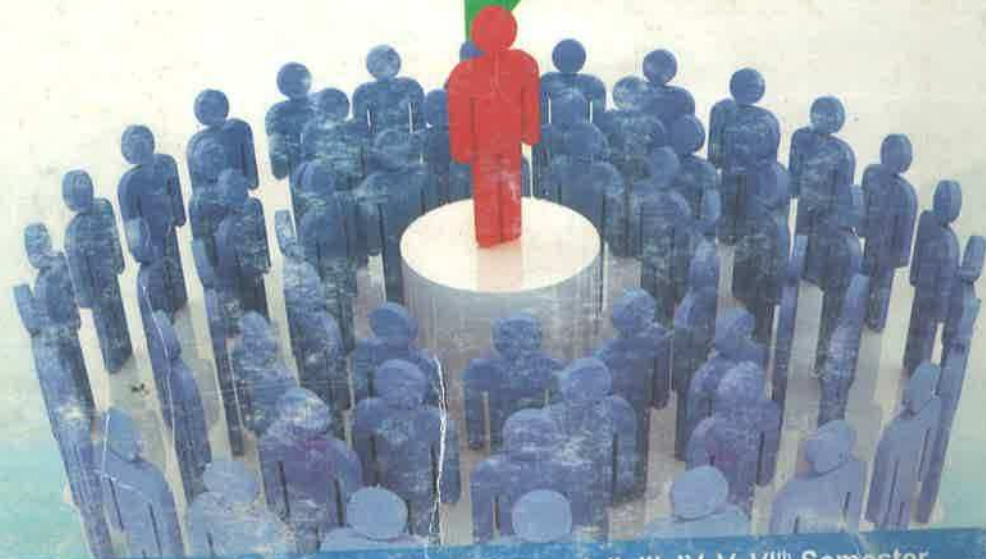


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Management Concepts & Business Ethics



Dr. K.Venugopalan
Dr. Abdul Assis Koroth

MANAGEMENT CONCEPTS & BUSINESS ETHICS

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PREFACE

The learning of **Management Concepts and Business Ethics** is gaining much attention in recent years especially in the context of liberalisation and globalization of Indian economy. Ethics has become a part of business and it is realized that a business organization cannot retain in the economy without business ethics. Like wise, Indian ethos in management in gaining importance in the field of world management.

The objective of this book is to provide learning and teaching resources which can be used for generating interactive discussions and there by enhance the horizon of student's knowledge.

This book has been written according to the latest syllabus prescribed by the Calicut University for B Com and BBA students. We are sure that the book will serve the prime needs of the students of management. All the topics in the text book are presented in a simple style.

We do not claim any originality in the contents of this book since we have liberally used a number of well known text books and journals for the preparation of this book. We are much indebted to the Calicut University Central Cooperative stores for the timely publication of this book.

We have great pleasure in presenting the book to the student's fraternity and we expect that they will accept this book with out hesitation. Valuable suggestions and criticisms for the improvement of the book shall be highly appreciated.

20-07-12

Dr. K. Venugopalan
Abdul Assis Koroth

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Chapter 1 MANAGEMENT

INTRODUCTION

Management means managing an activity. When we talk of managing an activity, we really mean to make the activity a success. In other words, we have in mind some goal and we decide about the ways of carrying out the activity so as to achieve the goal. Management is a process or an activity which is necessary in day to day life. Rapid changes are occurring in the world today. These changes affect life and lifestyle of people. The wants and desire of the people is affected by these changes. They want to satisfy their basic needs and varying needs. A number of business and non-business organisation are working to produce goods and services for satisfying these basic, social and economic needs. These organizations use human and material resources to produce goods to meet varying needs of the people.

All organization whether it is business or non-business, wants to utilize all available resources at the optimum level so that maximum production efficiency can be achieved. All this calls for a skillful co-ordination and control of men and material. In other words, it underlines the need for efficient management of human and material resources. Efficient and effective management involve better co-ordination and organization of human efforts and material resources to achieve the objectives of organisation. In every place whether it is business, political, military, religion, charitable and education institutions, family or government, management is needed. So the management is a universal process.

Management is an old concept. It is as old as the humankind. In ancient time the leader of the tribe took proper steps to safeguard the family members from wild animals. The tribe leader selected the team members and place for hunting. It revealed that some sort of management was prevalent in the ancient period. Some authors trace the development of management thought back to Sumerian traders and ancient Egyptian pyramid builders.

Meaning and Definition

Different interpretation exists in relation with management. So it is very difficult to give a precise meaning to the term management. Different authorities viewed management from their own angles. The economists interpret management as a resource or factor of production like land, labour and capital. The bureaucrats viewed management as a system of authority to achieve business goals. As a subject