

Introduction to Management

Module 1: Organisation & Marketing Management

Odd Semester (2023-24)



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Sub-Module: A
Introduction to Organisations

Organisation

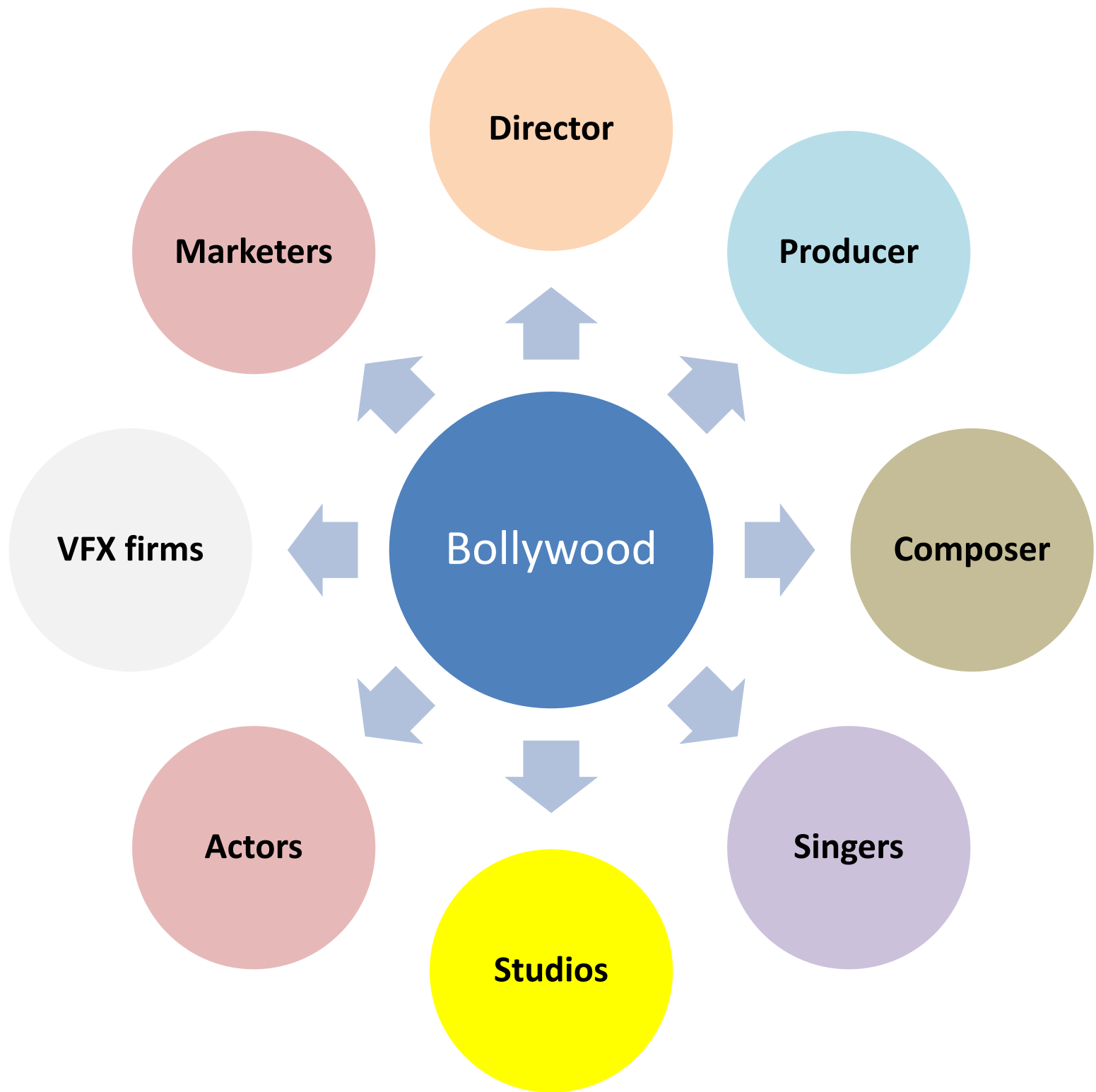
- *“Organisation is a collective of people and other resources that undertakes consciously coordinated activities with an objective of achieving shared goal(s)”*
- Individuals
- Family
- Businesses
- Non-businesses
- Societies....

Three Types of Formal Organisations

- **For-profit organizations:** Formed to make money, or profits, by offering products or services
- **Nonprofit organizations:** Formed to offer services to some clients, not to make a profit
- **Mutual Benefit organizations:** Voluntary collectives whose purpose is to advance members' interests (unions, trade associations)

Boundaryless/Virtual Organisations

- Connected through digital media (ICT)
 - Geographically dispersed
 - Formal/informal but flexible contract
 - **Example**, Byju's, Amazon, Monjim
- Connected through cooperation (networked)
 - A collection of diverse organisations
 - Join temporarily under temporary contract
 - **Example**, OLA, Apple, Bollywood



Nike in India

- Contract manufacturing
- Third party licensing
- Contracted sales and distribution channel
- What they do?
 - Marketing (Brand endorsement, sponsorship)

Boundaryless/Virtual Organizations

- Partners share:
 - Risk
 - Cost
 - Reward
 - Information network
 - Market opportunities
 - **COMMON PURPOSE**
- Unlike in outsourcing

Introduction to Management

- **Management**

“The process of planning and organising the resources of an organisation to achieve specific goals in the most effective and efficient manner possible”

Why Management?

- **Management**
 - Abundance or Scarcity of resources
 - Long-term or Short-term focus
 - Specific or Unspecific goal-orientation

Management vs. Science

- Management is relatively:
 - Less binary (grey)
 - Less structured
 - Less uniform
 - More idiosyncratic
 - More contingent/context-dependent

Contingent/Context-dependent

- With growing complexity identification of more independent variables is desirable
- Oversimplification doesn't work
- One needs to identify unobvious 'conditions'
- Context varies across time and space

Management vs. Science

- Management is relatively:
 - Less binary (grey)
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 - More idiosyncratic
 - More contingent
- **Similarities??**

Organisation & Management

- Organisation is a vehicle for management
- True for individuals, we are organisations too!