

# Principles of management

## 03\_Management in a changing environment

# *Introduction*

All organizations are **open organizations** that interact with the environment, and managers try to reconcile **the strengths** and **weaknesses** and the different trends in the environment represented by **opportunities** and **threats** .

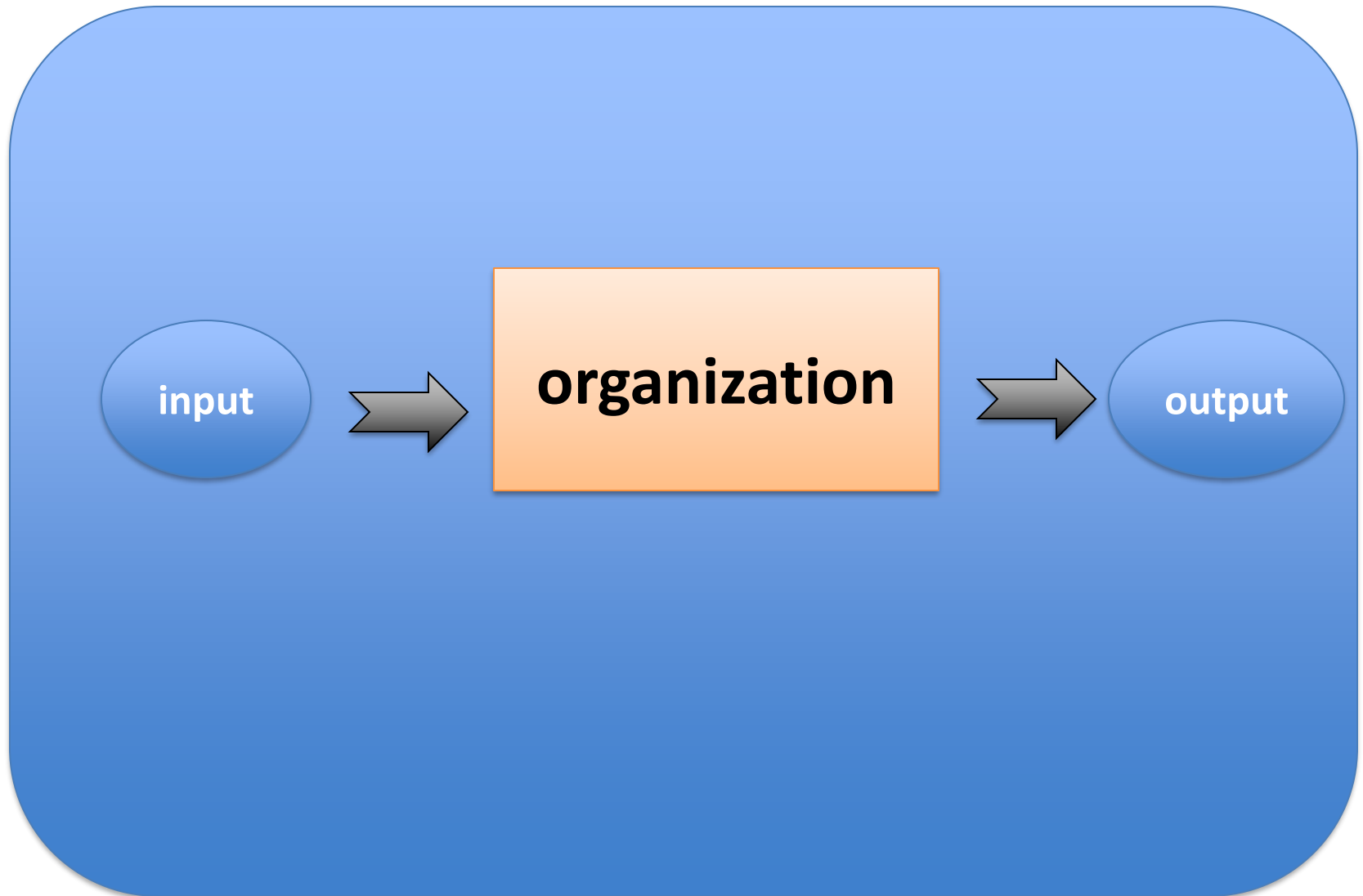
The environment is **characterized** by **continuous changes** in **economic** and **technological** conditions, **social institutions**, and the relationship with the **government**, and following up on those changes and adapting to them for the purpose of **achieving success**.

