

Principles of Managements

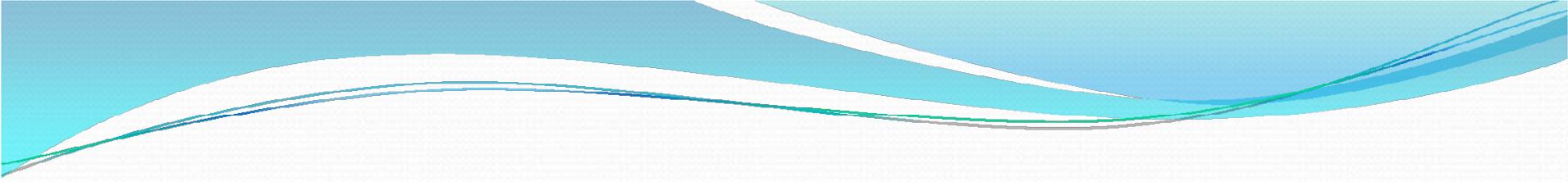
Class- BCA IInd Semester



Mr. Upendra Sharma
Assistant Professor

Department of Computer Application
Jagatpur P. G. College, Varanasi

Affiliated to Mahatma Gandhi Kashi vidhyapith Varanasi
Email- sharmaupendra82@gmail.com



Outline:-

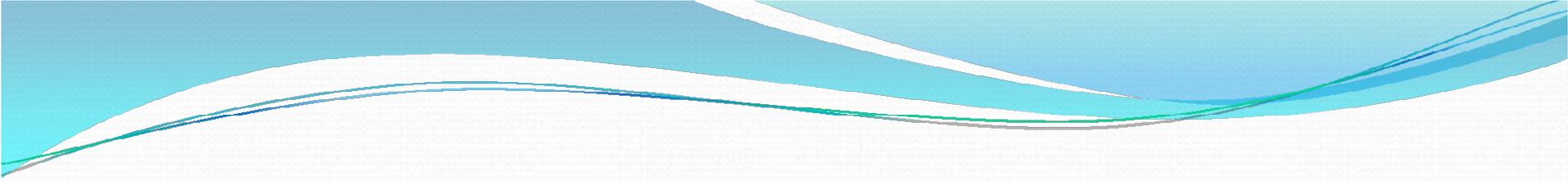
Unit 4 - Function of Management: Part-2

- **Motivation**

1. Importance
2. Theories

- **Leadership**

1. Meaning
2. Styles, Qualities & Function of Leader

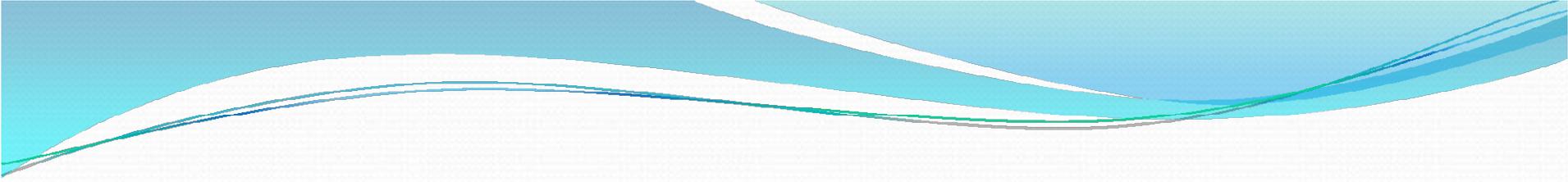


Motivation

Motivation is one of the important elements of directing.

It is a force that inspires a person at work to intensify his willingness to use the best of his capability for achievement of specified objectives. It may be in the form of incentives like financial (such as bonus, commission etc.) or, non-financial (such as appreciation, growth etc.), or it could be positive or negative. Basically, motivations directed towards goals and prompt people to act.

