

Drive lab

ZEBIBA HUSSEN; 1913291

MODEL CODE ; BMSW4006

MODEL NAME; MANAGING ENTERPRISE IN THR21st CENTURY

LECTURER NAME ; AFZAL MUNNA

ASSIGNMENT TITLE ; BUSINESS PLAN

CONTENTS

1 INTRODUCTION	3
1.1 BENEFITS OF THE ORGANIZATIONAL MANAGEMENT	4
2 FACTORS OF THE ORGANIZATIONAL MANAGEMENT	5
2.1 PLANNING	5

2.2 ORGANIZING	5
2.3 STAFFING	5
2.4 LEADING	5
2.5 CONTROL	5
2.6 TIME MANAGEMENT	5
2.7 MOTIVATION	6
3 ORGANIZATIONAL MANAGEMENT	6
3.1 AUTOCRATIC	6
3.2 BUREAUCRATIC	6
3.3 LAISSEZ-FAIRE	6
3.4 TRANSFORMATIONAL	6
4 ORGANIZATIONAL MANAGEMENT OF DRIVE LAB	7
5 CORPORATE SOCIAL RESPONSIBILITY	8
5.1 CSR OF THE DRIVE LAB	9
5.2 SUSTAINIBILITY & CSR FACTS FOR DRIVE LAB	9
6 REFERENCES	13

FIGURE 1: ORGANIZATIONAL MANAGEMENT & ITS FACTORS (SAY LORD OT ORG, 2022)	4
FIGURE 2: THE ORGANIZATIONAL HIERARCHY (MORGAN J, 2015)	7
FIGURE 3: THE CSR OF AN ORGANIZATION (HERMES-LTD, 2019)	8
FIGURE 4: EMPLOYMENT RATIO IN THE AUTOMOBILE INDUSTRY IN EU (CARLIER M, 2022)	10
FIGURE 5: SHOWS THE PERCENTAGE OF CONSUMERS PREFERS THE FACILITIES IN THE VEHICLE (DRIVE LAB, 2022)	11
FIGURE 6: DRIVE LAB RESEARCH ON THE VEHICLE FOR AUTOMATIC DRIVING FACILITY (DRIVE LAB, 2022)	12

1 INTRODUCTION

Organizational Management is one of the fundamental aspects of any organization that deals their daily operations. Any organization regardless of their size they need proper Organizational Management to control, manage and deals with their functions and process. Organizational

Management is the art of making teams or combined meaning different competent and skillful people together in a single platform that can work together to achieve a common goal (Juneja P, 2022).

This technique is applied in organization's to make sure the optimum use of resources by proper planning and control at the workplace & this can also be used to give proper direction to the employees that include proper hierarchy roles and responsibilities to their employees within the organization (Bryce S, 2021). This hierarchy is also important for the organizational culture which is the prime and fundamental backbone of the effectiveness of any organization (Bryce S, 2021). The more the organizational culture is good & positive, the more the company will achieve their goals and targets including projects etc. This means that effective Organizational Management is necessary to ensure the effectiveness that leads to the profitability. According to the layman's definition of Organizational Management that insurance the efficient handling of any organization & their human resources (Juneja P, 2022).



FIGURE 1: ORGANIZATIONAL MANAGEMENT & ITS FACTORS (SAY LORD OT ORG, 2022)

1.1 BENEFITS OF THE ORGANIZATIONAL MANAGEMENT

Some of the benefits that are certainly associated with the Good Organizational Management. These are as follows (Duermyer R, 2019).

- 1) One of the prime benefits that is associated with the Organizational Management is that it gives security & oneness to the Employees.
- 2) It is also required for effective coordination between departments that operates within the organization.
- 3) For accomplishing tasks in a required time especially in project completions.
- 4) True effective Organizational Management good culture can be achieved and once it is achieved employee stay a loyal towards their job and become an integral part of their teams.
- 5) It is also necessary ineffective for positive ambience.

2 FACTORS OF THE ORGANIZATIONAL MANAGEMENT

Within Organizational Management, there are certain features that could be necessary for establishing a culture that follows hierarchy and promotes effective organizational cultures (Duermyer R, 2019). These features are as follows.

2.1 PLANNING

Planning is one of the first phases of Organizational Management. This planning is important for the future actions and goals that have to be achieved (Duermyer R, 2019).

2.2 ORGANIZING

Organizing is the second stage of organizational planning where in this Phase all the resources are set including financing, human resources etc. ().

