

DAY







# Business Management

13th February 2022

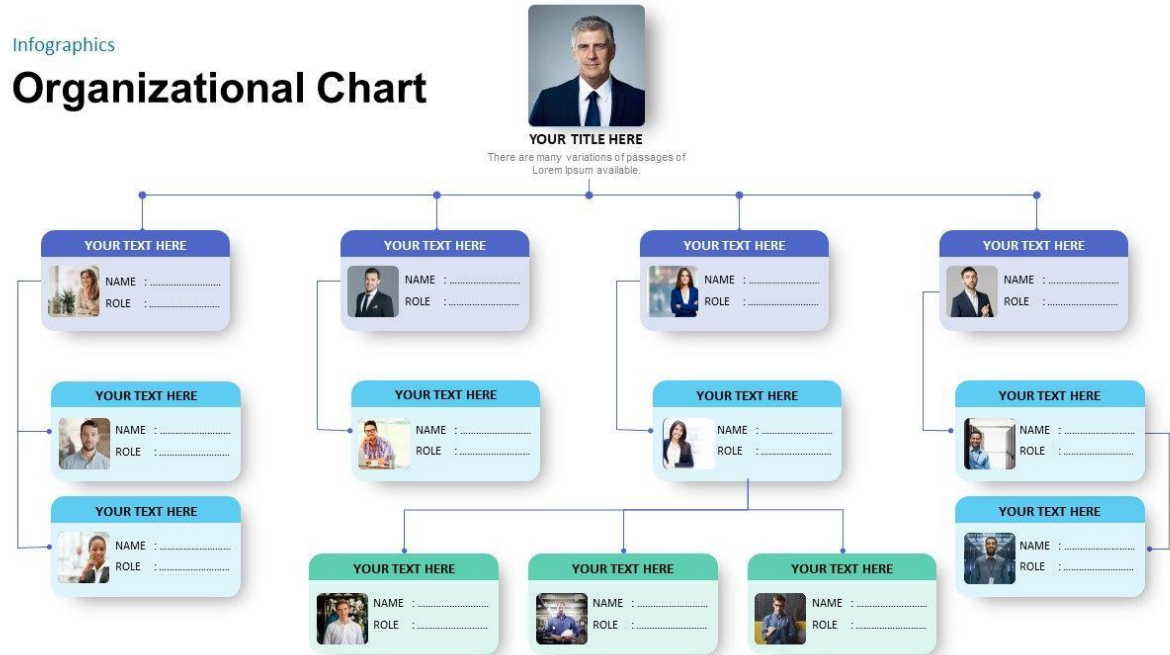
By Sharon Lee

## Principle No. 2: The Types and Roles of Managers within the Organization

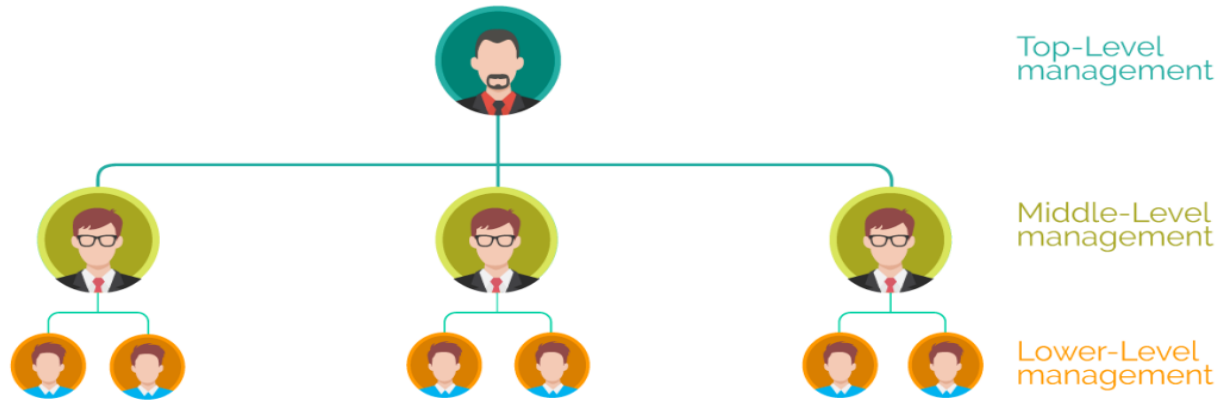
- Every organization has an Organization Structure.
- Organizations contain front-line, middle, and top managers.
- Above the top management team are a CEO and a board of director levels.

