

ADVANCED MANAGEMENT TECHNIQUES



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PREAMBLE

Our society could never exist as we know it today nor improve without a steady stream of managers to guide its organizations. The well known management author Peter Drucker highlighted this point when he said that "Effective Management" is probably the main resource of developed world and the most needed resource of developing ones.

Managers influence all the phases of modern organizations. Sales Managers maintain a sales force that markets goods. Personnel managers provide organizations with a competent and productive workforce. Plant managers run manufacturing operations that produce the clothes we wear, the food we eat, and the automobiles we drive. Essentially, the role of managers is to guide the organizations toward goal achievement. All organizations exist for certain purposes or goals, and managers are responsible for combining and using organizational resources to ensure that their organizations achieve their purposes. In short, all societies, whether developed or developing, need a huge lot of good managers.

Management in all organizational activities is the act of getting populace together to accomplish desired goals and objectives using available resources efficiently and effectively. The role of the Management is to move an organization towards its purposes or goals by assigning activities those organization members perform. It comprises Planning, Organizing, Staffing, Leading or Directing, and Controlling an Organization or effort for the purpose of accomplishing a organizational

goal. Resourcing encompasses the deployment and manipulation of human, financial, technological and natural resources.

The goal of this manuscript is to provide step by step guidelines of Modern Management Techniques in addition to related managerial aspects including Organizational Behavior, Management Information System (MIS), Management by Objectives (MBO), Emotional Intelligence (EI), Transactional Analysis (TA), Forecasting Techniques, Network Scheduling Techniques and HRM Techniques to the client system which might be essential for effective and result oriented outcome from accessible human, natural, social and economic resources.

Above all, we are extremely indebted to Dr. A. R. Pathak, Honorable Vice-Chancellor, Navsari Agricultural University, Navsari (Gujarat) for his generous help, precious guidance and ethical support during the manuscript compilation.

Finally, we would like to thank to the persons, sources and reference contributors for their precious help rendered to come out with this final manuscript in the present form.

The subject matter in the manuscript is the result of an effort to bring together the best information available in literature and designed as per the revised course curricula of Indian Council of Agricultural Research, New Delhi. However, there is still great scope for perfection in the selection as well in the subject matter compiled. Thus, suggestions and accompaniments are forever welcomed.

*O. P. Sharma
Narendra Singh
Ruchira Shukla*

About the Book

The traditional way of managing - to organize, coordinate, command and control - is changing as the organizational target keeps moving with greater expectations from the clients, introduction of newer technologies and events and people do not always conform long enough to be planned and controlled. The ways and techniques of management, therefore involve continual experimentation with new approaches to old and new problems. Good managers are not born, they are made. They are fashioned by experience and the realities of the workplace. They grow in stature and managerial skill largely from their encounters with people and problems.

We know that efficient management is essential to increase productivity, improved staff morale and motivation, and allow coordination of each employee's work so-it contributes to the goals of the organization. That's what this book is about. It's about reorienting ourselves-focusing on basic and advanced managerial functions and techniques, organizational behavior including effective Supervision and Administration of organizations for obtaining desired results. It's about looking at practical implications of management techniques in the field of social sciences. It highlights the understanding that management should be a continuous process helping us to communicate cooperatively with staff to improve their performance and ultimately in achieving the organizational goals. With rapid globalization, the future looks brighter and we trust this publication would enlighten and guide our management professionals in meeting the demands of the discipline.

The subject matter in the manuscript is the result of an effort to bring together the best information available in literature and designed as per the revised course curricula of Indian Council of Agricultural Research, New Delhi. However, there is still great scope for improvement in the selection as well in the subject matter compiled. Thus, suggestions and accompaniments are always welcomed.

Last, but not least, we would like to acknowledge the invaluable contributors, references and assistance provided directly or indirectly from known/unknown subject matter specialists to bring out the manuscript in present form.

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Dr. O. P. Sharma, (born in 1972) and did his graduation, Post Graduation (Extension Education) and Ph. D. (Extension Education) from the Rajasthan Agricultural University, Bikaner. He has all through a radiant academic career and holds Post Graduate Diploma in Rural Development (PGDRD) and Post Graduate Diploma in Higher Education (PGDHE) from Indira Gandhi National Open University, New Delhi. He has awarded Gold Medal with University Merit Scholarship at Post Graduation level and University Merit Scholarship at Doctorate level. Presently he is working as Associate Professor, Department of Extension Education, N. M. College of Agriculture, Navsari Agricultural University, Navsari, Gujarat (India). He is life member of Indian Society of Extension Education (New Delhi), Rajasthan Society of Extension Education (Udaipur) and Gujarat Society of Extension Education (Anand). He has twelve years of teaching experience of Extension Education at Undergraduate and Postgraduate level and published five books, twenty five research papers with more than fifty five articles in different journals and magazines.

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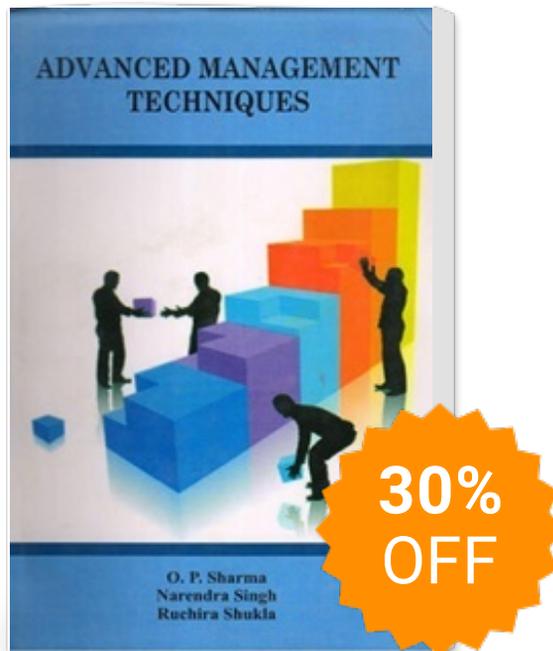
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