ISM101 – Information Systems Management

Participation Exercise #2

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1. What is the difference between formal and informal communication in an organization, and can you provide an example of each?

   Formal communication refers to the official channel that the company offers to the employees to communicate with each other, (e.g like e-mail, slack (thinking in home office nowadays), official meetings). Generally in formal communication we use comporate or appropriated communication.

   Informal communication refers to casual and unstructured communication, generally made outside the official channels and using non corporate language (e.g chatting with a colleague about the plans for the vacancy)

2. How can clear communication and feedback help address the challenge of misinterpretation in communication within a business?

   Communication in a company can be challenging and the instructions to the team, for instance, can be misunderstood. The use of concise language and clear communication and constant feedback for clarification when needed, providing deep context should avoid misunderstanding. As a leader or team member it is important to encourage feedback to guarantee if everything is clear for everyone, understandable and everyone is on the same page.

3. What is the role of hierarchy in decision-making, and can you give an example of how hierarchy influences decision authority?

   Role of hierarchy is defined as a set of responsibility and tasks assigned to a person or group within an organization.

   A team manager has a set of roles, one of them is decision-making and most of the time involves making tough decisions. In an organization, hierarchy refers to the levels of authority and power within an organization. It determines who has the final say in making decisions, in that example, if the team is dealing with a tough decision, generally it is done by the high level authority, given the context.

4. What type of organizational chart resembles a pyramid with descending levels of authority, and can you provide an analogy for it?

   The type of organizational chart that resembles a pyramid with descending levels of authority is called a **hierarchical organizational chart**. In this structure, authority and decision-making power are concentrated at the top, with

each descending level having less control and more responsibility for specific tasks or functions.

Analogy: Think of it like a Big company chain of command, where the top of the command (C-levels) are responsible to the strategy making high-level decisions (strategic level), middle Management (directors and VPs) manage the BUs and are responsible to handle and breadowns the C-Levels visions into projects and initiatives (tactic level) and lowers managers and Employees handle day-by-day operations, carry out the daily tasks needed to run the business, reporting to managers to guarantee alignment to achieve the overall goals.

5. How can businesses adapt to industry and market changes, and what is an example of a company adapting to such changes?

Business adapts to the industry and marketing changes making necessary adjustments in your business strategies, products, or services in response to shifts in the industry or market conditions through several strategies, such as: Innovation and Product Diversification, Strategic Partnerships as M&A (Merge & Acquisition), Rebranding.

Apple has effectively adapted to industry and market changes by making necessary adjustments in its business strategies, products, and services. For instance, recognizing the shift towards digital entertainment, Apple expanded its focus to services such as Apple Music, iCloud, and Apple TV+ in response to market trends.