Infographics

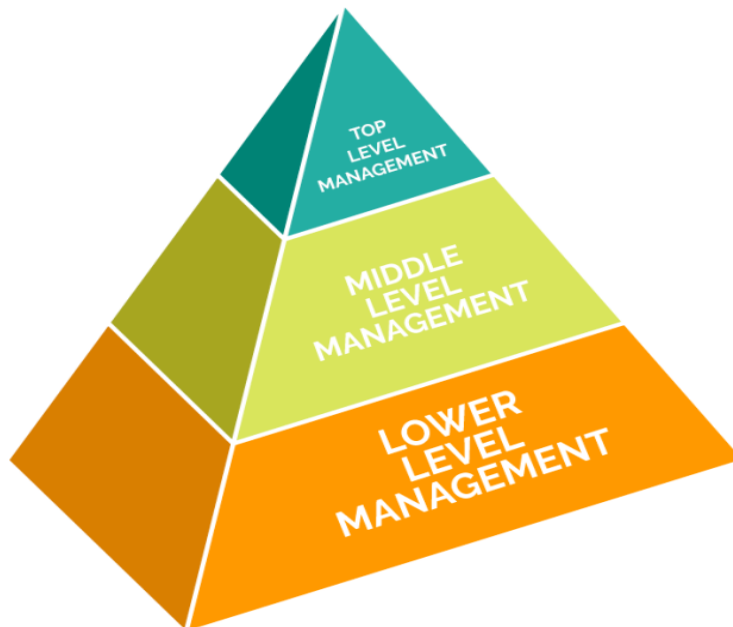
### Organizational Chart



# Three levels of management



Principle no 2:  
The types and roles of  
Managers within an  
Organization



**TOP-LEVEL MANAGEMENT**  
They make decisions affecting the entirety of the firm.



**MIDDLE-LEVEL MANAGEMENT**  
They are responsible for carrying out the goals set by top management.



**LOWER-LEVEL MANAGEMENT**  
They are responsible for the daily management of line workers the employees who produce the product or offer the service

