

Assignment

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SECTION B

DEPARTMENT BS (SE)

SUBJECT PRINCIPAL OF MANAGEMENT

SUBMITTED TO MAM BENISH

Q1: How can you prepare yourself to become an effective manager in an increasingly uncertain and global business environment?

Ans: For you to be successful in the global business environment you need to be aware and efficient in all aspects of management relating to the internal and external environments. The internal environments factors that you should be aware of are your culture, management, and employees. Culture is the set of key values, beliefs, understandings, and norms shared by members of an organization. Management as we know refers to the attainment of organization goals in an effective and efficient manner through planning, leading, organizing, and controlling organizational resources. Employees are the labor that drives the company, without these basics the company would fail. Next we need to look at the External Environment in both the general and task environments. The task environment is close to the organizations and includes the sectors that conduct day-to-day transactions with the organization and directly influence the basic operations and performance. These involve customers, suppliers, competitors, and the labor market. Customers are the people and organizations in the environment that acquire goods or services from the organization. Competitors are the organizations in the same industry or type of business that provide goods or services to the same set of customers. Suppliers provide the raw materials the organization uses to produce its output. Lastly, the labor market represents people in the environment that can be hired to work for the organization. The last external environment is the general environment, which affects organizations indirectly. These involve International, Legal/Political, Economic, Sociocultural, Natural, and Technological dimensions. The international dimension represents events originating in foreign countries as well as opportunities for U.S companies in other countries. This perspective provides new competitors, customers, and suppliers and shapes social, technological, and economic trends. The technological dimension includes scientific and technological advancements in a specific industry as well as in society at large. The sociocultural dimension represents the demographic characteristics as well as the norms, customs, and values of the general population. The economic dimension represents the general economic health of the country or region in which the organization operates. The legal/political dimension includes government regulations at the local, state, and federal levels, as well as political

activities designed to influence company behavior. The natural dimension includes all elements that occur, natural on earth.

Q2: Explain the difference between efficiency and effectiveness and their importance for organizational performance?

Ans:EFFICIENCY:

Doing thing right.

Definition of Efficiency:

Efficiency refers to the ability to produce maximum output from the given input with the least waste of time, effort, money, energy and raw materials. It can be measured quantitatively by designing and attaining the input-output ratios

of the company's resources like funds, energy, material, labor, etc.

Efficiency is also considered a parameter to calculate the performance and productivity by making comparisons between

the budgeted output and the actual outputs produced with the fixed number of inputs. It is the ability to do things in a

well-mannered way, to achieve the standard output.

Efficiency is an essential element for resource utilization, as they are very less in number, and they have alternative uses, so they must be utilized in the best possible way.

The difference between efficiency and effectiveness is that efficiency refers to doing things right, while effectiveness

refers to doing the right thing. Efficiency focuses on the means, while effectiveness focuses on the end result. Moreover,

efficiency is short term i.e. current state, while effectiveness is long term.

EFFECTIVENESS:

Doing right thing.

Definition of Effectiveness

Effectiveness refers to the extent to which something has been done, to achieve the targeted outcome. It means the

degree of closeness of the achieved objective with the predetermined goal to examine the potency of the whole entity.

Effectiveness has an outward look i.e. it discloses the relationship of the business organization with the macro environment of business. It focuses on reaching the competitive position in the market.

Effectiveness is result oriented that shows how excellently an activity has been performed that led to the achievement of the intended outcome which is either accurate or next to perfect.

This includes management processes as well as lower-level work processes.