# ***Management and its environment***

An **open system** interacts with its environment

**Environment:** Any condition or component that does not constitute part of the organization itself.

# *Organization environment*



# *Management and its environment*

There are **two** main types of environmental components:

The **general environment** and the  
**special environment**

# *Organization environment*

## **general environment:**

The organization's general environment includes those components that indirectly affect its activities, and includes such as government and economic conditions

# *Organization environment*

## **special environment**

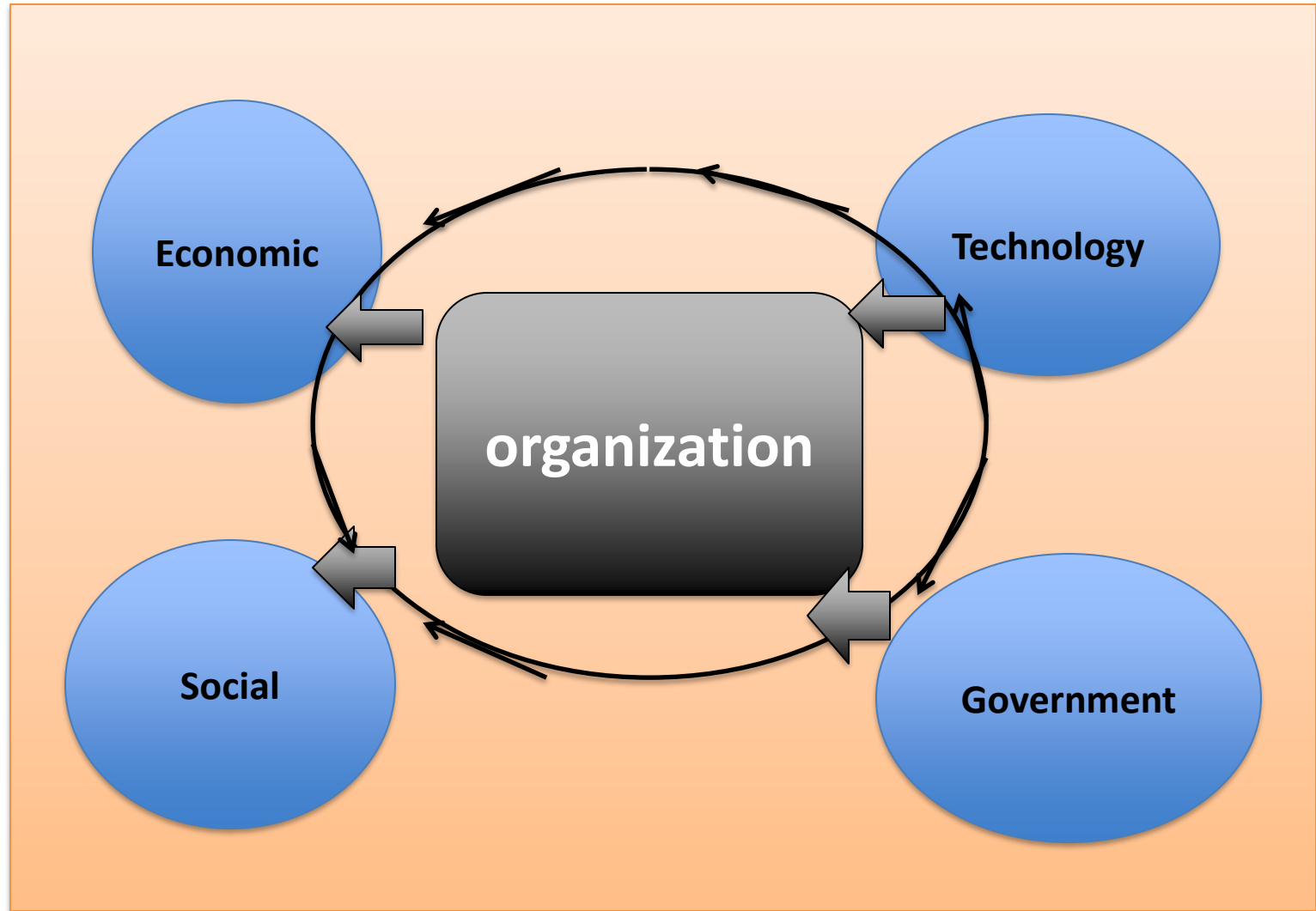
The special environment includes those components that directly affect its activities.