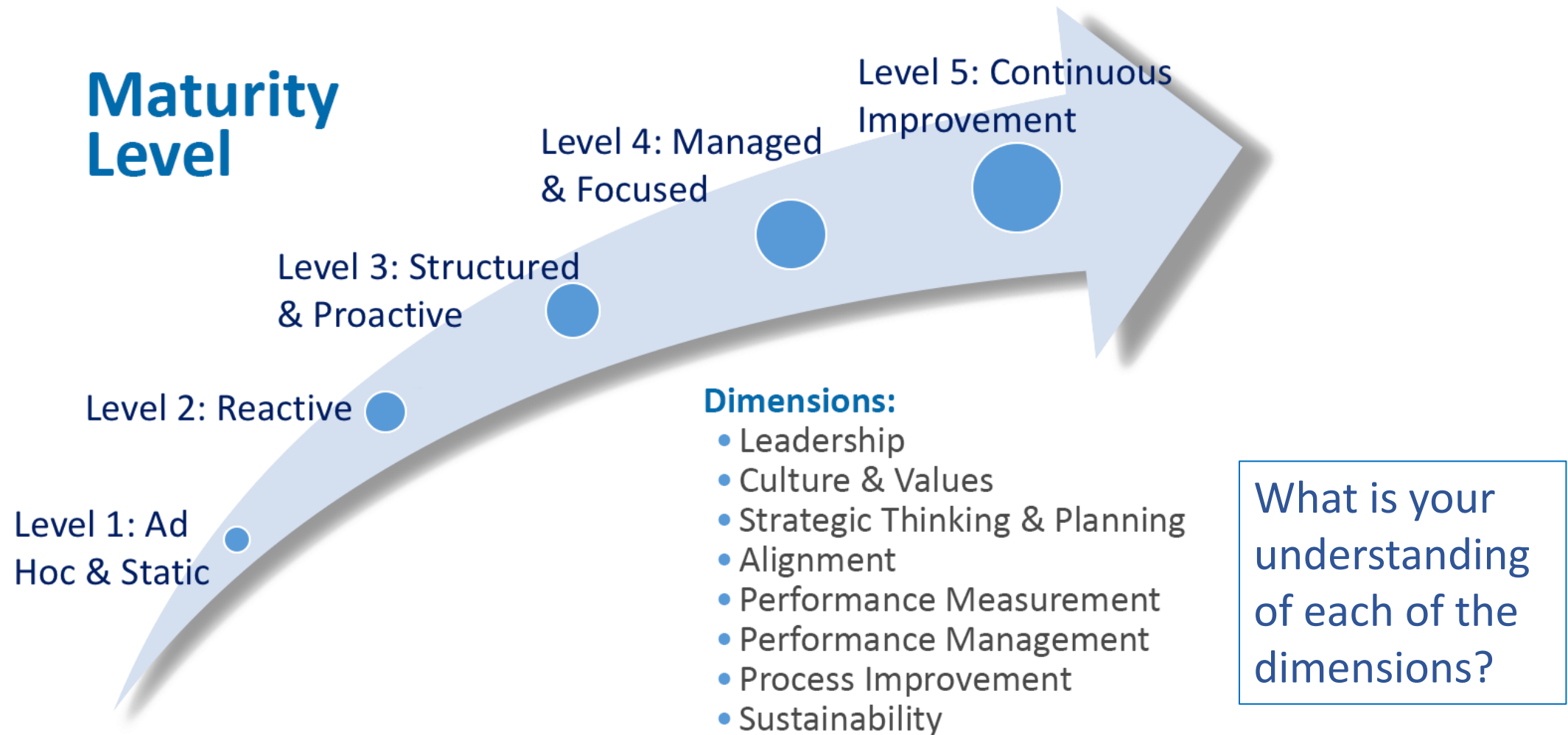
# Activity

## Outline an Organization Chart

1. What are the steps?
2. Create one for the organization you are working with
3. Share your 2 point of view(s) of the org. chart. For example, the plus point and the negative point.

15 mins

# Principle No. 2: The Types and Roles of Managers within the Organization



Principle No. 2:  
The Types and  
Roles of  
Managers  
within the  
Organization



What Is Strategic Planning?

