

TOPIC : NATURE OF MANAGEMENT

1. MANAGEMENT AS AN ART
2. MANAGEMENT AS A SCIENCE

1. MANAGEMENT AS AN ART

ART REFERS TO THE SKILLFUL AND PERSONAL APPLICATION OF EXISTING KNOWLEDGE TO ACHIEVE DESIRED RESULTS. IT CAN BE ACQUIRE THROUGH STUDY, OBSERVATION AND EXPERIENCE.

EXAMPLE : WHEN A PERSON AFTER COMPLETING ENGINEERING COURSE STARTS WORKING AS AN ENGINEER IN A COMPANY, HIS WORK IS KNOWN AS ART.

FOLLOWING ARE THE THREE IMPORTANT CHARACTERISTICS OF ART:

(I) EXISTENCE OF THEORETICAL KNOWLEDGE

(II) PERSONALISED APPLICATION

(III) BASED ON PRACTICE AND CREATIVITY

TESTING OF MANAGEMENT AS AN ART :

(I) EXISTENCE OF THEORETICAL KNOWLEDGE

ART(DANCING, MUSIC, ACTING) BASED ON CERTAIN THEORETICAL KNOWLEDGE

LOT OF LITERATURE AVAILABLE IN VARIOUS AREA OF MANAGEMENT(FINANCE , MARKETING, HRD)

PRESENT

(II) PERSONALISED APPLICATION

THEORETICAL KNOWLEDGE IS FOUND VARYING DEGREE AMONG DIFFERENT PERSON
TWO DANCERS, TWO SPEAKERS, TWO ACTORS WILL ALWAYS DIFFER IN PERFORMING THEIR JOB

MANAGERS APPLY PRINCIPLE OF MANAGEMENT DIFFERENTLY DEPENDING ON THEIR LEVEL OF KNOWLEDGE . SOMETIMES THEY GET EXACTLY OPPOSITE RESULTS WHILE APPLYING THE SAME PRINCIPLE.

PRESENT

(III) BASED ON PRACTICE AND CREATIVITY

CAN BE EMBELLISHED WITH THE HELP OF PRACTICE.

MANAGERIAL SKILL CAN BE IMPROVE WITH PRACTICE. WITH CONTINOUS PRACTICE A MANGER NOT ONLY MOULD THE ORGANISATION ACCORDING TO THE CHANGING CIRCUMSTANCES.

PRESENT

CONCLUSION:

ALL THE THREE CHARACTERISTICS OF ART ARE POSSESSES IN MANAGEMENT.

THEREFOR IT IS TRUE THAT MANAGEMENT IS AN ART

2. MANAGEMENT AS A SCIENCE

SCIENCE REFERS TO THAT SYSTEMATIC BODY OF KNOWLEDGE WHICH IS ACQUIRED ON THE BASIS OF OBSERVATION AND EXPERIMENTS AND VERIFICATION OF THIS KNOWLEDGE IS POSSIBLE.

FOLLOWING ARE THE THREE IMPORTANCE CHARACTERISTICS OF SCIENCE:

- (I) SYSTEMATISED BODY OF KNOWLEDGE
- (II) PRINCIPLES BASED ON EXPERIMENTATION
- (III) UNIVERSAL VALIDITY

TESTING OF MANAGEMENT AS SCIENCE :

(I) SYSTEMATISED BODY OF KNOWLEDGE

#SCIENTIFIC PRINCIPLE ARE BASED ON CAUSE AND EFFECT RELATIONSHIPS

MANAGEMENT HAS SYSTMATISED BODY OF KNOWLEDGE WITH ITS OWN THEORY AND PRINCIPLE THAT HAS DEVELOPED OVER A PERIOD OF TIME.

PRESENT

(II) PRINCIPLES BASED ON EXPERIMENTATION

SCIENTIFIC PRINCIPLES ARE FIRST DEVELOPED THROUGH OBSERVATIONS AND THEN TESTED THROUGH REPEATED EXPERIMENTATIONS.

##MANAGEMENT PRINCIPLES ARE DERIVED OVER A PERIOD OF TIME THROUGH OBSERVATION AND REPEATED EXPERIMENTATIONS

PRESENT

(III) UNIVERSAL VALIDITY

SCIENTIFIC PRINCIPLES ARE BASED ON TRUTH AND THEY CAN BE APPLIED AT EVERY TIME IN EVERY SITUATION AND EVERY WHERE

MANAGEMNT PRINCIPLE ARE APPLIED EVERY WHERE AND IN EVERY SITUATION BUT THESE PRINCIPLES ARE NOT RIGID AND MODIFIED ACCORDING TO THE GIVEN SITUATIONS. THEIR APPLICATION MAY NOT YIELD ALWAYS DESIRED RESULTS. THEY ARE NOT EXACT OF PURE SCIENCE.

CONCLUSION:

CANNOT BE TREATED AS PERFECT OR PURE
SCIENCE LIKE PHYSICS AND CHEMISTRY

ITS PRINCIPLES ARE SUBJECT TO CHANGE WITH
TIME, SITUATION AND HUMAN NATURE

SO, APPLIED SCIENCE OR INEXACT SCIENCE OR
SOFT SCIENCE

CONCLUDE:

MANAGEMENT IS BOTH SCIENCE AS WELL AS ART.

AS A SCIENCE MANAGEMENT PRINCIPLES PROVIDES THE NECESSARY GUIDANCE TO THE MANAGER TO ACHIEVE PRACTICAL EFFICIENCY

AS AN ART MANAGEMENT IS THE BEST TECHNIQUES WHICH HELPS THE MANAGER TO FACE EVERY TYPE OF SITUATION SUCCESSFULLY.

THANKS