

2008

JANUARY

Nature of Management

Monday

Week 3

14

BBA - Year I.

Management Concept DAY 014-352

Management as an Art :-

The controversy in respect of nature of Mgmt, as to whether it is a science or art is very old and yet to be settled. Specification of exact nature of management as Art or science or both is necessary to specify the process of learning of management.

Management as an Art :-

The meaning of Art is related with the bringing of a desired result through the application of skills. Art represents how of human behaviour or the know-how to do work. Thus art is a personalised process and every artist has his own style. Art is practice-based and perfection in it requires continuous practice over a long period of time. A barber's art of cutting hair is an example of art.

Management is basically an art because of the following reasons/facts:-

- (i) The process of mgmt involves the use of know-how and skills like any other art such as music, painting etc.
- (ii) Mgmt. seeks to achieve concrete practical results eg. profits, growth.
- (iii) Mgmt is creative like any other art. It creates new situations for further improvement.

Important Notes

(iv) Mgmt is personalised meaning thereby that there is no one best way of managing. Every person in his profession has individual approach and technique in solving the problem.

2008	FEBRUARY					2008	MARCH				
Mon	4	11	18	25		Mon	31	3	10	17	24
Tue	5	12	19	26		Tue		4	11	18	25
Wed	6	13	20	27		Wed		5	12	19	26
Thu	7	14	21	28		Thu		6	13	20	27
Fri	1	8	15	22	29	Fri		7	14	21	28
Sat	2	9	16	23		Sat	1	8	15	22	29
Sun	3	10	17	24		Sun	2	9	16	23	30

Management as a Science: -

Science is based on logical consistency, systematic explanation, critical evaluation and experimented analysis.

Thus, science can be defined as follows: -

Science is a body of systematized knowledge accumulated and accepted with reference to the understanding of general truths concerning a particular phenomenon, subject, or object of study.

Elements of science: -

1. Science is a systematised body of knowledge pertaining to a particular field of inquiry. It is systematised in the sense that it establishes cause and effect relationship between different variables.
2. It contains underlying principles and theories developed through continuous observation, experiments and research.
3. The principles have universal applicability.

Management is a science because it contains all the essentials of science.

First, there is a systematised body of knowledge. Principles and theories are now available in every area of management. For instance, there are several principles to serve as guidelines for effective delegation of authority.

Secondly, principles of management have been evolved through practical experience and theoretical research over several decades.

2007		DECEMBER	2008		JANUARY
Mon	31	3 10 17 24	Mon	7	14 21 28
Tue		4 11 18 25	Tue	1	8 15 22 29
Wed		5 12 19 26	Wed	2	9 16 23 30
Thu		6 13 20 27	Thu	3	10 17 24 31
Fri		7 14 21 28	Fri	4	11 18 25
Sat	1	8 15 22 29	Sat	5	12 19 26
Sun	2	9 16 23 30	Sun	6	13 20 27

Important Notes