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Apple's organizational Functions

This essay is to focus on the organization of Apple and it will cover the organizational management of Apple. Apple is well known for their technology, these include iPads, iPhone, Apple watch, iMac. It was introduced in 1984 and the founders of Apple are Steven Jobs and Stephen Wozniak (4) It is all carbon neutral and they are hoping to have all their products carbon neutral too by 2030, they are hoping to have no carbon footprint in their products and clean energy. They have durable and energy efficient products and they use 100% Recycling. Apple helped prevent emissions from energy sufficiency and emissions control by 1 million Tonnes in 2019. (5)

What approaches do Apple use?

Steve who developed Apple made Apple a secrecy organization, he done this to help minimize the potential theft of their products and proprietary information, not only does the organization help to minimize it but it also helps to minimize competitors, it is within the employees contracts to keep information about Apple within the business of Apple, the employees are expected to do so and are trained to as well. (8) Apple uses a unitary organizational form; this is when two groups with the same aims join together. This is also known as 'U - form' for short or a functional organization. It is organized expertise, not products, Apple uses design as one group. The suppliers' code of conduct for Apple are Labour, human rights and environmental protections. Apple is a unique company. Apple has a team of executives, these include Software engineering (Craig Federighi), Hardware engineering (Dan Riccio) and Hardware Technologies (Johny Srouji). (1) Back in 1909 Frederick Taylor had published a book called "The principles of scientific management" in this book Taylor said that all managers and workers need to start communicating and working together and bring their ideas together. He also argued that that if a worker didn't work as hard as another worker, then they should not be getting paid, so he was basically saying that you should only get paid for the amount of work you do and the effort you put in. Taylor then goes on to say there are four principles when considering scientific management, these are 1. You should "replace working by 'rule of thumb' or simple habit and common sense, and instead use scientific method to study work and determine the most efficient way to perform specific tasks", 2. "Rather than simply assign workers to just do any job, match workers to their jobs based on capability and motivation, and train them to work at maximum efficiency" 3. "Monitor worker performance, and provide instructions and supervision to ensure that they're using the most efficient ways of working". 4. "Allocate the work between managers and workers so that the managers spend their time planning and training, allowing the workers to perform their tasks efficiently". So Taylor suggests that there is only one way to have/do scientific management, so partly due to Taylors approach workplaces have now got training procedures in place and the teamwork we do in workplace today. I believe that Apple have good teamwork within their business and the employees have good training for the tasks that need to be done. I agree with Taylors procedures and think that workplaces would be everywhere and wouldn't work efficiently without those procedures in place. (10) Max Weber's theory is the opposite to Fredericks theory, it is more bureaucracy, he believes that this is the most efficient. Max Weber claims that the most efficient way businesses can operate in is bureaucracy, even though Weber's theory

prioritizes more towards efficiency, it isn't the best way for businesses to work with. Weber wrote 'Precision, speed, unambiguity, knowledge of files, continuity, discretion, unity, strict subordination, reduction of friction and of material, and personal costs – these are raised to the optimum point in the strictly bureaucratic administration'. Weber's theories and beliefs and collaboration within businesses. Weber's characteristics of bureaucracy are; 1. Division of labor – Weber believes that different team member's have their own defined roles and their own defined roles and their own responsibilities. 2. Hierarchical management structure – Weber thinks that management should be put into layers, meaning each layer is responsible for their own work. He also says that the top management have more power than those at the bottom, this means there won't be any team work or communication about the business with each other. 3. Formal selection rules – Weber believes that employees should be set and allocated jobs based on their skills from education or training, meaning anything other than those skills should not be taken into consideration. He also thinks that employees that are working should be only paid from how they work and what position they work in. 4. Efficient and uniform requirements - Weber thinks that no matter what employees should walk into a job and know what they are expected to do with no/ little training on the job role. 5. Impersonal environment – according to Weber's theory employees should stay professional even their relationships. 6. Achievement – based advancement – he believes that promotions should only be based on the individuals work and achievements. He also believes employees should obey their supervisors and do not step out of line this is to prevent favoritism. He also says that employees, supervisors and managers should keep track of their everyday responsibilities and make sure there are no repeats of employees having days off etc. He thinks there should be no sharing of ideas or communication and you should stick to the work assigned to you only. I believe in some thing Weber believes in such as relationships within the workplace should stay professional and out of the workplace but some things I disbelieve in such as Weber thinks employees and managers should not communicate about the company or share their ideas, this can prevent the business from growing into a bigger and better business. Apple heads more towards Frederick's theory because they do a lot of team work and train their employees for the tasks and job roles they are set. (10) Apple's behavioral management helps build cultural respect with employees. Apple uses a good classical management by various different ways. It uses various different strategies. Apple is not run by managers it is run by engineers. Apple's employees don't have to go through their manager's to change/ fix a problem within Apple's product's, meaning they don't have to go through different layers of bureaucracy. (11) There are some disadvantages and advantages of the classical management theory. It has a clear structure for management, it increased the productivity of workers, increased the efficiency of workers, it creates better working conditions, increases the employees/ workers wages and also helps create a good relationship with the employees and managers. While there are a few good advantages there are also many disadvantages, it can create some burdens among employees and it can also cause pressure among employees, it is based on the simple organizational structure not today's complex structure, it categorizes the employees into efficient and inefficient based on their individual performance, it also creates frustration between employees and kills creativity that the employees have. (11)

