



Assignment 1

Group presentation

Module Name: Introducing the
Modern Workplace (LCBB4003)

Name of Lecturer: Dr Laila
Maazouz

Title of Report: Apple company



1. Introduction

Apple Inc. was established in 1976 by Steve Wozniak, Ronald Wayne and Steve Jobs with the idea of producing accessible and advanced technology products.

In recent years, Apple has revolutionized the tech industry with its iconic goods for instance, the iPod, iPhone and iPad.

With an equity market capitalization of \$2 trillion, the organisation has become the most valuable company globally, surpassing its competitors by a significant margin.





- ▶ Apple organization's profile and background
- ▶ The interconnection between the business's framework and its effectiveness
- ▶ Skills and duties that a manager apply to manage the company.
- Agents which affect team and group performances.

2. Apple organisation Background

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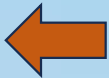


3. Skills and duties that a manager apply to manage the company

Martha Bergheaua (2234676)

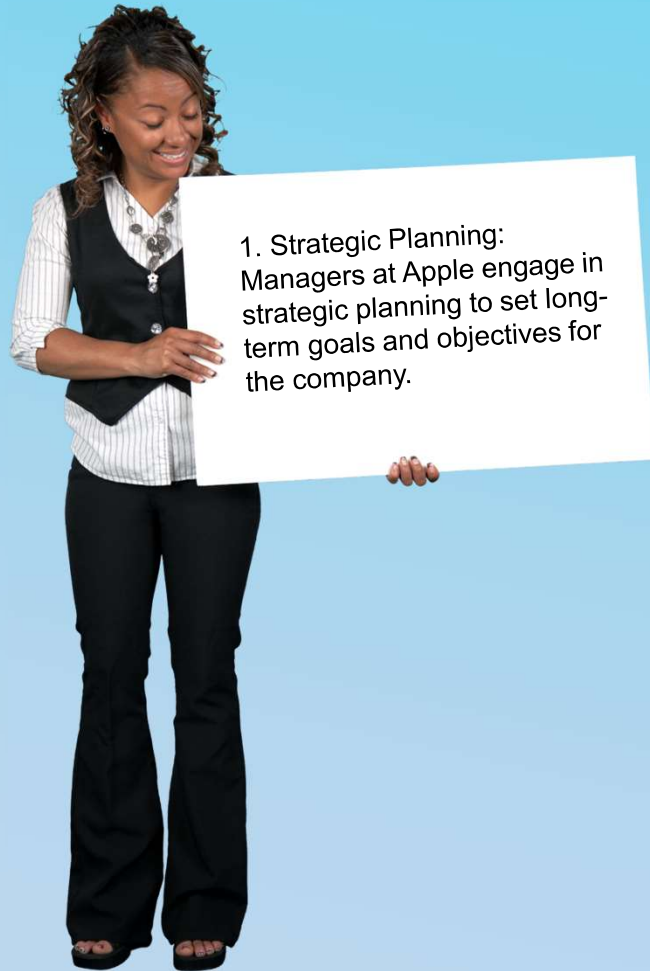
➤ Managers at Apple play a critical role in running the organization and ensuring its success. They are responsible for overseeing various tasks and utilizing specific skills to effectively manage the company (Armstrong, M. (2012).

- 1. Strategic Planning
- 2. Decision-making
- 3. Team Management
- 4. Communication
- 5. Problem-solving
- 6. Innovation and Creativity
- 7. Financial Management
- 8. Relationship Building
- 9. Continuous Learning
- 10. Ethical Leadership



