

AHE 610 (HUMAN RESOURCE MANAGEMENT IN ANIMAL HUSBANDRY SECTOR)

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PROCESS OF MANAGEMENT DIRECTING, COORDINATING

DIRECTING & COORDINATING

Elements/Components of Management Process

The essential elements/components of Management Process are four which are actually basic functions of management:

- Planning
- Organising
- Directing and
- Controlling.

We may add some more elements in the management process as follows:

- Motivating
- Co-coordinating
- Staffing and
- Communicating.

- **Luther Gullic** gave a new formula to suggest the elements of Management Process i.e. basic functions of management.
- According to him, management process may be indicated by the word "PODSCORB".
- Here, 'P' states for 'planning'. "O" for 'organising', "D" for 'directing', "S" for 'Staffing', "CO" for 'Coordinating', "R" for 'Reporting' and "B" for 'Budgeting'.
- Gullic coined the word "PODSCORB" to suggest seven functions of management.

Planning

- Planning is the primary function of management.
- It involves determination of a course of action to achieve desired results/objectives.
- Planning is the starting point of management process and all other functions of management are related to and dependent on planning function.
- Planning is the key to success, stability and prosperity in business.
- It acts as a tool for solving the problems of a business unit.
- It helps to visualize the future problems and keeps management ready with possible solutions.

Organising

- Organising means bringing the resources (men, materials, machines, etc.) together and use them properly for achieving the objectives.
- Organisation is a process as well as it is a structure.
- Organising means arranging ways and means for the execution of a business plan.
- It provides suitable administrative structure and facilitates execution of proposed plan.
- Organising involves departmentalisation, establishing span of control, delegation of authority, establishment of superior-subordinate relationship and provision of mechanism for co-ordination of various business activities.

Staffing

- Staffing refers to provision of manpower for the execution of a business plan.
- Staffing involves recruitment, selection, appraisal, remuneration and development of personnel.
- The need of staffing arises in the initial period and also from time to time for replacement and also along with the expansion and diversification of business activities.
- Every business unit needs efficient, stable and cooperative staff for the management of business activities.
- Manpower is the most important asset of a business unit.

Directing (Leading)

- ❑ Directing deals with guiding and instructing people to do the work in the right manner.
- ❑ Directing is the responsibility of managers at all levels.
- ❑ They have to work as leaders of their subordinates.
- ❑ Clear plans and sound organisation set the stage but it requires a manager to direct and lead his men for achieving the objectives.
- ❑ It involves raising the morale of subordinates.
- ❑ It also involves communicating, leading and motivating.
- ❑ Leadership is essential on the part of managers for achieving organisational objectives.

Coordinating

- Effective coordination and also integration of activities of different departments are essential for orderly working of an Organisation.
- A manager must coordinate the work for which he is accountable.
- Coordination is essential at all levels of management.
- It gives one clear-cut direction to the activities of individuals and departments.
- It also avoids misdirection and wastages and brings unity of action in the Organisation.

Controlling

Controlling involves three broad aspects:

- (a) establishing standards of performance,
 - (b) measuring work in progress and interpreting results achieved, and
 - (c) taking corrective actions, if required.
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- Managers have to exercise effective control in order to bring success to a business plan.
 - Controlling is a continuous activity of a supervisory nature.

Motivating

- ❑ Motivating is the process through which a manager motivates his men to give their best to the Organisation.
- ❑ It means to encourage people to take more interest and initiative in the work assigned.
- ❑ Organisations prosper when the employees are motivated through special efforts including provision of facilities and incentives.
- ❑ Motivation is actually inspiring and encouraging people to work more and contribute more to achieve organisational objectives.
- ❑ It is a psychological process of great significance.

Communicating

- Communication is necessary for the exchange of facts, opinions, ideas and information between individual and departments.
- In an organisation, communication is useful for giving information, guidance and instructions.
- Managers should be good communicators.
- They have to use major portion of their time on communication in order to direct, motivate and co-ordinate activities of their subordinates.
- People think and act collectively through communication.
- According to Louis Allen, "Communication involves a systematic and continuing process of telling, listening and understanding".