2.3 STAFFING

This stage includes the rightful talent for the right task for the Organization. Poor organizational management can create conflicts among the employees of the organizations that can deteriorate the organizational culture that ultimately resulting in the loss of profit for the organization (Duermyer R, 2019).

2.4 LEADING

Leading includes proper supervision and monitoring of the teams and members through a proper leader that can guide the teams towards the set targets (Duermyer R, 2019).

2.5 CONTROL

The stage includes & focuses on the Supervision that control the operations and maintain hierarchy within the organization by following the hierarchy employees uses proper channel for coordination among them self and with the organization To achieve their goals and targets (Duermyer R, 2019).

2.6 TIME MANAGEMENT

Time management is one of the most essential aspect of the Organizational Management. To deliver products and services on time everything must be achieved through proper channel and time should be calculated for effectiveness (Duermyer R, 2019). Time management is also important because it is associated indirectly with three aspects that is quality, costs, and scope. If time is not manage properly these three aspects could be affected when can results in one of the factor or in sometimes in all aspects (Duermyer R, 2019).

2.7 MOTIVATION

Motivation is as important as the rest of the factors that is discussed above, through motivation can be able to achieve the targets easily and properly and can also be ready for the next tasks and projects in the future (Duermyer R, 2019).

3 ORGANIZATIONAL MANAGEMENT

Critically understand Organizational Management and how to establish it effectively, It is necessary to critically evaluate the style of Organizational Management through which a proper organizational culture can establish in order to achieve set tasks and goals (Duermyer R, 2019). Some of the management styles are as follows.

3.1 AUTOCRATIC

Time management style in which one person leads the company through proper authority and is responsible for making all the decisions without the input of the middle and lower managers and employees (Duermyer R, 2019). This type of leadership style has clear policies for employees & organization.

3.2 BUREAUCRATIC

In this type of management style formal rules, structures and processes are followed through proper hierarchy and set of expectations for workers at every level. With the help of this hierarchy, employees are bound to report directly to supervisors, supervisors report to managers and at last their report to their higher authority (Duermyer R, 2019).

3.3 LAISSEZ-FAIRE

With this style of Management are not involved in decision making or operations. This just only appears in title & for guidelines & specially to provide it resources for their employees and workers to complete the goals and tasks. In this style of Management employees can make decisions independently in any stage of the project (Duermyer R, 2019).

3.4 TRANSFORMATIONAL

This style of Management focuses on Challenging traditional ideas & methods of ongoing tasks. This style of Management encourages changes through invasion that can be helpful for improving the organization (Duermyer R, 2019).

4 ORGANIZATIONAL MANAGEMENT OF DRIVELAB

By studying the organization critically through available information through their website. The company indicates that has a well-established hierarchy (Drive lab, 2022). The organization is lead by the director Dr. Julian Brinkley, an assistant professor of Human-Centered Computing at Clemson University (Drive lab, 2022), Followed by many PhD doctors and research analysis that working as a team. The study also indicates that the organization. The organization has two main sectors that is the Leasing and Renting Automobile products and Research and Development (Drive lab, 2022). Generally they work with different collaborators but specifically it is a lab in the Clemson University Carolina US (Drive lab, 2022). The Organizational Management and its daily operations can be identified by their mission statement where they quote “Interested in Research that may help make the world a better place” (Drive lab, 2022). This statement clearly indicate that their main purpose is Research and development but alongside this they deals in rental cars and Leasing in Automobile Products (Drive lab, 2022).