Tasks and skills that managers at Apple use

Skills and duties that a manager apply to manage the company



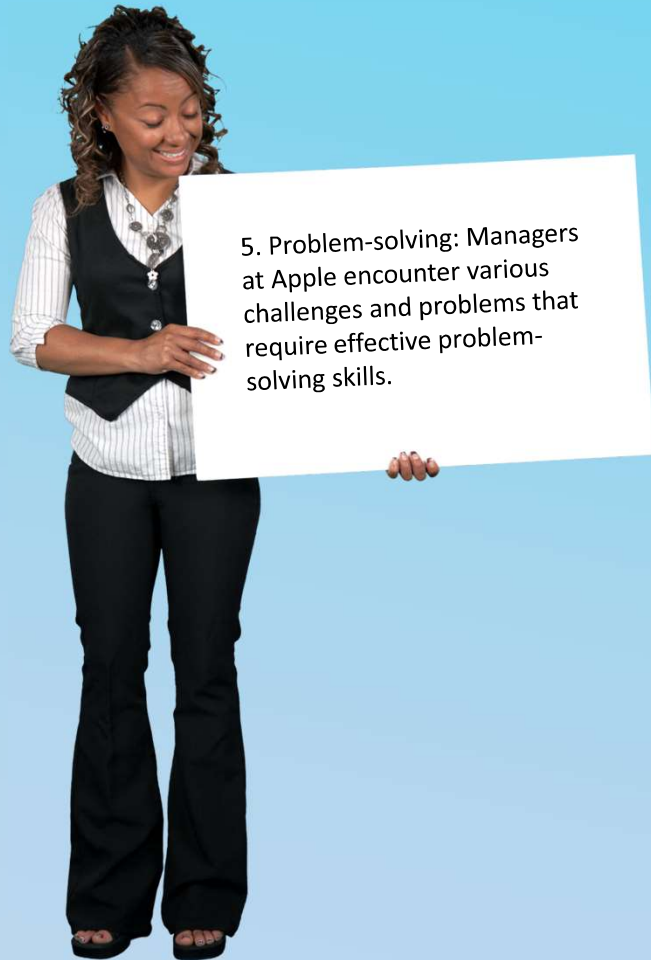
2. Decision-making: Managers at Apple are responsible for making important decisions that impact the company's operations, product development, and overall direction (Daft, 2014).

3. Team Management: They assign tasks, set performance expectations, provide feedback, and motivate their teams to achieve goals. Effective team management skills are crucial for creating a positive work environment and ensuring productivity (Daft, R.L. (2014).

4. According to Drucker (2006), Managers at Apple need strong Communication skills to effectively convey information, expectations, and goals to their teams.

5. Problem-solving: Managers at Apple encounter various challenges and problems that require effective problem-solving skills. They need to identify issues, analyse root causes, and develop solutions to overcome obstacles and drive the company forward (Mintzberg, 1973).

Skills and duties that a manager apply to manage the company



6. Innovation and Creativity: Apple is known for its innovative products, and managers play a role in fostering a culture of innovation and creativity (Robbins, 2017).

7. Financial Management: Managers at Apple need to have a strong understanding of financial management principles. They are responsible for budgeting, cost control, and ensuring the company's financial health (Simon, 1976).

8. Relationship Building: Managers at Apple need to build and maintain relationships with internal and external stakeholders.

9. Continuous Learning: Managers at Apple need to stay updated with industry trends, technological advancements, and market changes (Yukl, 2013).