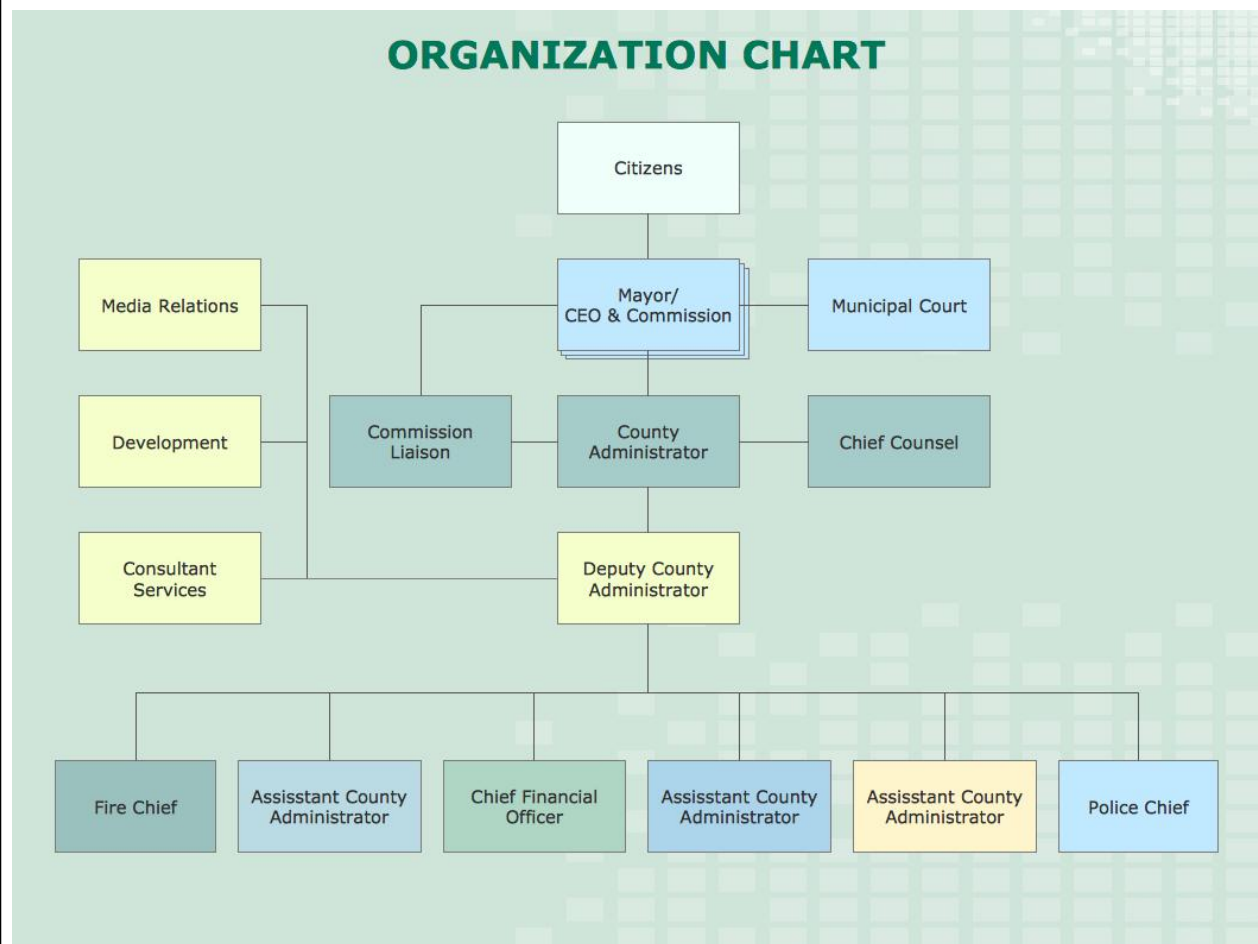
Importance for global organization.

Efficiency and Effectiveness both have a prominent place in the business environment which must be maintained by the organization because its success lies on them. Efficiency has an introspective approach, i.e. it measures the performance of operations, processes, workers, cost, time, etc. inside the organization. It has a clear focus on reducing the expenditure or wastage or eliminating unnecessary costs to achieve the output with a stated number of inputs.

In the case of Effectiveness, it has an extroverted approach that highlights the relationship of the business organization with the rest of the world to attain a competitive position in the market, i.e. it helps the organization to judge the potency of the whole organization by making strategies and choosing the best means for the attainment result.