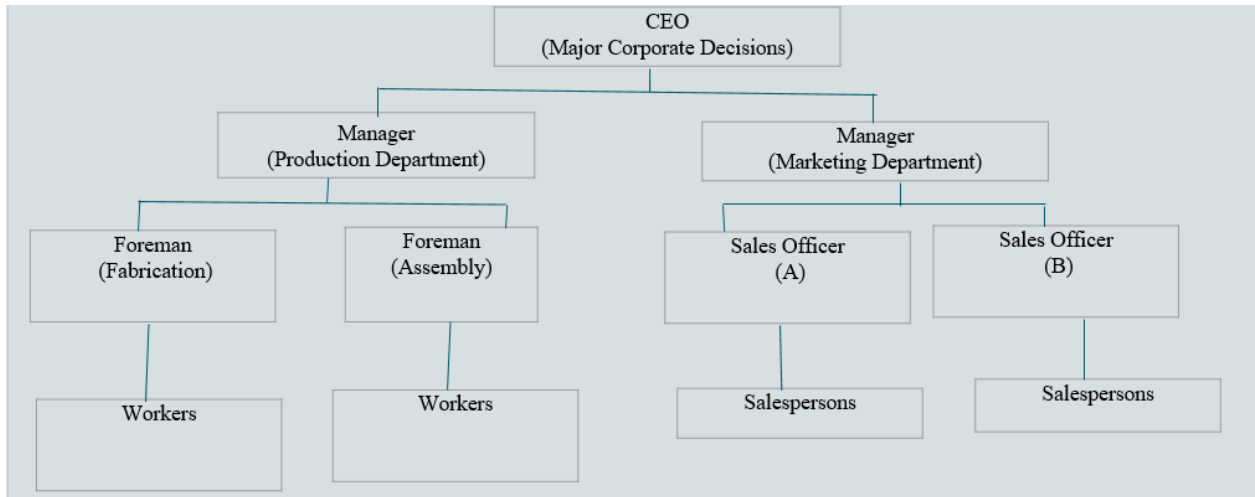


FIGURE 2: THE ORGANIZATIONAL HIERARCHY (MORGAN J, 2015)

5 CORPORATE SOCIAL RESPONSIBILITY

The Corporate social responsibility CSR model focuses on a company that has to be socially accountable not only to itself but to stakeholders and also to public properties (Wellbrock et al, 2020) General these aspects include Society, economics, social & environment. CSR is important because for the community it is valuable and can helps in developing strong bones between employees and cooperation, also it can be, boost morale, for all employees and employers within the organization (Wellbrock et al, 2020). However, sustainability is the efforts that are taken towards a better society, planet and environment.



Figure 3: The CSR of an organization (Hermes-ltd, 2019)

5.1 CSR OF THE DRIVE LAB

As the Drive lab organization that Operates in the automobile industry, there are an enormous amount of issues that are associated with the industry that causes an impact on society & the environment (Wellbrock et al, 2020). For the automobile industry, sustainability is one of the most important aspects because of its corporate scandals in the past. Vehicles emit carbon dioxide gas in the air, is there consume fossil fuels, but with the technological advancements nowadays there are significant decreases and control in that sector because of electrical vehicles that are now helping the environment to be clean and safe for the humans (Wellbrock et al, 2020). The fact can be proved by the figure that around 95% of the carbon emission will be reduced by the year 2050 which will be around 1.5 Giga tons of carbon emission reduction (University of Exeter, 2020). The main reason behind it will be the electric cars as every second car will operate through electricity (University of Exeter, 2020).

Sustainability in the modern vehicle interior design is also significant advancement in the industry and in the field. With the interior design nowadays that is attractive, stylish, and have extra living space along with one of the most important aspects of human life is safety that is designed in order to make the life of the consumers effective and safe. vehicle that are designed with proper airbags, ABS brake system, cruise control, advanced infotainment system, ground clearance, and even 360 degree view of the vehicle (University of Exeter, 2020).

All these aspects are kept in mind in order how to make a design that is luxurious & safe, that is the reason nowadays even in a high- speed vehicle accidents there is a very little chance of human casualties and serious injuries (Wellbrock et al, 2020).

5.2 SUSTAINABILITY & CSR FACTS FOR DRIVE LAB

As mentioned above the organization operates in the vehicle industry, which is the Europe Union is the largest sector in terms of employment ratio (Carlier M, 2022). That's shows that the including the selected company, the industry itself is the biggest contributor in the continent GDP and the major contributors are the world developed countries like Germany, France etc. (Carlier M, 2022). Until 2018 the statistics shows that the industry provide around 2685.48 hundred thousand jobs to the employees in the sector (Carlier M, 2022). Like the Industry The Social responsibility of the Drive Lab is to provide employment that will help in the GDP of the country they operates as the company already collaborates with the teams around the globe (Drive lab, 2022).