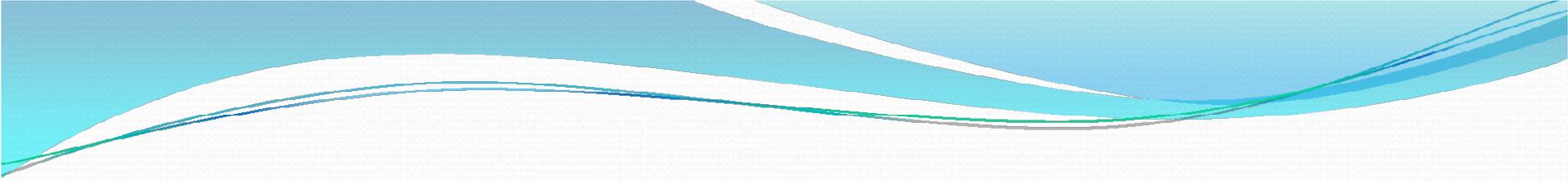
The importance of motivation lies in converting this ability to work into willingness to work. Performance depends on ability as well as willingness; and willingness depends on motivation. Thus, motivation is a key element in directing people to do the job.



Importance

Motivation is a very important for an organization because of the following benefits it provides:

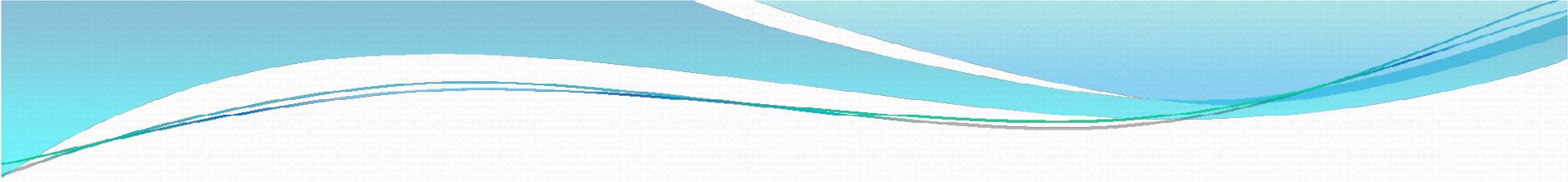
- **Puts human resources into action**
- **Improves level of efficiency of employees**
- **Leads to achievement of organizational goals**
- **Builds friendly relationship**
- **Leads to stability of work force**



Theories

Motivation is a state-of-mind, filled with energy and enthusiasm, which drives a person to work in a certain way to achieve desired goals. Motivation is a force which pushes a person to work with high level of commitment and focus even if things are against him. Motivation translates into a certain kind of human behavior.

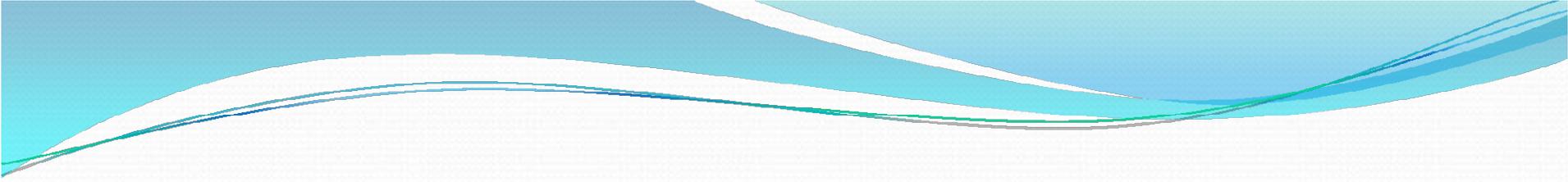
- **Maslow's hierarchy of needs**
- **Hertzberg's two factor theory**
- **McClelland's theory of needs**
- **Vroom's theory of expectancy**
- **McGregor's theory X and theory Y**