Employee job satisfaction of Apple

Apple's employees are super important to Apple. Apple's managers know and identify the employees Satisfaction. The managers of any company have to understand the employees needs and safety. To have success in your company you need job satisfaction, it is essential that employees and managers are

satisfied and that managers know the employees satisfaction. Employees and managers need to have good and clear communication to achieve good job satisfaction. If the employees do the tasks and duties correctly then the development of the company will succeed. If a employee has good/ high job satisfaction then it shows that they have good positive attitudes towards the company. There are five factors to job satisfaction, these are 1. Achievement – An employee achieving something within their job would mean they are satisfied with their job were as if they didn't achieve anything then they would be dissatisfied. 2. Feedback – Feedback from the employees manager or the company is essential so the employee knows where they stand and if they are doing their job properly and if the manager is satisfied. 3. Perception of fair payment – In order to keep job satisfaction within the company then the employees need to receive the correct payment for the work/ tasks they have done, without this the job satisfaction would be dissatisfaction. 4. Organizational support – All employees want to make sure and be satisfied that they are getting back just as much as they have put in to the company/ business, the employees need to receive both physical and mental support from their managers/ companies. 5. Complexity and variety – The employees need to be challenged in their workplace, the job being too easy would make the employee lose track and get bored and possibly lack in the work they are set out to do, they also need to have a variety of different things not just the one as again they will get bored and lack. (12)

Douglas McGregor Y & X Theory

Douglas McGregor came up with a theory Y & X, he is very well known for his theory. The X theory claims that people don't like work and would rather be controlled so they don't have the responsibility. If you believe that this is your employee then you are described as an authoritarian style manager. The Y theory is the integration of goals, people that have interests in their work and the people that want to have the responsibilities. If you believe this is you employee then you are described as an participative manager, this type of manager lets the employees take pride in their work. The theory X management thinks that their employees don't like work, they need to be told what to do and can't take responsibility for their work, they need to be threatened or controlled to be able to carry out the tasks provided, and they need to be under supervision to make sure their doing the work correctly. The employees that the managers work under theory Y are more than happy to work without supervision and know what to do, they help with the decision making, they take good pride and ownership over their work, take good responsibility of their work, they enjoy work and like being challenged, and they solve problems by being creative. I feel although Apple are very much following the Y theory because the workers all seem very responsible for their job role and take good pride with their work. (13)

How is Apple's Organizational environment structured?

Apple has a collaborative organizational structure which is vertical and hierarchical organizational structure, a hierarchical organizational structure is when a chain of command comes from the top to the bottom of the organizations. (6) Apple's collaborative structure allows the lower employees to be able to discuss things with the managers in all tiers (middle and top). This prompts teamwork. To be able to identify Apple's strengths and weaknesses Apple managers can include their employees in making decisions. (2) Apple uses negotiation, leadership, empowerment, creativity, team work, stress management, goal setting, motivation, job satisfaction and projection. (3)

Apple's management style is a democratic leadership style. As an organization, Apple is a flat organization, this means that everyone that works within Apple are involved. (7)

Conclusion

To summarize this paper it is relevant that the organizational management of Apple is affective, as a result of searching about Apple, I have found that Apple take good care of their customers and staff by allowing the staff to take responsibilities and to put their ideas out there. I speak about how Apple work as a team – the managers, supervisors and employees and what Apple do as a company/ business and who founded Apple. I also talk about what approaches Apple use and hoe they stop potential theft of their products and proprietary information and what are in the employees contracts – to keep information about Apple and their business within the Apple’s business. I then go on to talk about Frederick Taylor’s theory and how Apple fits in with that theory or if they do at all, not only do I speak about Frederick Taylors theory but I also talk about Max Weber’s theory. I then move on to what Apple’s behavioral management is. I speak about what Apple as a business does, and what their organizational structure is. Apple train there employees for the tasks that they are set out to do. Apple uses a good classical management approach, they are not run by managers but instead run by engineers. The employees don’t have to run their idea through a manager to change or fix a problem, meaning they don’t have to go through different layers of bureaucracy. I speak about the advantages and disadvantages of the classical management approach. I then go on to talk about employee job satisfaction within Apple and what is meant by Employee job satisfaction. I then move on to Douglas McGregor’s Y & X theory – this is two different types of managers. I speak about what the X theory claims and what the X theory claims and why they claim them and how Apple fit in with either one of these. Lastly I speak about vertical and hierarchical organizational structure and the differences between the two and what Apple uses, such as negotiation, leadership, empowerment ect.

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