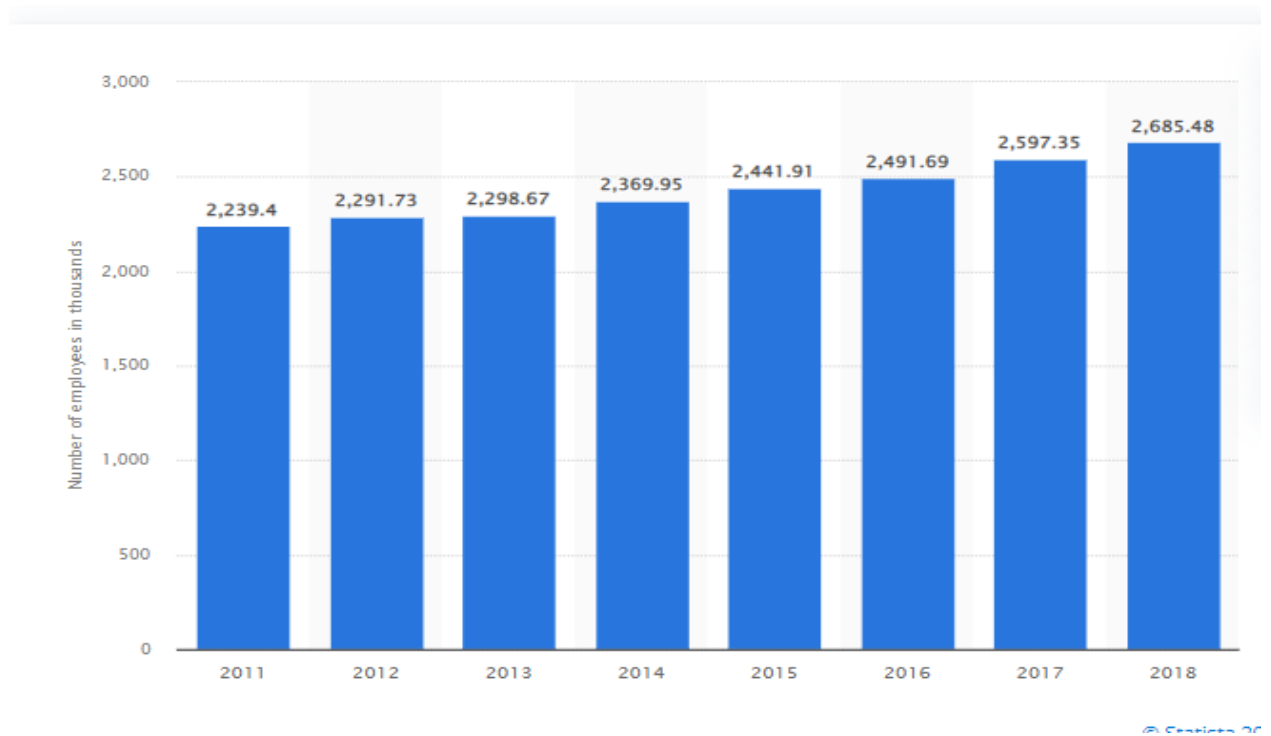


**FIGURE 4: EMPLOYMENT RATIO IN THE AUTOMOBILE INDUSTRY IN EU
(CARLIER M, 2022)**

Another important features of the CSR of the Drive Lab company is to Provide & ensure Safety products that ensures the safety of the employees (Drive lab, 2022). The company also has the obligation to provide products that are cheap in price, easy to excess and according to customer demand like leasing, renting etc. (Drive lab, 2022).

