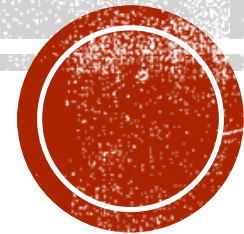


EVOLUTION OF MANAGEMENT



Subject: Business management

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EVOLUTION OF MANAGEMENT

- **Management in ancient civilization**
- **Management during medieval period**
- **Scientific and functional approach to management**
- **Management in modern period**



MANAGEMENT IN ANCIENT CIVILIZATION

- Management existed even during the ancient civilization. People of the olden days were food gatherers, making their living by hunting, fishing and collecting nuts and berries. Even during the primitive period some aspects of management were prevalent.
- Primitive society had its codes for the conduct of business, rules regarding the roles of parents, punishments for wrong doing, rites for the worship of gods etc.



- □ **Egyptian government:**

- The study of Egyptian government through different periods showed their recognition of the principal of control of an extended operation through centralised organisation.

- □ **Babylonian Empire:**

- The most significant contribution of Babylonians to management thought was the codes of law which gave us a real sight into their thinking on management. The concept of responsibility was well recognized in the code.



□ Hebrews:

- The Hebrews had a great contribution in the field of management. It was clearly stated in the book of Exodus in Bible that Moses made use of the principal of delegation and exception, personnel selection and training.

■ □ Chinese:

- The Chinese were aware of certain principals bearing in organizing, planning, directing and controlling. Records indicate that the Chinese government started the scientific selection of workmen by means of examination about 120.B.C.



□ **India :**

- Brahman kautilya also named as vishnugupta's principle work Arthasasthra indicated a number of aspects of management .



MANAGEMENT DURING THE MEDIEVAL PERIOD

- Management during medieval period Medieval period is regarded as 'Era of darkness'.
- This time frame for this era is 476-1500.
- Practice and traces of management also can be seen is this period.
- Some of the examples are: '*Cato*' introduced the concept of 'Job description' The 'delegation of authority' first introduced by 'Diocletian'



MANAGEMENT DURING THE MEDIEVAL PERIOD

- In 900 AD, '*Al-Farabi*' listed leadership traits. He termed leader as 'Supreme Ruler'.
- His enlisted traits are:- Great intelligence, Excellent memory, Love for justice, Love for truth etc.
- *Imam 'Ghazali'* listed managerial traits in 1100 AD. His enlisted traits are:- ability for Creating vision, ability to direct etc.




MANAGEMENT DURING THE MEDIEVAL PERIOD

- *sir Thomas More* authored 'Utopia' in 16th century in which he described the way of creating an ideal island nation. He also discussed about 'division of labor' & 'efficient' use of human resource in his book.
- *Machiavelli* was a philosopher. He is famous for his two books: 'The Prince' and 'The Discourse'. In those books, he stated about 4 traits of a nation leader, which are widely used in today's management.



SCIENTIFIC AND FUNCTIONAL APPROACH TO MANAGEMENT

- Management during industrial revolution period .
 - The Industrial Revolution refers to the rapid changes in the organization of manufacturing industry that transformed countries from rural agricultural to urban industrial economies. It began in the late 18th century in the Midlands area of England, then spread throughout the country, into continental Europe, and to the northern United States.
 - Several factor caused industrial revolution. Innovations, Agricultural development, Change in mentality, Demographic revolution were the main reasons. But the 'Steam engine' of James watt caused many other developments to be happened.
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- practices of management *Sir James Stewart* authored ‘An inquiry into the Principles of Political Economy’. In his book he stated about leadership role for the development of a nation’s economy.
- *Robert Owen* throughout his life talked and worked for the well being of the workers. He introduced new ideas of human relations, e.g. shorter working hours, housing facilities, education of children, provision of canteen, rest pauses, training of workers in hygiene etc. Owen is known as ‘father of personnel management’



- *Charles Babbage* was a professor of mathematics at Cambridge University from 1828 to 1839. Babbage was a pioneer of operations research and industrial engineering techniques. He laid considerable emphasis on specialization, work measurement, optimum utilization of machines, cost reduction and wage incentives
- *Metcalfe* suggested a system of cards. Under this system managers prepare two types of cards, i.e., time cards and material cards.



- **Andre Ure** advocated an "automatic plan" to provide harmony and to keep any individual worker from stopping production
- *Dupin* published 'Discourse on the Condition of the Workers', in 1831. It stated about balance workloads



- *Sir Richard Arkwright* was an industrialist. He contributed in production and personnel management.
- *Adam Smith* was a Scottish political economist. He authored the famous 'Wealth of Nations'. He discussed about 'division of labor' in his book.



ERA OF SCIENTIFIC MANAGEMENT

- Focuses on machine and worker relationship.
- • Increases efficiency of product processes.
- Major contributors:
 - F.W.Taylor (1911)- principles of scientific mgmt.
 - Frank and Lillian Gilbreth (1912-1924)- Time and motion studies.
 - Henry Gantt (1910-1915)- project scheduling , the Gantt chart.

