**Characteristics of Management**

Characteristics of Management are discuss below

**1. Management is Goal-oriented Process**: No goal in the hand no need of management. In other words, we need management when we have some goals to be achieved. A manager on the basis of his knowledge and experience tries to achieve the goals which are already decided. Hence, nothing is wrong to say that management is a goal-oriented process.

**2. Management is Pervasive:** Management is a universal phenomenon. The use of management is not restricted to business firms only it is applicable in profit-making, non-profit-making, business or non-business organizations; even a hospital, school, club and house has to be managed properly. Concept of management is used in the whole world whether it is USA, UK or India.

**3. Management is multidimensional:** Management does not mean one single activity but it includes three main activities.

**(a) Management of work:** Every organization is established for doing some work, like a school provides education, a hospital treats patients, a factory produces, etc. Of these, no work can be completed satisfactorily without management,

**(b)Management of People:** Each organisation is established for doing some work and the same is conducted by people. Hence, it is necessary to manage the people so that the work can be accomplished in a better way.

(c) **Management of Operations:** To achieve the goals of an organization many operations or activities need to be conducted, such as, production, sale, purchase, finance, accounting, R&D, etc. Again, management is needed to make sure that operations are accomplished efficiently and effectively.

**4.** **Management is a Continuous Process:** The various managerial activities cannot be performed once for all, but it is a continuous process. A manager is busy sometimes in doing one managerial activity and at other times some other activity.

**5**. **Management is a Group Activity:** An organization consists of a large number of individuals having different reasons and purposes to join. Again these individual differ based on their needs and behaviours. However, it is important to realize that these diverse individuals work together towards the achievement of the organizational goals. Management diverts the individual efforts towards the right direction. Further, effective management enables all the individuals to grow and develop as their needs and opportunities change.

**6**. **Management is a Dynamic Function:** Management has to make changes in goal, objectives and other activities according to changes taking place in the environment. The external environment such as social, economical, technical and political environment has great influence over the management. As changes take place in these environments, same are implemented in organization to survive in the competitive world.

**7**. **Management is an Intangible Force:** Management is that power which cannot be seen. It can only be felt. If any organization is heading toward higher levels of achievement, it signifies the existence of good management and vice versa. In other words, achievement reflects the quality of management and its effectiveness.

**Nature of Management**

Describe the nature and importance of management. Discuss whether management is an Arts, Science or Profession. In the modern times one of the most important human activities is managing groups of people. As managers, people carry out the managerial functions of Planning, organizing, staffing, leading and controlling.

**Management is an Arts:** An art is often regarded as the systematic application of skill or knowledge in accomplishing the desired task. If a science is learnt, an art is practiced. It may be said that science is to seek knowledge and art is to apply knowledge. An art has the following essential features-

**(a) Personal Skill:** In this sense, management is an art as one has to use his personal skill and knowledge in solving complicated managerial problem. It is an art of dealing with people. The people skill of managing differs from person to person.

**(b) Practical Knowledge:** Art is concerned with application of knowledge. Management is concerned with achieving or organizational targets of profits, sales etc. Managers put their knowledge into practical use and attempt to achieve business goals. A person cannot be called manager if he does not make use of various principles of management.

**(c) Result oriented approach**: Management is concerned with accomplishment of objects. It ensures that every type of work is completed in time so that targets are reached. Management aims at earning a fair return on investment, reaching maximum productivity at lowest cost etc.

**(d) Regular Practice**: Like an artist, a manager always tries to attain higher goals in order to reach perfection. A manager uses managerial practice regularly so as to achieve a higher level of performance. Only the regular use of managerial principles will help a manager to bring perfection to his area.

**(e) Creativity**: Management is the most creative art, one has to find newer ways of motivating people in the organization. A manager tries to find better ways of getting things done. So creativity in things and practice is an essential element of management.