

# **MODERN CONCEPT OF MANAGEMENT**

- Krishna Kumari Subedi  
*Sister In-charge, OT*

*“Management is art of getting things done through people.”*

Management is that field of human behavior in which managers plan, organize, staff, direct, and control human, financial resources in an organized group effort in order to achieve desired individual and group objectives with optimum efficiency and effectiveness.

In the past, management was not considered as an important part of development. With industrial revolution during 17<sup>th</sup> and 18<sup>th</sup> century, several economists expressed their ‘concepts and function of management’. Only in 19<sup>th</sup> century, management became the separate field of study because business organization faced various problems regarding labour efficiency and wage payment system. In search of solution of these problems, people began to recognize management as a separate field of study.

## **TRENDS IN MANAGEMENT**

Trends in Management means movement of management thought in particular direction. Management thought developed gradually, from past to present and passed through various distinct phases.

1. The a classical theory. It mainly consists of 3 theories
  - Bureaucratic theory.
  - Scientific management theory
  - Administrative theory.

Concerned with production of efficiency and productivity through the one best way. Scientific method should be used to define the best way. There should be standardization.

2. The neoclassical theory
  - Human classical theory
  - Behavioral theory.

Concerned with importance of human element in management, the theory emphasizes importance of individual within the organization. According to human relation, theory productivity is not only technical but also a social phenomenon. Workers' attitude govern productivity. Workers are motivated by social need. They respond to pressures of informal work groups. Money is not the only motivator. Workers are social and they advocated that people are different than machines.

3. Modern organizations theory (The system theory and contingency theory)

- The system theory- concerned with total picture of interdependence and environmental influences.
- contingency theory concerned with inquires of each situation for managerial practice

The modern organizational theory is regarded as recent development in management theory. They represent integrative approach to management. There is no one best way of doing things under all conditions. Methods and techniques which are highly effective in one situation may not work in other situations. Situation plays an important role in application of management function. Functions are universal but their application is situational. Management takes a situational approach.

## **IMPORTANCE OF MANAGEMENT**

- 1) Acquisition and utilization of resources  
Management performs efficient acquisition effective development and utilization and proper coordination of resources.
- 2) Environmental adaptation.  
Management adopts organization to changing environmental forces.
- 3) Goal achievement  
Management achieves goals by balancing the requirement of jobs and people.
- 4) Problem solving.  
Management solves organizational problems. It identifies and evaluates various alternatives and choose appropriate course of action.
- 5) Performance control.  
Management measures and evaluates the actual performance.
- 6) Social responsibility  
Management anticipate and act before hand to social expectations.

## **FUNCTION OF MANAGEMENT**

1. Planning
2. Organizing
3. Staffing
4. Leading
5. Controlling

### **1. Planning**

Planning is setting goals and deciding how best to achieve them. Planning is predetermining future. Planning is deciding in advance about what to do how to do it when to do it and who is to do it.

### **2. Organizing**

Organizing is establishing structure. It includes grouping tasks, producing authority – responsibility structures creating channel of communication and creating coordinating mechanism.

### **3. Staffing**

Staffing is hiring and assigning people to carry out tasks. It is filling and keeping filled positions in the organization structure. It is human resource management.

### **4. Leading**

Leading is influencing, communicating and motivating people to perform tasks for goal achievement.

### **5. Controlling**

Controlling is maintaining, comparing and correcting organizational performance toward goal achievement

## **EMERGING CHALLENGES FOR MANAGEMENT**

1. Globalization: Managers need to think globally and act locally.
2. Technology: The new economy will base on digital revolution. The development in information technology will provide greater access to management. Management will need to manage changing technology effectively.
3. Quality: Quality assurance is getting important.
4. Social responsibility: Management will pursue long term goals that are good for society.
5. Empowerment: To empower worker is a challenge to management.
6. Human resource management: Management needs to deal with diversified work force, requires visionary leadership on the part of management.
7. Organization design: Organization will be lean flat and less hierarchical
8. Cultural sensitivity: Cultural value will change cross cultural influences. Organizations are emerging as cultural systems.
9. Change management:
10. Manager will face the challenge of managing change. They will need to aware specific changes and their likely impact on the practice of management.
11. Learning organization: Management needs to create learning environment. Organization of future will be predominantly knowledge based.

### **Reference:**

1. Dr. Indira Singh, (2006) Leading and Managing in Health.
2. Agrawal Govinda Ram, (2006) Principle of Management in Nepal.
3. KC, Fatta B. (2003) Principle of Management. Kathmandu: Sukunda Pustak Bhawan.
4. Robbins, S.P. and David A. Decenzo (2001) Fundamental of Management. Delhi: Pearson.
5. [www.booksites.net/download/chadwickbeech/M.htm](http://www.booksites.net/download/chadwickbeech/M.htm).  
[www.mgmt.science.com/cfr/40CFR/htm](http://www.mgmt.science.com/cfr/40CFR/htm).