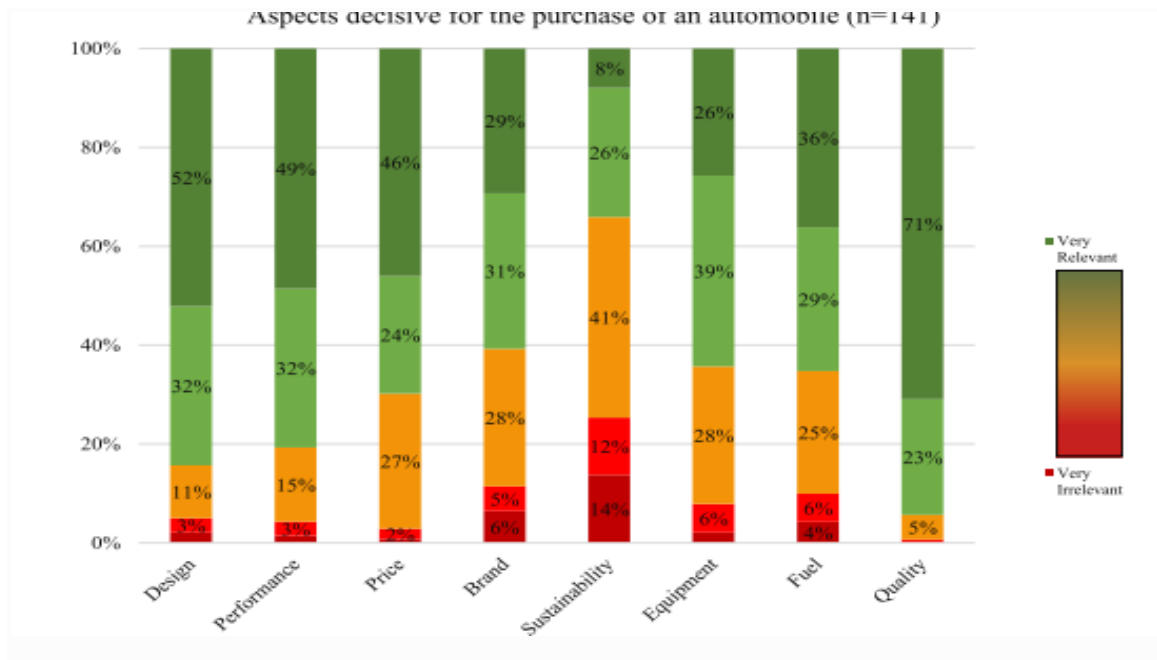


FIGURE 5: SHOWS THE PERCENTAGE OF CONSUMERS PREFERS THE FACILITIES IN THE VEHICLE (DRIVE LAB, 2022)

The social Responsibility of the Drive Lab is provide products through their research and development especially to the visually Impaired People. For a sustainable environment and product the organization lies responsibility because of their research in the sector and customer demands (Wellbrock et al, 2020). According to studies suggests that customer demand in the Automobile Sector specially include Design, Performance etc.

FIGURE 6: DRIVE LAB RESEARCH ON THE VEHICLE FOR AUTOMATIC DRIVING FACILITY (DRIVE LAB, 2022)

MANAGEMENT & ORGANIZATION



- ✧ The Organization has a well established hierarchy (Drivelab, 2022).
- ✧ The lab is lead by the Director DR JULIAN BRINKLEY assistant professor of Human-Centered Computing at Clemson University (Drivelab, 2022).
- ✧ Followed by many PhD doctors and research analysis that working as a team (Drivelab, 2022).
- ✧ By studying the organization in detail following outcomes could be evaluated (Drivelab, 2022).

MANAGEMENT & ORGANIZATION Cont..

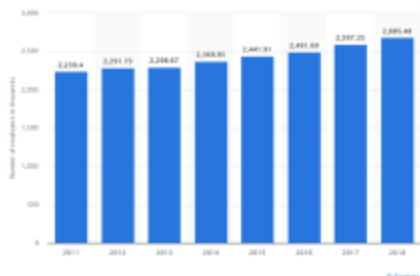
- ❖ The organization has Two main sectors that is the Leasing and Renting Automobile products and Research and Development (Drivelab, 2022).
- ❖ Generally they work with different collaborators but specifically it is a lab in the Clemson University Carolina US.
- ❖ The Organizational Management and its daily operations can be identified by their mission statement where they quote "Interested in Research that may help make the world a better place" (Drivelab, 2022).
- ❖ This statement clearly indicate that their main purpose is Research and development but along side this they deals in rental cars and Leasing in Automobile Products (Drivelab, 2022).

SOCIAL RESPONSIBILITY & SUSTAINABILITY



- ❖ Automobile Industry is in constant pressure to obey guidelines both with political and internal specifications along with the dealing with the change individual behavior of the customer values (Wellbrock et al, 2020).
- ❖ As the Drive Lab deals with the operations that are linked to Automobile Industry the company social responsibility are (Wellbrock et al, 2020).
- ❖ Always focuses on Innovation to meet their long term goals.
- ❖ Competent and motivated employees specially in the field of Research and Development (Wellbrock et al, 2020).
- ❖ Invest in project like emission reduction. Light weight and automated driving (Drivelab, 2022) as the research are in the trend.

SOCIAL RESPONSIBILITY & SUSTAINABILITY



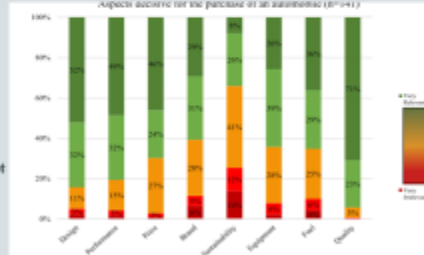
Employees ratio in the Auto Sector EU (Carlier M, 2022).