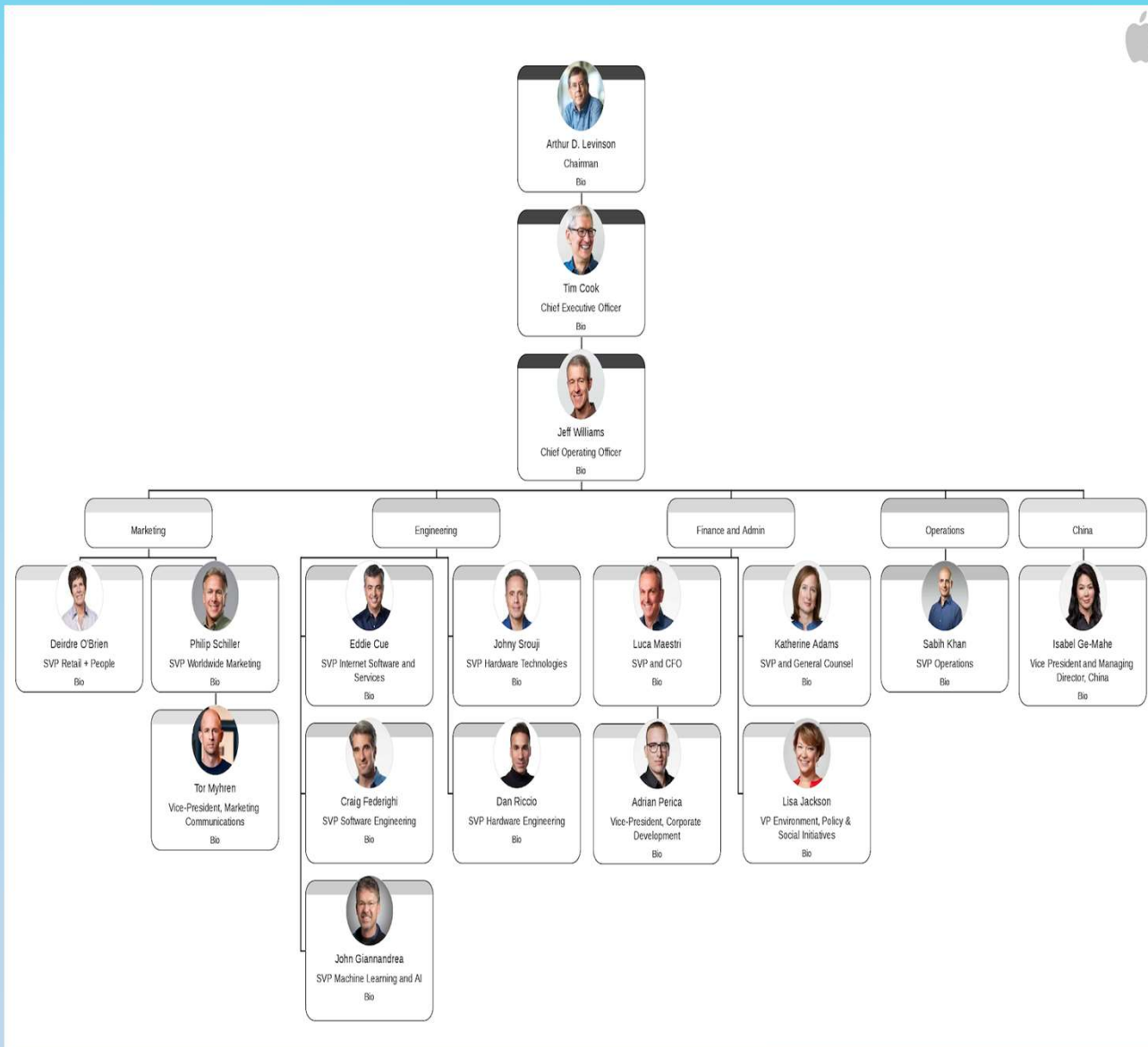
10. Ethical Leadership: Managers at Apple are expected to demonstrate ethical leadership by upholding the company's values and promoting a culture of integrity and accountability (Robbins, 2017).

Skills and duties that a manager apply to manage the company



- ❖ In summary, managers at Apple perform a range of tasks and utilize various skills to effectively run the organization (Mintzberg, 1973).
- ❖ Strategic planning, decision-making, team management, communication, problem-solving, innovation, financial management, relationship building, continuous learning, and ethical leadership are some of the key tasks and skills that managers employ to ensure Apple's success (Yukl, 2013).