Leadership

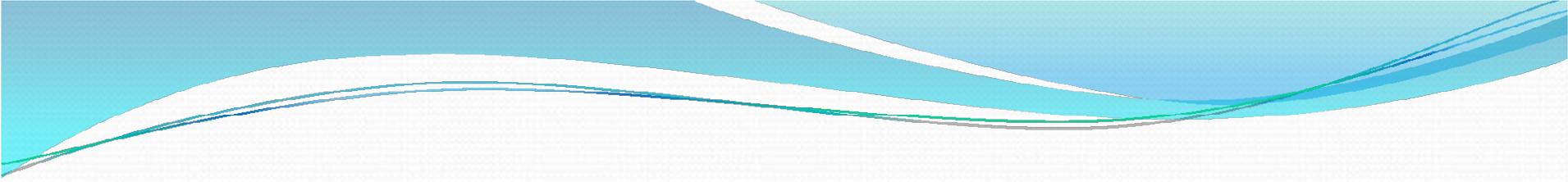
Leadership is the process, which influences the people and inspires them to willingly accomplish the organizational objectives. The main purpose of managerial leadership is to get willing cooperation of the workgroup to achieve the goals.

Leadership is the ability to persuade and motivate others to work in a desired way for achieving the goals. Thus, a person who is able to influence others and make them follow his instructions is called a leader.



Leadership Meaning

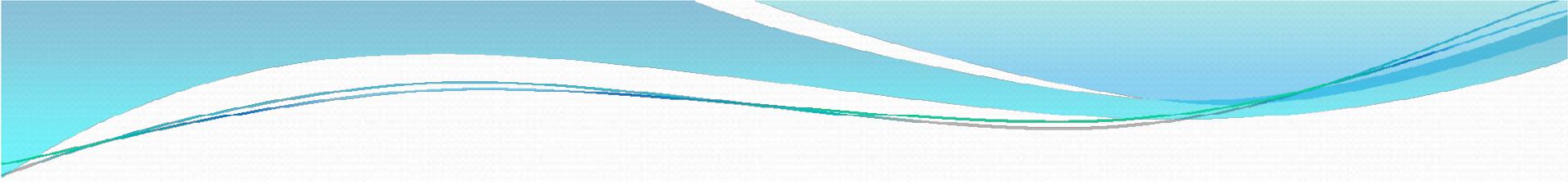
- In management literature, different researchers have identified different styles. For instance there are three distinct types of leadership styles — authoritarian, democratic and laissez-faire.
- Consideration and initiating structure, accomplishment and personal relationship are important dimensions of leadership style which emphasis on employee-oriented supervision. The essence of leadership style lies in task behavior, relationship behavior and effectiveness.
- The extensive research in the relationship between management style, the nature of environment and effectiveness reveals that there are basically seven styles of leaderships whose characteristics can be explained in the following five dimensions.



Leadership Styles

The term **leadership style** refers to behavioral pattern employed by a leader to integrate organizational and personal interests in the pursuit of some goal or objective. The type of leadership style available in an organization has a great deal to do with the implementation of strategies.

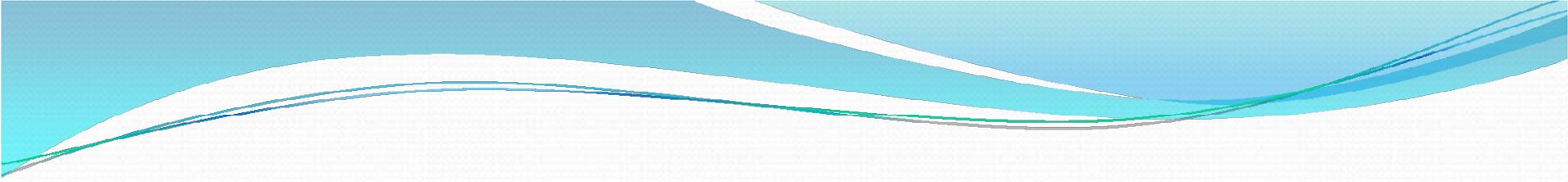
- Risk Taking
- Technology
- Organicity
- Participation
- Coercion



Leadership Quality

Just because someone is in a managerial or supervisory role, doesn't automatically make that person a true leader. That designation is often reserved for those who display a certain set of attributes in addition to practical business skills. These leadership qualities are in high demand for good reason — they can drive organizational success and elevate employee morale. Here's a synopsis of the qualities of a good manager.

