



परमाणु ऊर्जा शिक्षण संस्था
(परमाणु ऊर्जा विभाग का स्वायत्त निकाय, भारत सरकार)
ATOMIC ENERGY EDUCATION SOCIETY
(An autonomous body under Department of Atomic Energy, Govt. of India)

Ch - 7

Directing

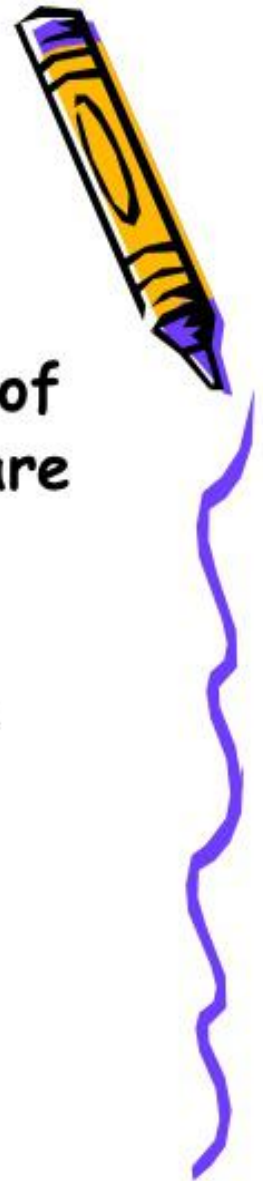
(Module 1 of 4)



Definition :

- Directing is the interpersonal aspect of managing by which the subordinates are led to understand and contribute effectively and efficiently to the attainment of enterprise's objectives.

-Koontz and O'Donnel



Directing

FEATURES

1. Directing initiates action
2. Continuous function
3. Directing takes place every level
4. Directing flows from top to bottom
5. Performance oriented



IMPORTANCE OF DIRECTING

2. It initiates Action
3. It Integrates employees efforts
4. It is the means of motivation
5. It facilitates to implement changes
6. It creates balance in the organization.



Elements of Direction