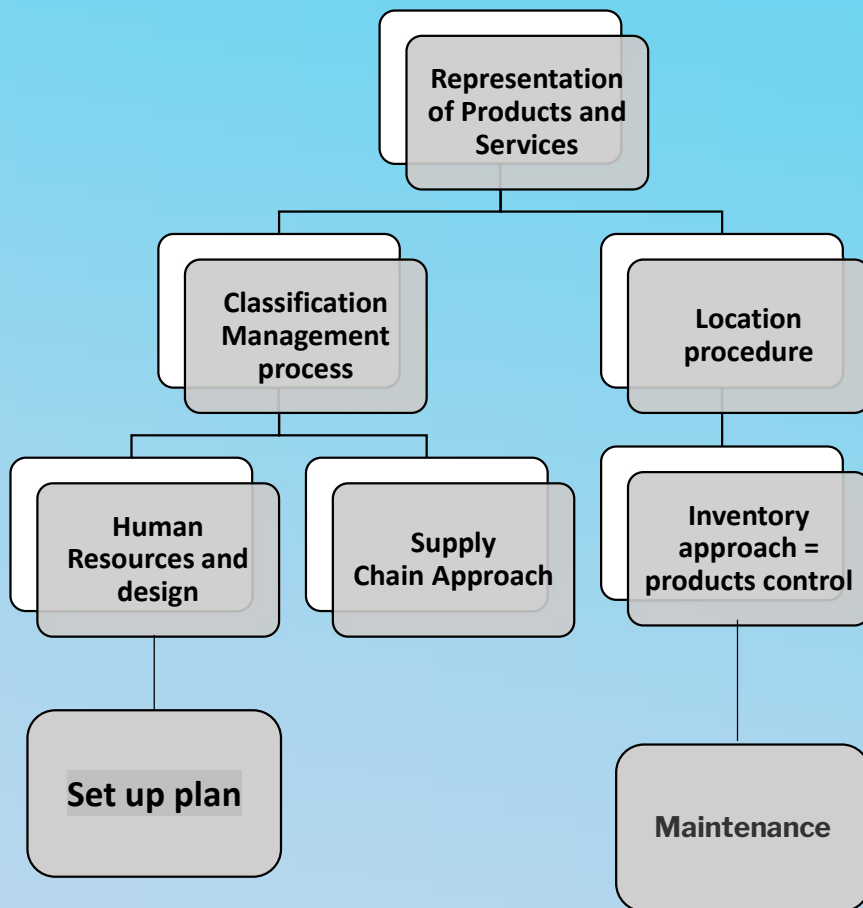




► 4. The interconnection between the business's framework and its effectiveness

Rebeca Lacramioara Stan (2233918)

- One of the key aspects of Apple's organizational structure is its focus on functional divisions (Bresnahan, 2002).
- The company is divided into several sections including engineering, design, marketing,, and retail (Cameron, 2011).
- Every section indicate distinct tasks and functions related to their area of expertise (Bresnahan, 2002).



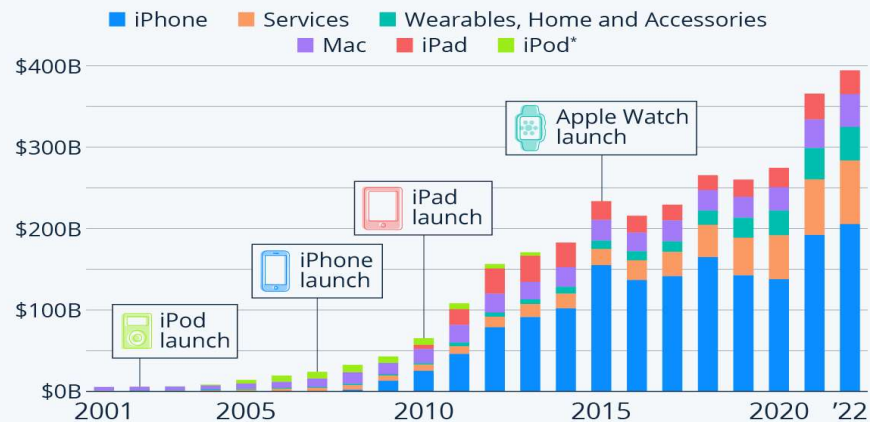
Culture + Innovation = Creativity

Decision-making process

- The company's top executives, including the CEO, have a significant influence on decision-making.
This centralized decision-making allows for quick and efficient decision-making, which is crucial in the fast-paced technology industry (*Chandler, 1962*).
- Furthermore, Apple's organizational structure promotes a culture of innovation and creativity.
- The company encourages collaboration and cross-functional communication, which produces improvement of innovative goods and services (*Cusumano, 1965*).
- The design team, for example, works closely with the engineering team to ensure that the products not only look aesthetically pleasing but also function flawlessly (*Chandler, 1962*).

Will 'Spatial Computing' Be the Next Big Thing for Apple?