Q3: Draw organogram/organization chart of any organization and explain the role of First line manager, middle line manager, and Top level manager from this chart?

Ans:An organizational chart, or organogram, is a diagram that shows how an organization is structured, and how the positions in the organization are related to each other.



Role of First line manager:

First-line managers operate their departments. They assign tasks, manage work flow, monitor the quality of work, deal with employee problems, and keep the middle managers and executive managers informed of problems and successes at ground level in the company. While executive managers are planning overall corporate strategy, and middle managers are establishing budgets and planning

how to carry out corporate strategy, the first-line manager is managing the people who perform the work that produces the company's products and services.

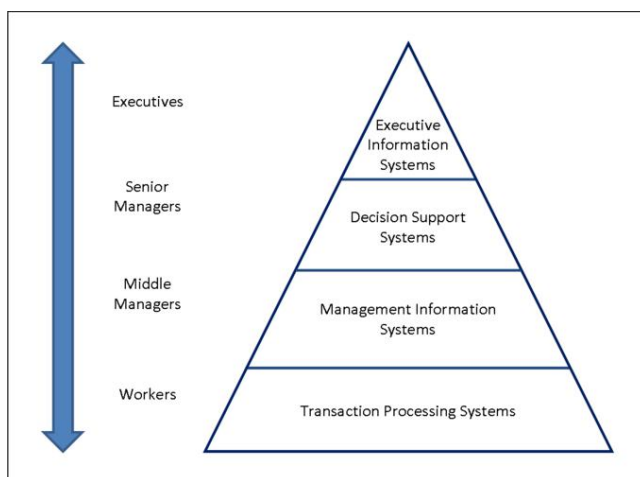
RESPONSIBILITIES:

The primary role of the executive team, or the top-level managers, is to look at the organization as a whole and derive broad strategic plans. Company policies, substantial financial investments, strategic alliances, discussions with the board, stakeholder management, and other top-level managerial tasks are often high-risk high return decision-making initiatives in nature. Top-level management roles are therefore often high stress and high influence roles within the organization.

Middle line manager:

Middle management is the intermediate management level accountable to top management and responsible for leading lower level managers.

Middle management is the intermediate leadership level of a hierarchical organization, being subordinate to the senior management but above the lowest levels of operational staff. For example, operational supervisors may be considered middle management; they may also be categorized as non-management staff, depending upon the policy of the particular organization.



Middle-Management Roles

Middle-level managers can include general managers, branch managers, and department managers. They are accountable to the top-level management for their department's function, and they devote more time to organizational and directional functions than upper management. A middle manager's role may emphasize:

- Executing organizational plans in conformance with the company's policies and the objectives of the top management;
- Defining and discussing information and policies from top management to lower management;
- Most importantly, inspiring and providing guidance to lower-level managers to assist them in performance improvement and accomplishment of business objectives

Middle Management Role:

- Designing and implementing effective group work and information systems
- Defining and monitoring group-level performance indicators
- Diagnosing and resolving problems within and among work groups
- Designing and implementing reward systems

Top-Level Manager:

The board of directors, president, vice-president, and CEO are all examples of top-level managers. These managers are responsible for controlling and overseeing the entire organization. They develop goals, strategic plans, company policies, and make decisions on the direction of the business.

High level managers tend to have a substantial amount of experience, ideally across a wide variety of functions. Many high-level managers become part of an executive team by mastering their functional disciplines across various roles, becoming the Chief Operations Officer (COO), Chief Marketing Officer (CMO), Chief Technology Officer (CIO or CTO), Chief Financial Officer (CFO) or Chief Executive Officer (CEO).

Top management teams are also often industry experts, having a close association with the long term trajectory of the businesses they operate in. They often benefit from being charismatic, powerful communicators with a strong sense of accountability, confidence, integrity, and a comfort with risk.

Responsibilities:

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