# ***Components of the general environment***

1. Economic sector
2. Technology sector
3. Government sector
4. Social sector

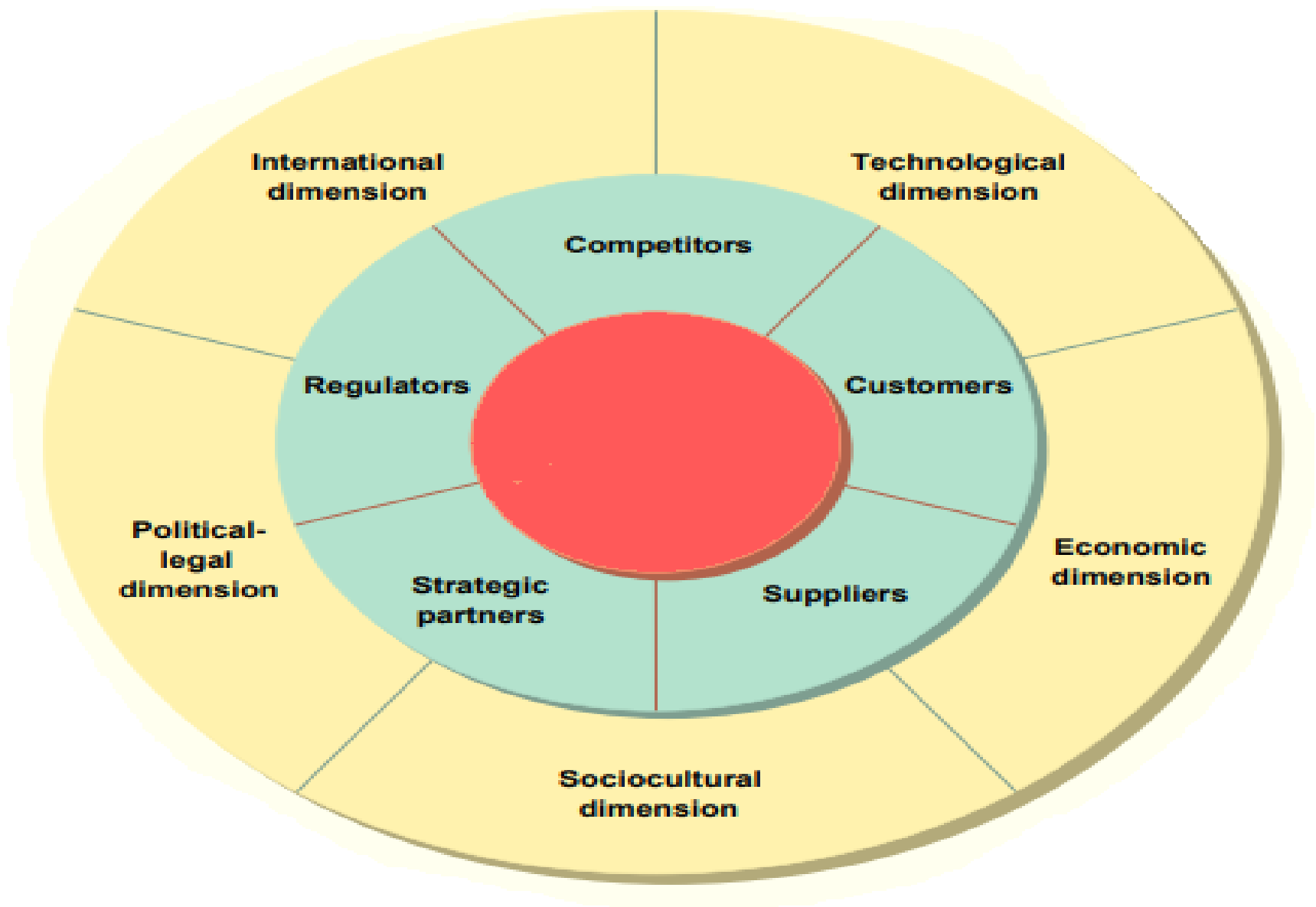


# ***general organization environment***



# ***Components of the specific environment***

1. Customers
2. Competitors
3. Human Resources
4. Related technology



# ***Spanning the boundaries of the organization***

## **introduction**

The organization **interacts** with the **environment** around it, which is **continuous** changes. Because of the openness of the organization and the change in its environment, its management must be concerned with spanning the boundaries of the organization.

## **Definition Spanning the boundaries of the organization:**

is the combination of components of the **general** and **specific** environment.

The administration **monitors environmental change** and **works to adapt** the organization to it.

, for the **purpose** of **survival** and **growth**. **It includes**

# **Spanning the boundaries of the organization**

1. Environmental scanning
2. Dynamic and stable environments
3. Conduct a medical examination
4. Coping with change: adaptive management