

Organization Management

Contents:

1. MANAGEMENT KEY CONCEPTS - (Chapter 1; Chapter 2)

The evolution of Management Theory

2. THE ENVIRONMENT (Chapter 3)

Swot analysis

3. PLANNING (Chapter 7) and CONTROL

Planning and controlling an organization

4. DECISION MAKING PROCESS (Chapter 6)

Importance of the design structural context

5. ORGANIZATION (Chapter 8)

The way the hierarchy stands

6. MOTIVATION (Chapter 12)

Ways to induce people

7. LEADERSHIP (Chapter 11; Chapter13)

The others do what we intend to

8. COMMUNICATION (Chapter 15)

The way of diffusing information

9. CULTURE (Chapter 9)

The explanatory reason for all

Assessment:

This course will be succeeded if the final mark of the proposed case study scores at least 50% CASE STUDY (groups from 2 to 4 elements) THEME: to be defined Power point presentation, by all the members of the group, of a work prepared as to the following issues belonging to a previous selected company:

1 VISION, MISSION, STRATEGY - inserted in the objectives of the organization

2 STRUCTURE of the organization (hierarchy and functions)

3 MARKET - environment, SWOT analysis, forecasts

4 PLANNING AND CONTROLLING - explaining the management

5 COMMUNICATION - system of reporting implemented in the organization

6 CULTURE: of the company and of the country

7 THE FUTURE: the global market and the organization expectations

References:

Jones, G., George ,J., Hill, C., (2000) Contemporary Management, Irwin Mac Graw Hill (second edition) (power point highlights are identified by chapters and delivered to the students)