- ❖ Europe Union is the largest sector in terms of employment ratio (Carlier M, 2022).
- ❖ The Social responsibility of the Drive Lab is to provide employment that will help in the GDP of the country they operates as the company already collaborates with the teams around the globe (Drivelab, 2022).
- ❖ Safety products that ensures the safety of the employees
- ❖ Provide products that are cheap in price, easy to excess and according to customer demand like leasing, renting etc. (Drivelab, 2022).

SOCIAL RESPONSIBILITY & SUSTAINABILITY

- ❖ The social Responsibility of the Drive Lab is provide products through their research and development specially to the visually Impaired People.
- ❖ For a sustainable environment and product the organization lies responsibility because of their research in the sector and customer demands (Wellbrock et al, 2020). According to studies suggests that customer demand in the Automobile Sector specially include Design, Performance etc.

Customer Demands in Automotive Sector (Wellbrock et al, 2020).



REFERENCES

- ❖ Wellbrock W, Ludin D, Röhrle L & Gerstlberger W, 2020. "Sustainability in the automotive industry, importance of and impact on automobile interior – insights from an empirical survey", Proceedings at the International Journal of Corporate Social Responsibility. Vol 5 (10), PP 1- 11. Retrieved from <https://jcsr.springeropen.com/articles/10.1186/s40991-020-00057-z#citeas>. [Accessed on 19th April, 2022].
- ❖ Carlier M, 2022. "Direct employment in the motor vehicle manufacturing industry in the European Union (EU-28) from 2011 to 2018". Statista. [Online]. Retrieved from <https://www.statista.com/statistics/690552/automotive-employment-branch-europe-eu/>. [Accessed on 18th April, 2022].
- ❖ DRIVE Lab Twitter, 2022. "DRIVE Lab at Clemson University". Twitter. [Online]. Retrieved from <https://twitter.com/DriveLab>. [Accessed on 18th April, 2022].

6 REFERENCES

- Juneja P, 2022. "Organization Management Meaning, Need and its Features". Management study guide [Online]. Retrieved from <https://www.managementstudyguide.com/organization-management.htm>. [Accessed on 2nd May, 2022].
- Bryce S, 2021. "Principles of Organizational Management". study.com. [Online]. Retrieved from <https://study.com/academy/lesson/principles-of-organizational-management.html>. [Accessed on 2nd May, 2022].
- Duermyer R, 2019. "How to Write the Organization and Management Section of Your Biz Plan". The balances MB. [Online]. Retrieved from

<https://www.thebalancesmb.com/business-plan-organization-and-management-section-1794228>.

[Accessed on 2nd May, 2022].

Say lord ot org, 2022. “Principles of Management and Organization”. Say lord ot org. [Online].

Retrieved from

https://saylordotorg.github.io/text_small-business-management-in-the-21st-century/s16-01-principles-of-management-and-o.html. [Accessed on 2nd May, 2022].

Morgan J, 2015. “The 5 Types of Organizational Structures: Part 1, the Hierarchy”. Forbes. [Online]. Retrieved from

<https://www.forbes.com/sites/jacobmorgan/2015/07/06/the-5-types-of-organizational-structures-part-1-the-hierarchy/?sh=3ebe030b5252>. [Accessed on 2nd May, 2022].

DRIVE Lab Twitter, 2022. “DRIVE Lab at Clemson University”. Twitter. [Online]. Retrieved

from <https://twitter.com/DriveLab>. [Accessed on 2nd May, 2022].

Fernando J, 2022. “Corporate Social Responsibility (CSR)”. Investopedia. [Online]. Retrieved

from <https://www.investopedia.com/terms/c/corp-social-responsibility.asp>. [Accessed on 2nd May, 2022].

University of Exeter, 2020. "Electric cars better for climate in 95% of the world." Science Daily.

[Online]. Retrieved from www.sciencedaily.com/releases/2020/03/200323125602.htm. [Accessed on 2nd May, 2022].

Wellbrock W, Ludin D, Röhrle L & Gerstlberger W, 2020. “Sustainability in the automotive industry, importance of and impact on automobile interior – insights from an empirical survey”.

Proceedings at the International Journal of Corporate Social Responsibility. Vol 5 (10). PP 1- 11.

Retrieved from <https://jcsr.springeropen.com/articles/10.1186/s40991-020-00057-z#citeas>.

[Accessed on 2nd May, 2022].

Hermes-ltd, 2019. “Corporate Social Responsibility (CSR)”. [Online]. Retrieved from

<https://www.hermes-ltd.ru/corporate-responsibility>. [Accessed on 2nd May, 2022].

