



MANAJEMEN BISNIS

(Part 1)

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Rather than telling employees exactly what to do, managers today tend to give their employees enough independence to make their own informed decisions about how best to please customers. How do you think most employees respond to this empowerment on the job?



THE FOUR FUNCTIONS OF MANAGEMENT

Management is the process used to accomplish organizational goals through planning, organizing, leading, and controlling people and other organizational resources (see Figure 7.1).

Planning

- Setting organizational goals.
- Developing strategies to reach those goals.
- Determining resources needed.
- Setting precise standards.

Leading

- Guiding and motivating employees to work effectively to accomplish organizational goals and objectives.
- Giving assignments.
- Explaining routines.
- Clarifying policies.
- Providing feedback on performance.

Organizing

- Allocating resources, assigning tasks, and establishing procedures for accomplishing goals.
- Preparing a structure (organization chart) showing lines of authority and responsibility.
- Recruiting, selecting, training, and developing employees.
- Placing employees where they'll be most effective.

Controlling

- Measuring results against corporate objectives.
 - Monitoring performance relative to standards.
 - Rewarding outstanding performance.
 - Taking corrective action when necessary.
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Planning includes anticipating trends and determining the best strategies and tactics to achieve organizational goals and objectives. One of the major objectives of organizations is to please customers. The trend today is to have *planning teams* to help monitor the environment, find business opportunities, and watch for challenges.

Planning is a key management function because accomplishing the other functions depends heavily on having a good plan.

Organizing includes designing the structure of the organization and creating conditions and systems in which everyone and everything work together to achieve the organization's goals and objectives.



Leading means creating a vision for the organization and communicating, guiding, training, coaching, and motivating others to achieve goals and objectives in a timely manner.



Controlling establishes clear standards to determine whether an organization is progressing toward its goals and objectives, rewarding people for doing a good job, and taking corrective action if they are not. Basically, it means measuring whether what actually occurs meets the organization's goals

PLANNING AND DECISION MAKING

Planning, the first managerial function, is setting the organization's vision, goals, and objectives.

Executives find planning to be their most valuable tool. A **vision** is more than a goal; it's a broad explanation of why the organization exists and where it's trying to go



Top management usually sets the vision for the organization and then often works with others in the firm to establish a mission statement. A mission statement outlines the organization's fundamental purposes. It should address:

- The organization's self-concept.
 - Its philosophy.
 - Long-term survival needs.
 - Customer needs.
 - Social responsibility.
 - Nature of the product or service.
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Planning is a continuous process. A plan that worked yesterday may not be successful in today's market. Most planning also follows a pattern.

The procedure you'll follow in planning your life and career is basically the same as the one businesses use. It answers several fundamental questions:



Potential Internal STRENGTHS

- Core competencies in key areas
- An acknowledged market leader
- Well-conceived functional area strategies
- Proven management
- Cost advantages
- Better advertising campaigns

Potential Internal WEAKNESSES

- No clear strategic direction
- Obsolete facilities
- Subpar profitability
- Lack of managerial depth and talent
- Weak market image
- Too narrow a product line

Potential External OPPORTUNITIES

- Ability to serve additional customer groups
- Expand product lines
- Ability to transfer skills/technology to new products
- Falling trade barriers in attractive foreign markets
- Complacency among rival firms
- Ability to grow due to increases in market demand

Potential External THREATS

- Entry of lower-cost foreign competitors
 - Rising sales of substitute products
 - Slower market growth
 - Costly regulatory requirements
 - Vulnerability to recession and business cycles
 - Changing buyer needs and tastes
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FORMS OF PLANNING





Organizations of all kinds need contingency plans for unexpected events. Here first responders at Washington's Reagan National Airport participate in a drill with volunteers who are pretending to be victims in a simulated airplane crash. What contingency plans are you aware of on your campus or at work?

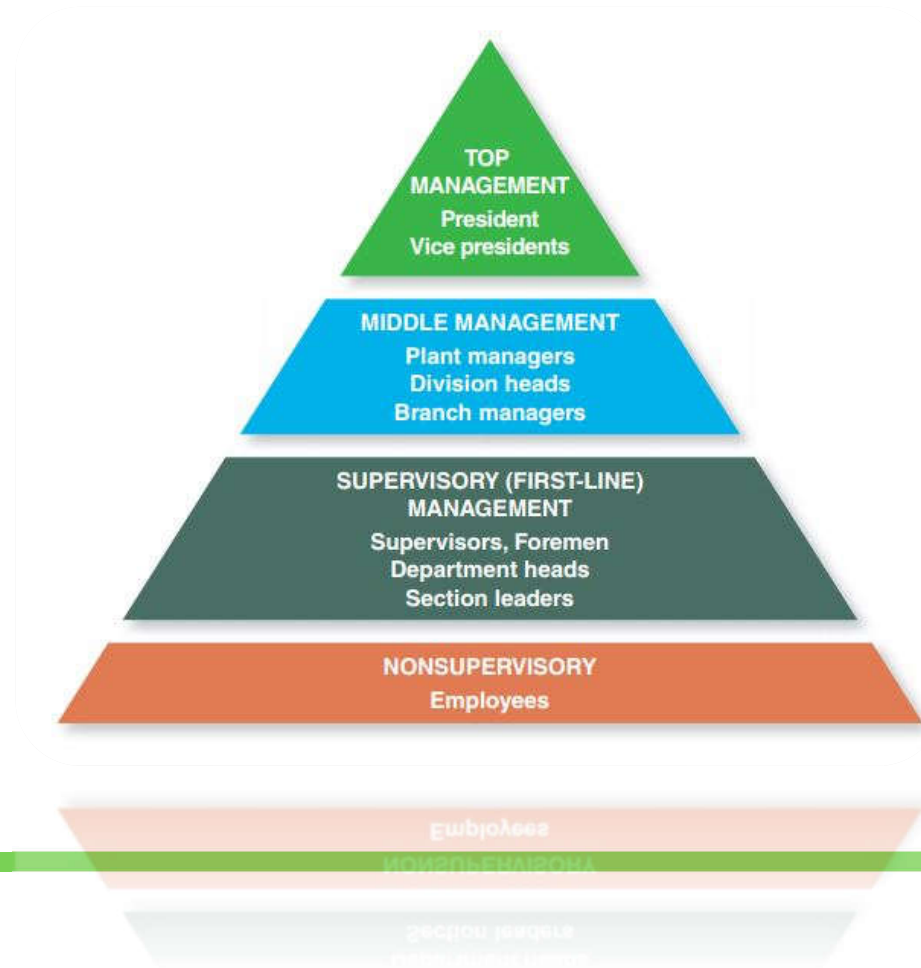
Decision Making: Finding the Best Alternative

Planning and all the other management functions require decision making. **Decision making** is choosing among two or more alternatives, which sounds easier than it is. In fact, decision making is the heart of all the management functions.

The *rational decision-making model* is a series of steps managers often follow to make logical, intelligent, and well-founded decisions. Think of the steps as the six Ds of decision making:

1. Define the situation.
 2. Describe and collect needed information.
 3. Develop alternatives.
 4. Decide which alternative is best.
 5. Do what is indicated (begin implementation).
 6. Determine whether the decision was a good one, and follow up.
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ORGANIZING: CREATING A UNIFIED SYSTEM



Tasks and Skills at Different Levels of Management

TO BE CONTINUED.....



<https://www.soltius.co.id/news/swa-enterprise-information-management-solusi-mengelola-informasi-perusahaan-di-era-industri-4-0>

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