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MODULE: Bachelors {Software Engineering}

SEMESTER: 4

SECTION: B

SUBJECT: Principles of management

INSTRUCTOR: Mam Mehwish Khan

Assignment

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

ANSWER:

- 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 environment 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 environments 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 environments 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.

- There is no simple way to do this. Many of the attributes needed may well be innate to people rather than things that they can learn. The main thing that a manager needs to be able to do is to be flexible. As you say, the business environment today is uncertain, which means that it is likely to change at any time. In such a climate, managers need to be able to easily throw off old ideas about how things work to embrace new realities. Managers in today's world also need to be flexible because they may well be working with people from different cultures who have different attitudes and expectations. This is another situation in which flexibility is key.

Q2) Explain the difference between efficiency and effectiveness and their importance for organizational performance.

ANSWER:



EFFICIENCY:

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:

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

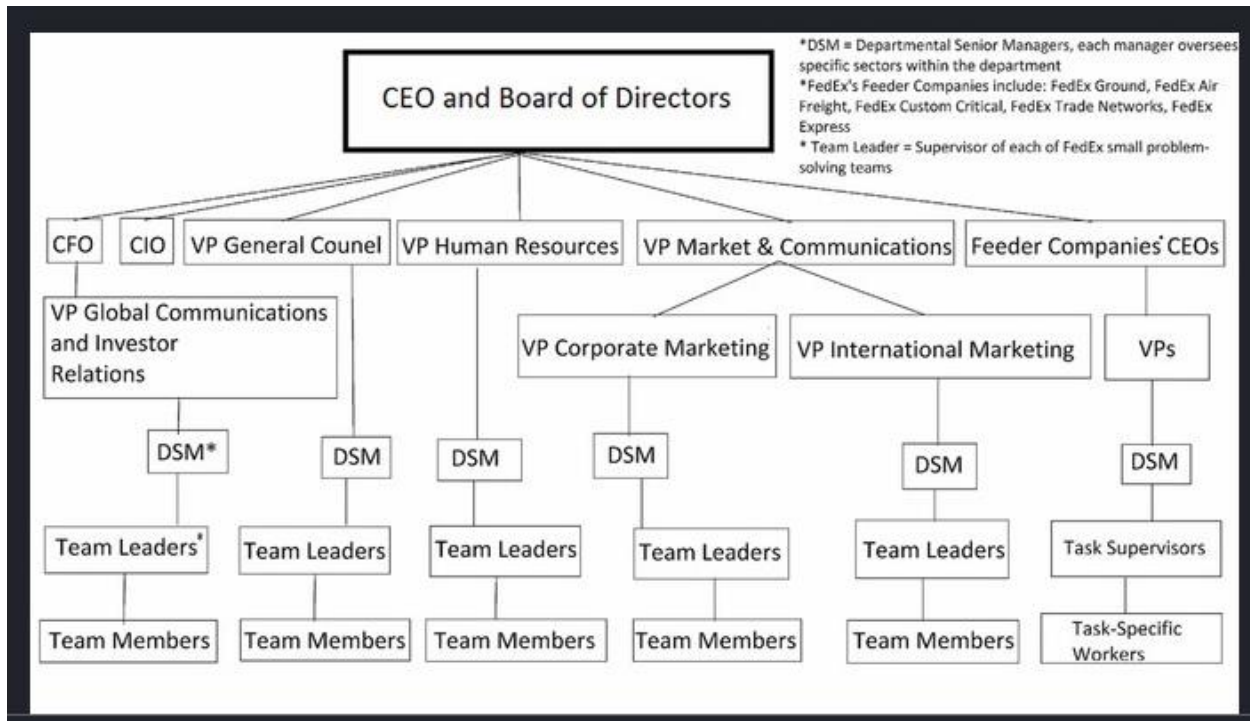
Efficiency and Effectiveness both have a prominent place in the business environment which must be maintained by the organization because its success lies on them. Efficiency has an introspective approach, i.e. it measures the performance of operations, processes, workers, cost, time, etc. inside the 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.

