

Introduction to Leadership and Management (LCBB4008)



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Component 2: Practical Group
presentation

Team:

Desislava Yovcheva ID: 2321718

Ventsislav Karov ID: 2321719

Denis Nikolov ID: 2326063 (did
not send the slides)

Content of presentation:

- Introduction;
- Importance of management and
- Management principles by Ventsislav Karov
- Management functions and
- Managerial roles by Desislava Yovcheva
- Managers behaviors towards employees;
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- Conclusion by Denis Nikolov
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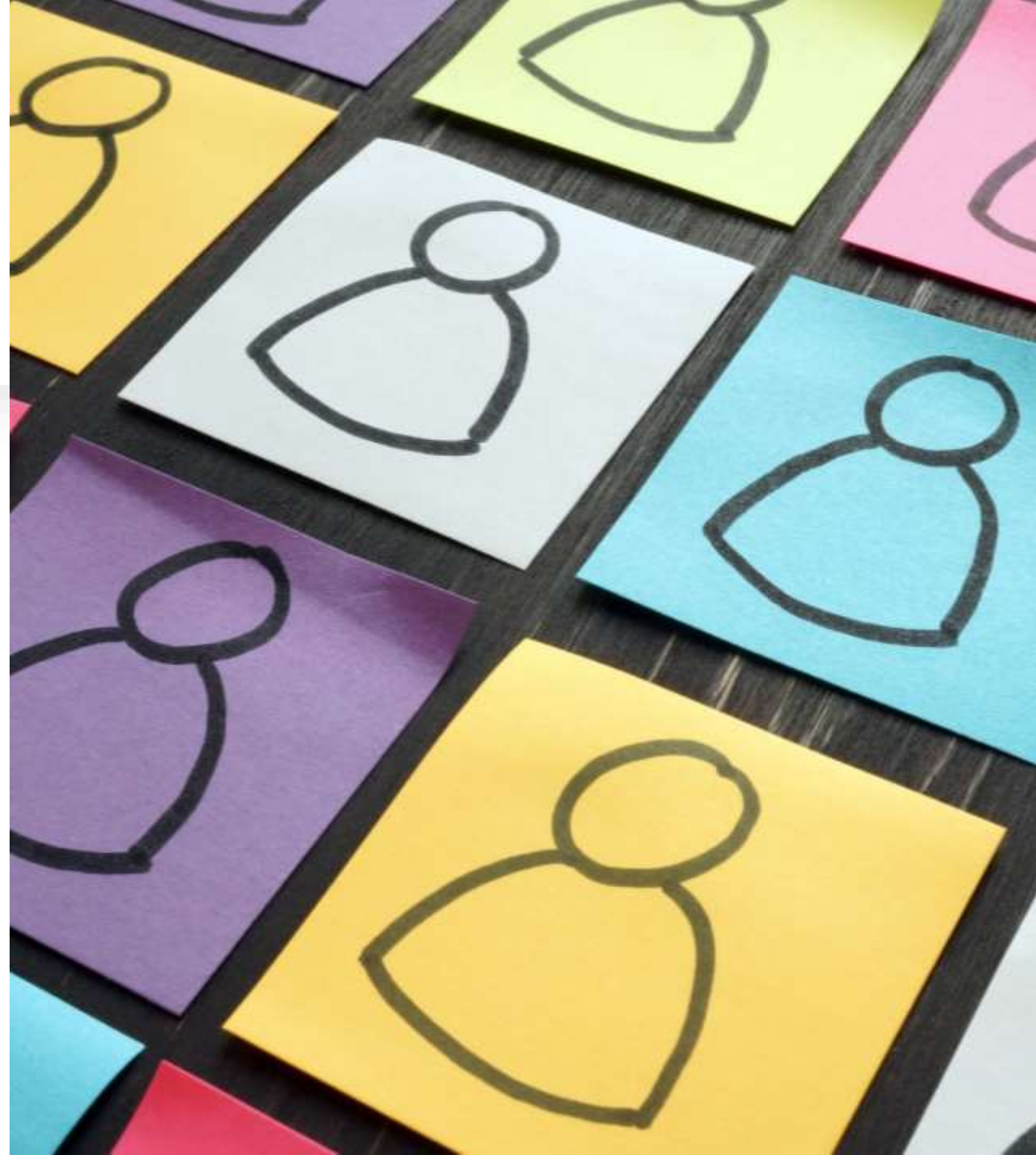
Introduction

Definition of management:

Management is the process of organizing, planning, leading, and controlling resources to achieve organizational goals efficiently and effectively.

