

# UNITE -1 MANAGEMENT : CONCEPT, PROCESS AND FUNCTIONS

## 1.1 MANAGEMENT

# Concept of Management

- The word Management is derived from the French word 'Management' that is the art of directing and leading.
- Management is the wide term. It carries different meaning depending on the situation in which it is used.
- Hence, there is no precise uniform definition which covers all the characteristics of management.
- Being a new discipline it has drawn concepts and principles economics, history, psychology and so on.
- The result is that each group of contributors has treated management differently.
- For example economists see management as a factor of production , sociologists see it as class or group of persons.

# Definitions of managements

- Management is the art and science of organizing and directing human efforts applied to control the forces and utilize the materials of nature for the benefit of man.  
- American Society of Mechanical Engineers
- Management is the art of knowing exactly what you want to do and seeing that they do it in the best and cheapest way.  
- F. W. Taylor
- Management is the distinct process consisting of planning, organizing, actuating and controlling utilizing in each both science and art and followed in order to or accomplish predetermined objectives .  
- George Terry
- Management means to manage for forecast to plan, to organize, to command, to co-ordinate and to control.  
- Henry Fayol

In short, Management may be defined as the agency that provides leadership, guidance and control for achievement of the objectives set by administration

# Educational Management

- The origin of the concept of educational management as a field of study may be traced back to the 1880's with the publication of ' Practical Handbook of School Management by Teachers,' authored by Harding (1872)
- The challenge of Education (1985), The National Policy on Education (1986) and (1992) emphasized the need for professionalization of educational management. Those documents present substantial ideas on educational management
- Educational management is a field of study and practice with the operation of educational organizations. There is no single generally accepted definition of educational management because its development has drawn heavily on several more firmly established disciplines like-economics, political science and sociology.

- Educational management has been defined in international Dictionary of education (1978) by G. Terry Page and J. B. Thomas as, 'Theory and practice of the organization and administration of existing educational establishments and systems.'
- Educational management may be defined as a process of creating an environment of the enterprise (educational) where individuals (the Head, the staff and other members) working together can perform effectively and efficiently towards the attainment of the educational aims.
- Management is needed everywhere in every activity at every time. An educational institution is no exception to it. It is needed to bring discipline and order in the work.

# Characteristics of Management

## 1. Management is a process

Management is process of organized activities. The goals of every institute is to progress efficiently to achieve its objectives. This process continues till the objectives set by administration are actually achieved.

## 2. Management is universal

The methods of management is required in every form of group activity. The principles of management are equally applicable in all types off organizations, social, business or religious. Eg. Without a management body, absence of proper teaching staff and non teaching staff no school can function at all.

## 3. Group activity

Management is least concerned with individual efforts. It is concerned with group organized formally or informally. For the achievement of the educational goals, management plans, co-ordinates, organizes and controls the group's efforts. It is always concerned with the group efforts.

## 4. Dynamic Function

management not only adapts itself according to social change but also introduces innovations in techniques. For example, today most of official work is done by computer instead of manual Clark. Due to a constant change ' Management of change' become a important slogan of today. Rules and regulations in any educational institution should be means and not an end itself.

Eg. If One teacher goes on long leave, a new teacher is appointed to carry out her duties.

## 5. Invisible Process

the process of management is an invisible one. It cannot be seen but is carried out. Eg. The principal, supervisor and teachers draft the yearly plan before the new academic session begins. Students can not see the planning, but the work is done accordingly.

## 6. Achievement of predetermined objective

All managerial activities are goal-oriented and result oriented. Every educational institute to achieve maximum quality through the utilization of various resources by the help of management.

## 7. Decision making

Management process involves decision-making at various levels of management for getting things done from others. Decision making basically involves selecting the most appropriate alternatives out of several. The quality of decision which a head selects determines the organizations performance, and the entire future of institute, rest on the degree to which the right decision are made by manager or head. The success or failure depends upon the quality of decision that are taken by manager or head. In short decision are the key to executive performance.

Eg. Holding the mid-term exam is decided by the principal after consulting the supervisor and teachers respectively.

## 8. Art, science and profession

Management is both art and science. It has its rules, principles and laws having universal applicability. The application of rules and principles achieves the pre-determined objectives of institute. Management is the skill rather than basic education. This skill can be acquired by continuous efforts. Hence, management is treated as art.

Management now a days, becomes a profession like other professions such as doctor, lawyer etc. The objective of profession is not only to earn profit but also to provide services to society, keeping in view the social responsibility of institute.

Eg. Teachers and students work together to organized the annual social gathering in schools.

Principle of co-operation amongst the principal and teachers

Principle of equity where there is no bias towards any teacher and equal distribution of work is done.

## 9. Relationship among resources

Management is an integrated process. It consists of human as well as physical resources. Resources include money, materials, human resource and management. All these resources are made available to those, who manage, they apply knowledge, experience, principles for getting desired results. The human resources employ physical resources, hence. It is very important to take care of integration of various human resources. Management is concerned with allotting and distributing work amongst the human resources and then are combined together to accomplish a given task successfully.

Eg. Due to the integrated efforts of the Management, Headmaster, teaching and non teaching staff the educational institution can run successfully.

## 10. Distinct entity

The identity of management is quite distinct from its various functional activities and method and procedures. It is the unique resource which has a separate entity. Although management is a scientific method of getting things done through and with the people, yet the identity of the 'Thinkers' is quite different from identity of the 'Doers'. The manager or head has to get the work done from sub-ordinates rather than his own work.

## 11. System of Authority

In the Institute of enterprise generally various levels of management are created, such as top level management, middle level management and lower level management. There is a chain of authority distribution and responsibility always goes with the authority.

## 12. Leadership

The manager should be a good leader. He should possess the qualities of leadership. Due to the qualities of leadership he can motivate the team towards the accomplishment of pre-determined objectives.

Eg. The principal is the leader of the teaching and non teaching staff. Class monitor in the absence of the teacher is the leader of class.

## 13. Conducive Environment

For the process of management to work successfully in any educational institution, there is need of a conducive and healthy working environment. There should be congenial relations amongst the top level, middle level and lower level managers.

Eg. Good rapport amongst teacher and student will help the teaching process move smoothly. Congenial relations between the staff members helps the work to be done smoothly.

# Questions

- What is meant by Educational Management. Write the characteristics of good management with examples.
- Need of Management in the field of education
- Discuss the need and importance of the management in the field of education
- Explain the concept of management. Write need of management in the field of education. Write characteristics of effective manager .

**Thanks**