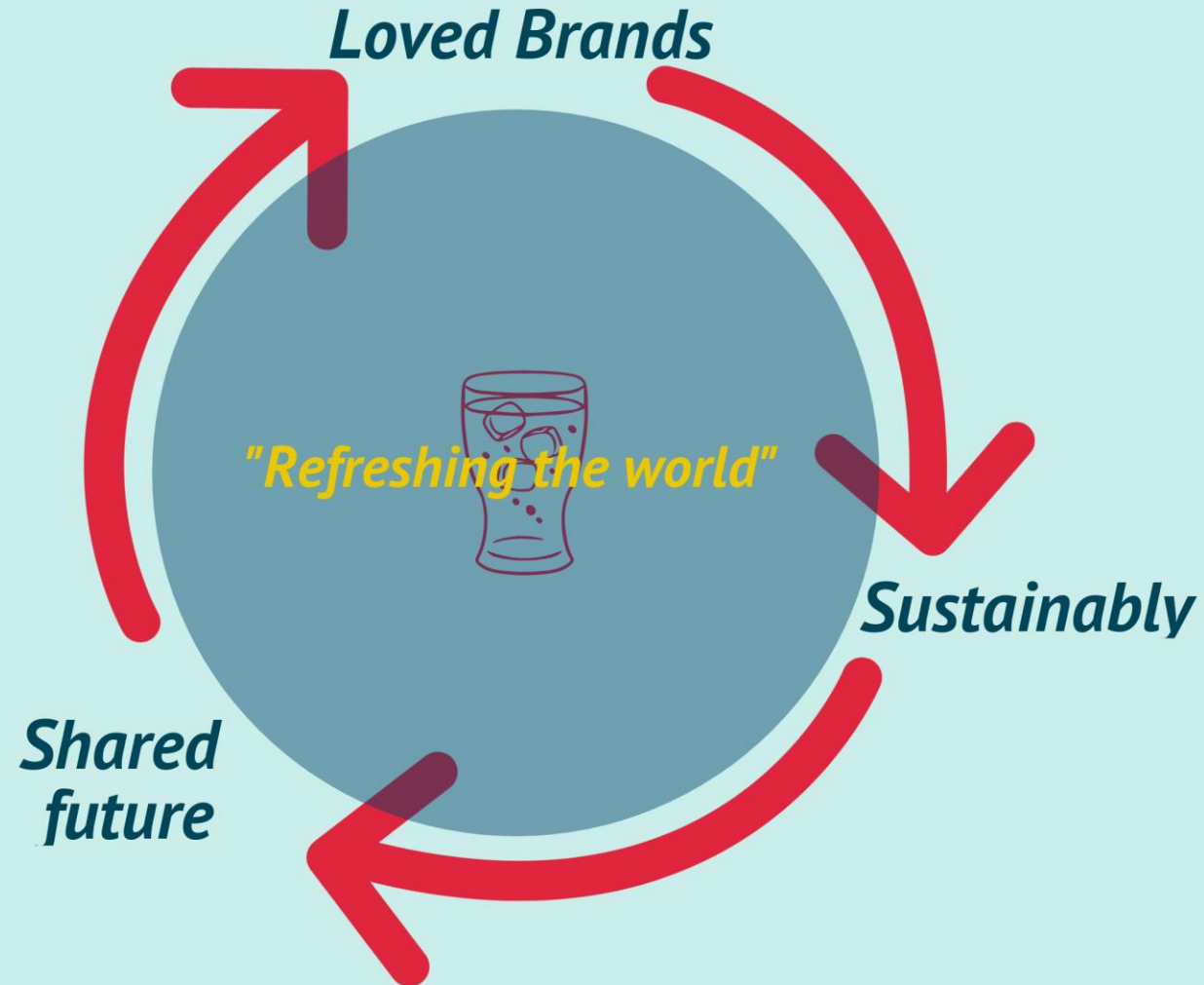


# What is Strategic Planning

**Take notes as the video is playing for discussion**

- <https://www.youtube.com/watch?v=VcWI3WVXmFk>
- <https://www.youtube.com/watch?v=-gcNK-1laiQ>

Coca-Cola's Purpose is to "refresh the world. make a difference." Its vision and mission are to "craft the brands and choice of drinks that people love, to refresh them in body & spirit. And done in ways that create a more sustainable business and better-shared future that makes a difference in people's lives, communities, and our planet."



# Mission & Vision

STARBUCKS COFFEE

Mission Statement

“To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time”

Vision Statement

”The vision of Starbucks is to establish Starbucks as the premium purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow”



# Starbucks Mission and Values

December 15, 2015 · 1 min read

## **STARBUCKS MISSION**

To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

## **STARBUCKS VALUES**

With our partners, our coffee and our customers at our core, we live these values:

Creating a culture of warmth and belonging, where everyone is welcome.

Acting with courage, challenging the status quo and finding new ways to grow our company and each other.

Being present, connecting with transparency, dignity and respect.

Delivering our very best in all we do, holding ourselves accountable for results.

We are performance driven, through the lens of humanity.

# Activity

1. Share your organization's Vision & Mission
  2. What are the actions you observe that supports the Vision & Mission
- 15 mins

# Principle No. 2: The Types and Roles of Managers within the Organization

## Strategic Plan Hierarchy



When are you involved in the process?

# Planning Cycle

Vision, Mission, Values

How to achieve superior performance

Executive  
Corporate Strategic Plan

Business Unit  
Goals and Targets

Employee Performance  
Plan

Guides operational decision making and performance management

# Quiz

1. Explain the 2 benefits of Strategic Planning for a company  
(2 points)
2. Share 2 concepts you have learned from the class today that you felt was important and relevant to your workplace.  
(3 points)



