



# **Organizational Management in The Digital Era**

Principles of organization and management; evolution, theories, characteristics and components of the organization in the digital era; change in the organization; organizational risk; tools for modern organizational management; case studies for business organizational management



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# **Principles of organization and management**

# Organization

Organizing- The process by which managers establish working relationships among employees to achieve goals.

According To Chester Barnard Organization Is Defined

"A system of consciously co-ordinated activities or efforts of two or more persons".

An Organization Defined

A deliberate arrangement of people to accomplish some specific purpose

# Organization

"Organization is the process of identifying and grouping of the works to be performed, defining and delegating responsibility and authority and establishing relationships for the purpose of enabling people to work most efficiently".

- Louis A. Allen

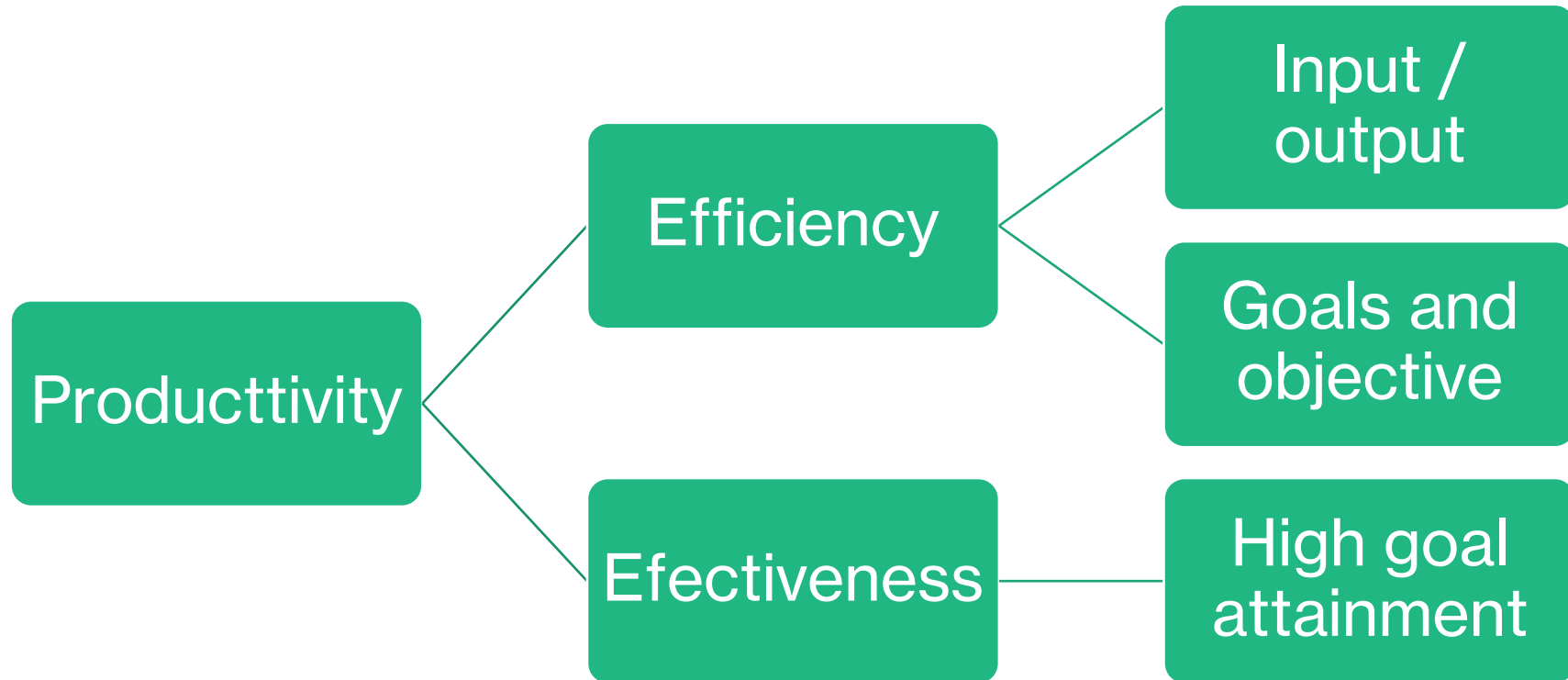