Apple's revenue by operating segment since 2001 (fiscal years ending in September)



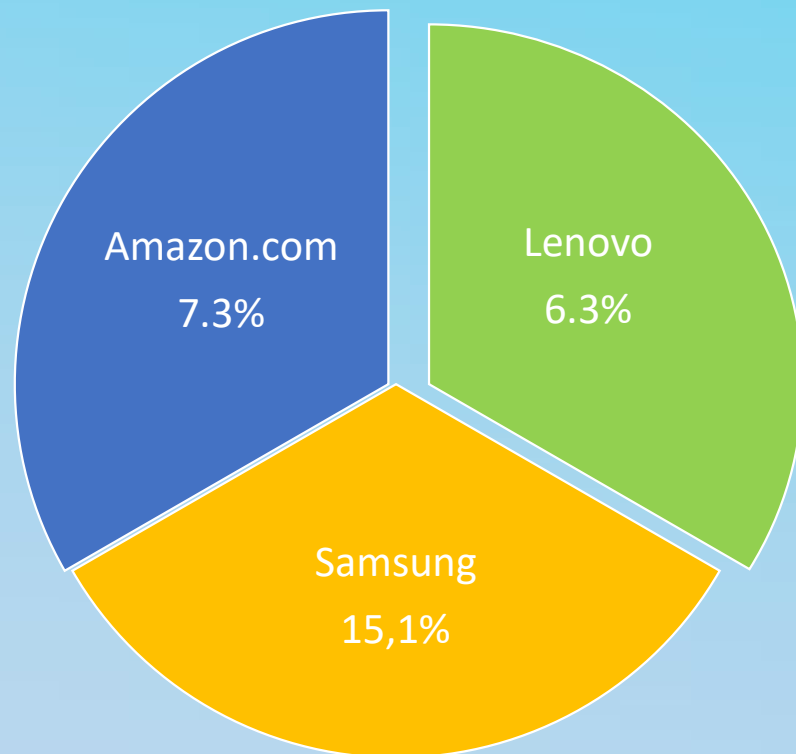
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Apple structure and its performance over the years

- The relationship between Apple's organizational structure and its performance can be seen in its financial success and market dominance (Duhigg, 2012).

Apple has consistently been among the most productive organisations worldwide, with a vigorous track record of revenue growth and profitability (Eisenhardt, 1992).

- According to Grant (1991), the organizational structure allows for efficient operations, effective decision-making, and the ability to quickly adapt to changing market conditions.



Apple's main competitors in the industry

- Nevertheless, it is significant to mention that Apple's organizational structure is not without challenges. The centralized decision-making process can sometimes lead to delays in decision-making and hinder innovation (*Kotter, 1996*).
- Additionally, the functional divisions may create silos and hinder cross-functional collaboration. In conclusion, the organizational structure of Apple Inc. has played a crucial role in its performance and success (*O'Reilly, 2013*).
- The functional divisions, centralized decision-making, and emphasis on innovation have contributed to Apple's ability to develop and deliver high-quality products and services (*Porter, 1980*).
- However, according to Nigam (2023), it is important for Apple to continuously evaluate and adapt its organizational structure to ensure it remains effective in a rapidly changing industry.

Agents which affect team and group performances.

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- Motivation and technology have led to an increase in Apple stock by 100-fold.
- The decision-making process is the powerhouse of the company (Joseph, 2023).
- Diversity has led to innovation resulting in prioritising the well-being of Apple employees.



Influence of Leadership on the Team performance

- Apple, the US-based multinational technology company has followed a democratic approach in the context of leadership (Dudovskiy, 2019).
- The use of such a leadership approach, the company is can retain world-class workers.
- This leadership promote an open-mindedness culture among team members that facilitates innovative practices.



Agents which affect team and group performances.

➤ These factors include leadership, organizational culture, diversity, communication, and motivation.

1. Leadership: The leadership style within Apple has a significant impact on group and team behaviours. The company is known for its charismatic and visionary leaders, such as Steve Jobs and Tim Cook, who inspire and motivate their teams. Their strong leadership influences the behaviour of groups and teams within the company, encouraging them to be innovative, creative, and results-oriented (Apple, 2023).
2. Organizational culture: Apple has a unique organizational culture that fosters collaboration, excellence, and a commitment to customer satisfaction. This culture influences group and team behaviours by promoting teamwork, open communication, and a shared sense of purpose. Teams are encouraged to work together, share ideas, and support each other, which leads to high levels of productivity and performance (Liedtke, M.,2023).



Agents which affect team and group performances.

