

1955

KOONTZ and O'DONNELL

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## The Principles of Management

1. Planning - selection of alternatives of enterprise objectives
  - a. objectives
  - b. decision making
  - c. strategies and policies
2. Organizing - division of labor and their coordination through hierarchy and delegation of authority
  - a. departmentation
  - b. line and staff relations
  - c. service departments
  - d. decentralization
3. Staffing - activities involved in selecting and developing
  - a. selection of managers
  - b. appraising of managers
  - c. development and training of managers
4. Direction - those activities dealing with supervision of employees in their tasks
  - a. motivation
  - b. communication
  - c. leadership
5. Control - the act of comparing actual to planned performance
  - a. control of techniques
  - b. control of overall performance

Coordination is the essence of management.