# Characteristic of Organization

Distinct Purpose

People

Deliberate Structure

# Organization



# Managing for Competitive Advantage

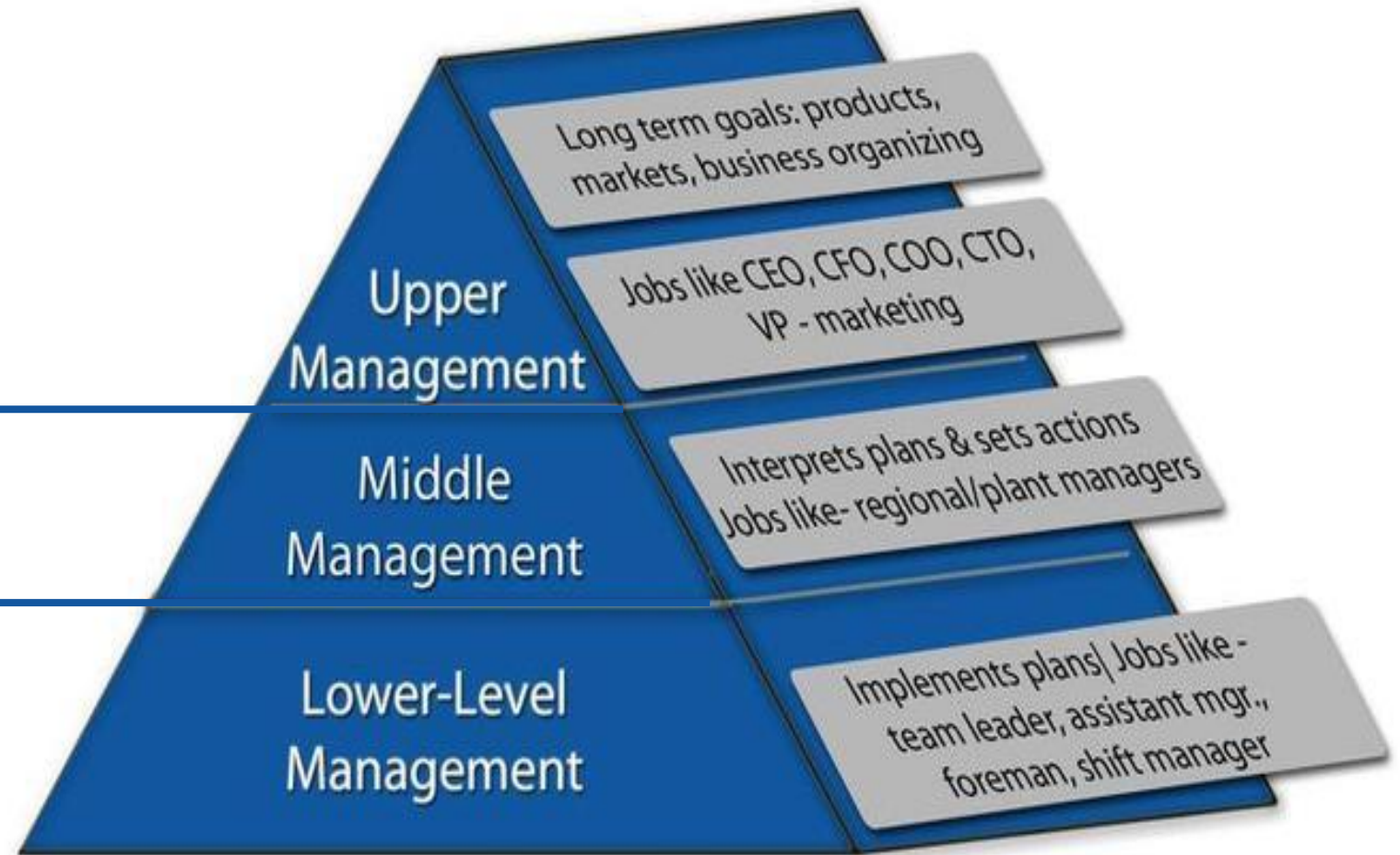
Key Concept	Definition
Innovation	The introduction of new goods and services.
Quality	The excellence of your product.
Service	Giving customers what they want or need, the way they want it
Speed	Fast and Timely execution, respond and delivery of results.
Cost Competitiveness	Keeping costs. low to achieve profits and offer prices attractive to customers.
Sustainability	The effort to minimize the use of resources, especially those that are polluting and nonrenewable.

# Management Levels

Conceptual Skill

Human Skill

Technical Skill





# Skill

1. Culture Flexibility
2. Communication Skills
3. Interpersonal Skills
4. Teamwork Skills
5. Analytical Skill
6. Leadership Skill
7. HRM Skill
8. Creativity
9. Self management of Learning

# Efficiency and Effectiveness in Management

Setting Goals

Managing Conflict

Solving Problems

Working Well in Group

Time Management

Interpersonal Skills

Verbal Communication

# Management System

Close Systems

Open System