
13	Generation of employment for disabled
14	Scholarships for students
15	Social infrastructure
16	Computer education
17	Women empowerment
18	Help to victims of natural calamities



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