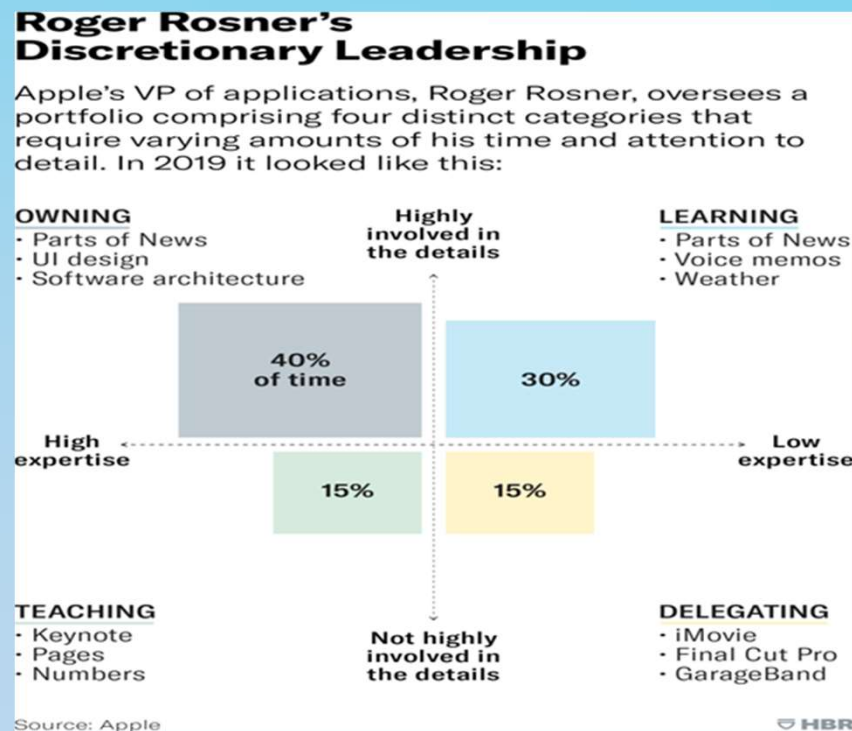
3. Diversity: Apple recognizes the importance of diversity in driving innovation and success. The company embraces diversity in terms of gender, ethnicity, and background, which influences group and team behaviours. Different perspectives and experiences brought by diverse teams result in more creative problem-solving, better decision-making, and increased adaptability (Apple, 2023).

4. Communication: Effective communication is crucial for group and team behaviours in Apple. The company emphasizes open and transparent communication channels, both horizontally and vertically. This encourages collaboration, information sharing, and the exchange of ideas among team members, leading to better understanding, coordination, and synergy within teams (Dudovskiy, J., 2019).

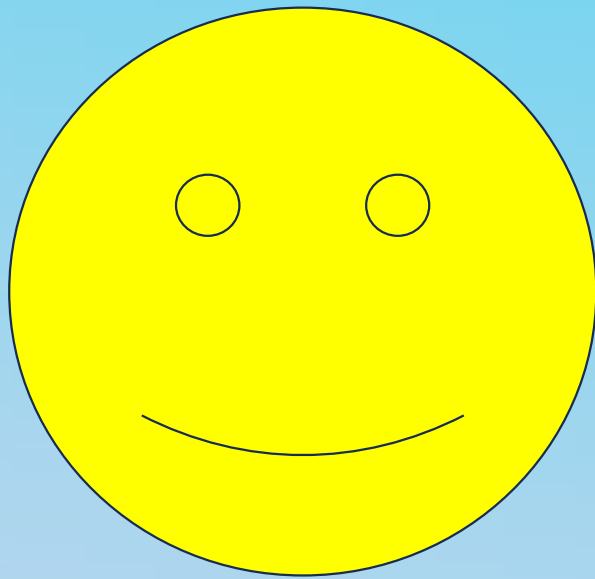
5. Motivation: Apple focuses on motivating its employees through various means, such as challenging assignments, recognition, and rewards. This motivation influences group and team behaviours by fostering a sense of ownership, commitment, and dedication. Teams are driven to perform at their best to achieve organizational goals and fulfil their individual aspirations (Apple, 2023).



Influence of Organizational Culture and Team performance



- The functional organisational structure of Apple ensures high degree of proficiency, and willingness to debate in a united manner among its employees (Podolny and Hansen, 2020).
- Its culture supports employees to follow a discretionary leadership style and behave accordingly in teamwork.



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