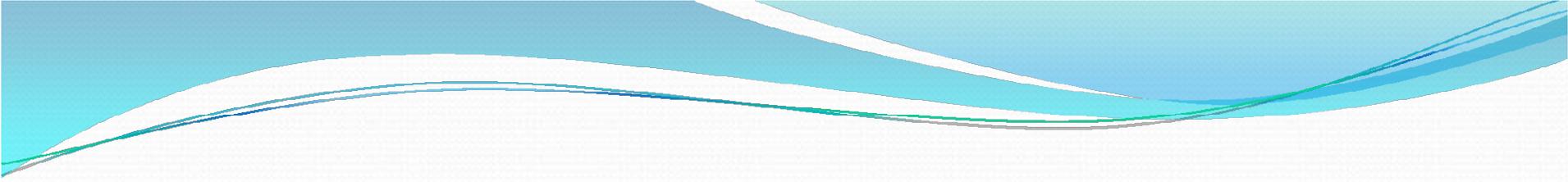
- **Inspires Others**
- **Demonstrates Honesty and Transparency**
- **Offers a Strategic View**
- **Communicates Effectively**
- **Leads of Example**
- **Makes Informed Decision**



Function of Leader

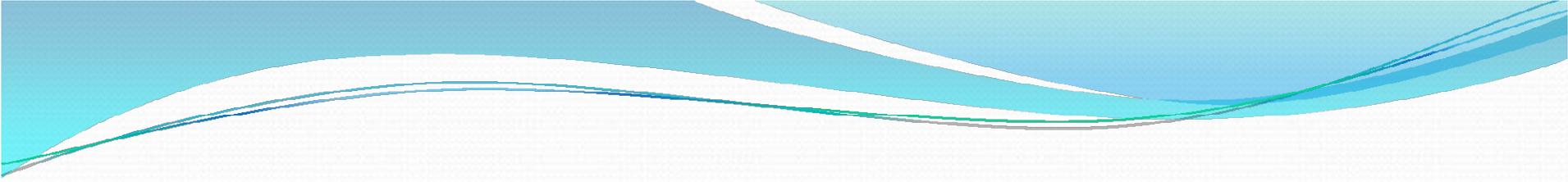
Some of the important functions the leader performs are giving under:

- 1. Leader Develops Team Work**
- 2. Leader is a Representative of Sub-Ordinates**
- 3. Leader is an Appropriate Counsellor**
- 4. Uses Power Properly**
- 5. Leader Manages the Time Well**
- 6. Strive for Effectiveness**



References

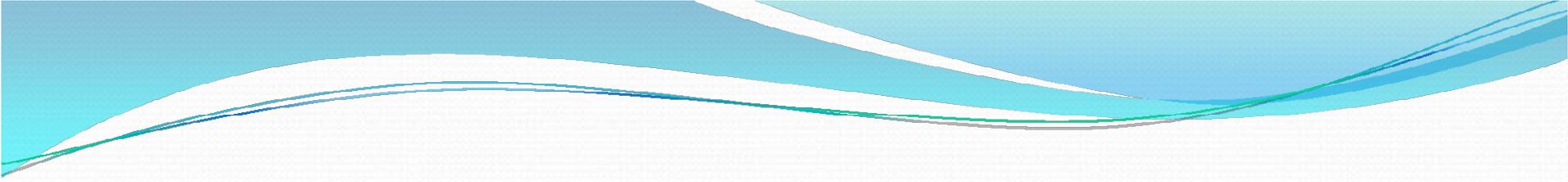
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Mr. Upendra Sharma
Assistant Professor
Department of Computer Application
Jagatpur P. G. College, Varanasi



Thank You