Quick Study Pointers

Establishment of Standard Operating Procedures (SOPs)

- Definition: SOPs are step-by-step instructions that help employees carry out routine tasks consistently.
- Importance: Ensures consistency, reduces errors, aids in training, and improves productivity.
- Steps to Establish:
  - Identify processes.
  - Consult stakeholders.
  - Document procedures.
  - Test and review.
  - Train employees.
  - Monitor and update.
- Examples:
  - Zomato: SOPs for order processing and delivery ensure consistent service across locations.
  - Flipkart: SOPs manage large-scale sales events efficiently, like Big Billion Days.

Project Management Methodologies and Tools

- Definition: Project management involves planning, executing, and closing projects to meet specific goals within time and budget constraints.
- Common Methodologies:
  - Waterfall:
    - Linear, step-by-step approach; best for projects with clear requirements.
  - Agile:
    - Iterative, flexible; adapts to changes, focuses on customer feedback.
    - Example: Freshworks uses Agile for rapid software updates.
  - Scrum:
    - Subset of Agile, using sprints and daily meetings.
    - Example: Swiggy uses Scrum for iterative development.
  - Kanban:
    - Visual workflow management using boards.

- ■ Example: Zoho Corporation uses Kanban for task tracking.
- ● Common Tools:
  - ○ Trello: For task management.
  - ○ JIRA: For Agile project management.
  - ○ Asana: For project and team management.

Types of Organizational Structures and Roles

- ● Definition: Organizational structures define task division, supervision, and coordination within a company.
- ● Types of Structures:
  - ○ Functional Structure:
    - ■ Groups by roles (e.g., marketing, finance).
    - ■ Example: Infosys uses functional departments to streamline operations.
  - ○ Divisional Structure:
    - ■ Divides by product, service, or region; independent management of divisions.
    - ■ Example: Reliance Industries has divisions like telecom and retail.
  - ○ Matrix Structure:
    - ■ Combines functional and divisional; employees report to multiple managers.
    - ■ Example: TCS uses matrix structure for complex projects.
  - ○ Flat Structure:
    - ■ Minimal hierarchy; encourages direct communication and fast decisions.
    - ■ Example: Zoho Corporation promotes an open, collaborative environment.
- ● Roles in an Enterprise:
  - ○ CEO: Sets overall vision and strategy.
  - ○ CFO: Manages financial strategy and reporting.
  - ○ COO: Oversees daily operations.
  - ○ CMO: Leads marketing strategy.
  - ○ CTO: Manages technology and innovation.