ANSWER:

organogram/organization chart:



First-Line Managers:

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.

Core Characteristics

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).

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.

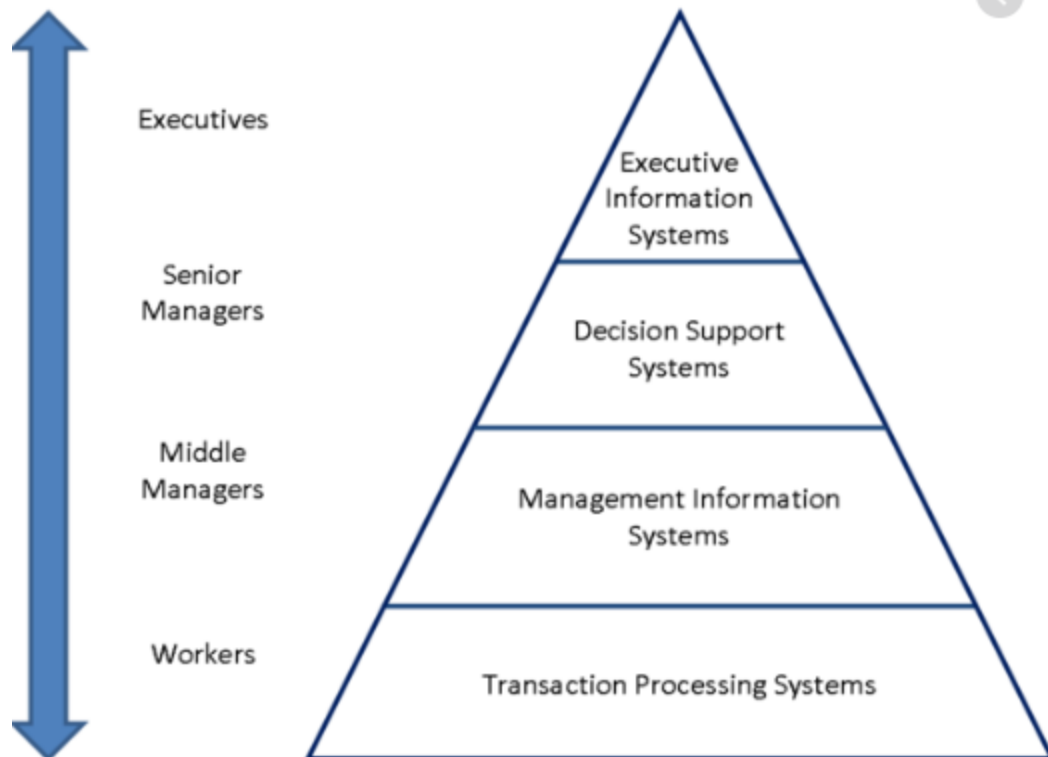
Middle-Line Manager:

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

Defining Middle Management:

Most organizations have three management levels: first-level, middle-level, and top-level managers. These managers are classified according to a hierarchy of authority and perform different tasks. In many organizations, the number of managers in each level gives the organization a pyramid structure.

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 managers may also communicate upward by offering suggestions and feedback to top managers. Because middle managers are more involved in the day-to-day workings of a company, they can provide valuable information to top

managers that will help them improve the organization's performance using a broader, more strategic view.

Middle-Management Functions:

Middle managers' roles may include several tasks depending on their department. Some of their functions are as follows:

- 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
- Supporting cooperative behavior
- Reporting performance statistics up the chain of command and, when applicable, recommending strategic changes

Because middle managers work with both top-level managers and first-level managers, middle managers tend to have excellent interpersonal skills relating to communication, motivation, and mentoring. Leadership skills are also important in delegating tasks to first-level managers.

Middle management may be reduced in organizations as a result of reorganization. Such changes include downsizing, 'delaying' (reducing the number of management levels), and outsourcing. The changes may occur in an effort to reduce costs (as middle management is commonly paid more than junior staff) or to make the organization flatter, which empowers employees, leaving the organization more innovative and flexible.

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:

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.