The art of getting things done through people in organizations.

The coordination and oversight of work activities to achieve objectives efficiently and effectively (Robbins et al., 2021)





importance of management

Efficiency and effectiveness

Good management ensures that an organization's resources are used optimally, reducing waste and maximizing output. For example, Amazon's management has implemented sophisticated logistics systems that allow for rapid order fulfilment and delivery (Banker,2021).

Goal achievement

Management aligns organizational activities with strategic objectives. Apple's management, for instance, consistently drives innovation to maintain the company's position as a technology leader (Podolny & Hansen, 2020)

Adaptation to change

Effective management helps organizations navigate and adapt to rapidly changing market conditions.

Coordination:

Management facilitates coordination among different departments and stakeholders. For example, Toyota's management system ensures smooth coordination between design, production, and sales teams to deliver high-quality vehicles efficiently (Toyota,2024).

Employee development:

Good management practices foster employee growth and engagement (Drucker, 2015).

Google's management approach, which includes initiatives like "20% time" for personal projects, has helped attract and retain top talent (Hackmann,2024).

Management principles:

Authority and Responsibility

Principle: Authority must match responsibility

Example: Starbucks empowers store managers
.Managers have authority to make local decisions.

Discipline

Principle: Clear rules and fair enforcement

Example: Google's code of conduct .Ensures ethical behaviour and professionalism.

Unity of Direction

Principle: One plan for a group with the same objective.

Example: Apple's focused product strategy
.Ensures alignment across teams and departments (Indeed,2024).



Management principles

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Remuneration

Principle: Fair compensation for work.

Example: Netflix's high-salary policy .Attracts and retains top talent.

Equity

Principle: Fair treatment for all employees.

Example, employees performing similar jobs can receive equal pay.

Esprit de corps

Principle: Promote team spirit

Example: Zappos' culture of happiness
.Enhances motivation and collaboration
(Indeed,2024).





Management functions

Planning - Is foundation of good management. Setting goals and determining courses of action.

Example: Apple's product roadmap planning

Application: Yearly strategic planning sessions for new product launches.

Organizing - Arranging resources and establishing authority relationships

Example: Amazon's logistics network organization

Application: Structuring warehouses and delivery routes for efficiency.

Staffing – is all about getting the right people in the right positions to keep the organizations running smoothly.

Example: Google's rigorous hiring process

Application: Multi-stage interviews and continuous learning programs

Directing– Guiding, motivating, and supervising employees .

Example: Netflix's culture of freedom and responsibility .

Application: Empowering employees to make decisions within guidelines

(Kennelly 2014)

Management functions

Controlling - Monitoring performance and taking corrective action

Example: Toyota's quality control systems

Application: Implementing and monitoring Just-In-Time manufacturing.

Coordinating - Ensuring different parts of the organization work together

Example: Procter & Gamble's matrix organization structure

Application: Cross-functional teams for product development

Reporting - Informing superiors and stakeholders about performance

Example: Walmart's use of data analytics for reporting

Application: Real-time sales data shared across management levels.

Budgeting - Financial planning and management

Example: Microsoft's annual budgeting process

Application: Allocating resources across different departments and projects

(Mahring, 2002)



Managerial roles

Information Roles:

Monitor: Seeks out and gathers relevant information

Example: Researching legal restrictions on new product technology

Disseminator: Provides information within the organization

Example: Sharing current production figures with assembly line workers

Spokesperson: Communicates information externally

Example: Representing the company at a shareholders' meeting

Managerial roles

Interpersonal Roles:

- **Figurehead:** Represents the company symbolically.
- **Example:** Cutting the ribbon at a new building opening ceremony. **Leader:** Guides and motivates employees.

Decisional Roles:

Entrepreneur: Initiates change and seeks new opportunities **Example:** Implementing a new production process using new technology.

Disturbance Handler: Manages unexpected events and crises

(Bright et al., 2019)



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