

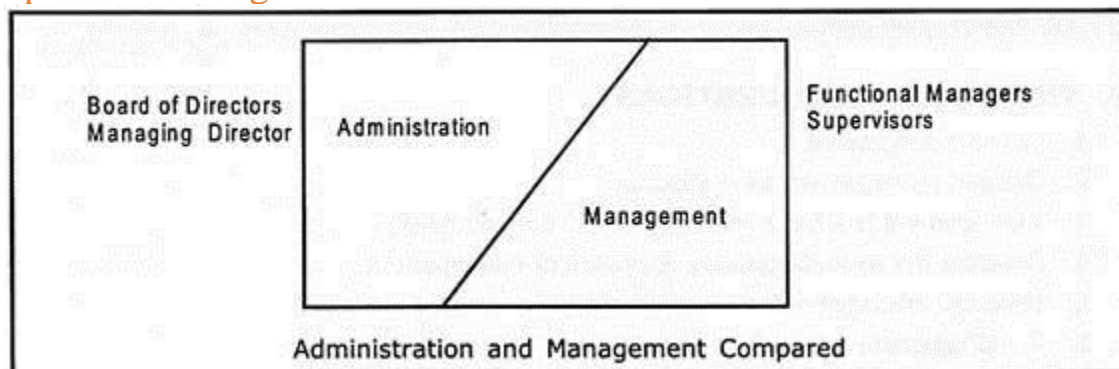
## M. Ed. Semester : IV , Course: 2.4.3 Unit-III PART- 8

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**It is only the terminology conflict between administration and management and management may be termed as:**

- (i) Administrative management, and
- (ii) Operative management.

Administrative management is concerned with the determination of objectives and policies while operative management is concerned with execution of plans for the achievement of objectives. Sometime of a manager is spent on administrative management and some time is spent on operative management.



It can be seen from the above figure that higher level managers spend a major portion of their time on decision making and policy formulation, this aspect may be termed as administrative management while lower level managers spend more of their time on execution of plans and policies and this may be termed as operative management. All the managers at different levels must plan and execute the plans. There are no separate set of managers for administrative and managerial functions. Planning and doing are the two faces of the same coin.

### **Distinction between Administration and Management:**

**Administration:**

1. Nature of work – It is primarily concerned with the determination of objectives and broad policies. It is a thinking function.
2. Scope – It takes major decisions and is a wider term than management.
3. Level of Authority – It is a top management function.
4. Status – It consists of the owners of an enterprise.
5. Main Functions – Planning and control are the main functions at this level.
6. Skill Required – Conceptual and human skills required.
7. Nature of Organisation – Generally, it is used in relation to government, military, educational and religious organisations.
8. Influence – Its decisions are generally influenced by external factors such as- social, political, legal, etc.

**Management:**

1. Nature of work – It is doing function. It involves the implementation of plans and policies.
2. Scope – It takes the decision within the framework of administration.
3. Level of Authority – It is a lower level management function.
4. Status – It consists of managerial personnel with specialised knowledge who may be the employees.
5. Main Functions – Directing and organising are the main functions at this level.
6. Skill Required – Technical and human skills are required.
7. Nature of Organisation – It is used mainly in business firms which have economic motives.
8. Influence – Its decisions are influenced by internal factors such as- values, beliefs and opinions.