## Assignment for Week 2

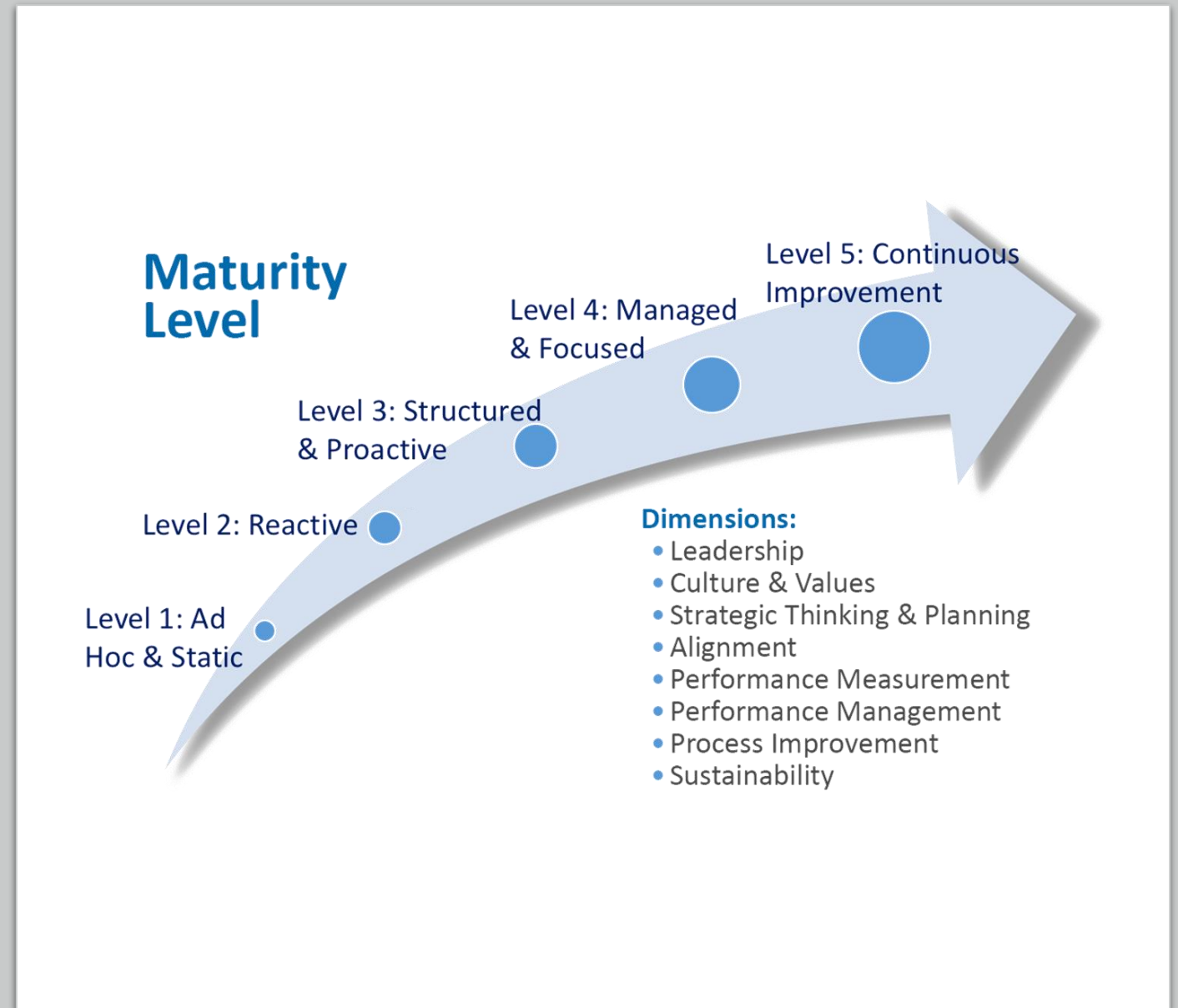
Choose 2 dimensions of Management Roles. *(1 point)*

For **each** of the dimensions, identify which level you are performing *(1 point)* and explain or give example of why you identify yourself at that level

*(4 points)*

For **each** of the dimensions chosen, suggest one way you can improve your performance to the next level. *(4 points)*

Due: 20<sup>th</sup> Feb 2022



# Final Project

1. Pick a concept that you have learnt from Business Management Course *(2 points)*
2. Define the concept in detail *(6 points)*
3. Provide an example of the Business Management concept in the real world *(6 points)*
4. How can this concept be applied to your organization *(6 points)*

## Assessment

- 20% written assignment due on 27<sup>th</sup> February 2022, before class
- 10% presentation on 27<sup>th</sup> February during class