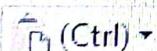


Objectives pursued by, organisations should be directed to the satisfaction of demands resulting from the wants of mankind. Therefore, the determination of appropriate objectives for organised activity must be preceded by an effort to determine precisely what their wants are. Industrial organisations conduct market studies to learn what consumer goods should be produced. City Commissions make surveys to ascertain what civic projects would be of most benefit. Highway Commissions conduct traffic counts to learn what constructive programmes should be undertaken. Organisations come into being as a means for creating and exchanging utility. Their success is dependent upon the appropriateness of the series of acts contributed to the system. The majority of these acts is purposeful, that is, they are directed to the accomplishment of some objective. These acts are physical in nature and find purposeful employment in the alteration of the physical environment. As a result utility is created, which, through the process of distribution, makes it possible for the cooperative system to endure. Before the Industrial Revolution most cooperative activity was accomplished in small owner-managed enterprises, usually with a single decision maker and simple organisational objectives. Increased technology and the growth of industrial organisations made necessary the establishment of a hierarchy of objectives. This, in turn, required a division of the management, function until today a hierarchy of decision maker exists in most organisations. The effective pursuit of appropriate objectives contributes directly the organisational efficiency. As used here, efficiency is a measure of the want satisfying power of the cooperative system as a whole. Thus efficiency is the summation of utilities received from the organisation divided by the utilities given to the organisation, as subjectively evaluated by each contributor. The function of the management process is the delineation of organisational objectives and the coordination of activity towards the accomplishment of these objectives. The system of coordinated activities must be maintained so that each contributor, including the manager, gains more than he contributes.]



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- i) The Intricacy of Organisational Objectives
- ii) Objectives: Determinants of organisational Efficiency.

Organisational targets should operate in accordance to consumer demands. Organisations resultantly need to dig deeper to comprehend wants of people according to their domain. The achievement of an industry is centred on level of utility it provides for the consumer. This makes the system productive. The cooperation of diverse physical actions in different environments streamlines functioning of system. Previously, industries operated under a single command. Technological advancements created order inside these organisations. Efficiency is achieved where high priority objectives are fulfilled through advanced management. Attainment of objectives determine the efficient functioning of such industries. Seamless coordination ensures collective benefit.

words in Text: 323

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