



BSc. (Hons) in Software Engineering
Department of Information Technology
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Principle of Management

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- 1) Identify a company of your choice and write a one-page brief on applying management approaches to it.

Brandix Lanka is the one of the top company in Sri Lanka. The head company of Brandix Lanka is situated in Colombo 03, Sri Lanka. It involves with the industry of TEXTILES AND APPAREL, CONSUMER GOODS, manufacturing. There are 25,1K employees involved with this company. The revenue of this company is 782Mn.USD. There are several major markets countries for Brandix, such as USA, Europe, UK, China, Japan.

Managing the production of the company's goods and services, monitoring, storage, inventories, coordinating with suppliers and ensuring timely distribution of goods are some of the key functions covered by supply chain management.

Some of the management functions of Brandix

Transport management system – Transportation involves many different parties within and outside a company who are required to routinely share information and ideas. Brandix use fully functional transportation management system should provide the basic components of a shared information system to support; content such as rates, routes, roles and contracts at inter-enterprise generic levels. Commerce to support and create transaction sets, documents, and information exchanged to facilitate the booking, execution.

Supplier relationship management- Brandix supplier relationship management is a new way of categorizing software born out of the concept that you have customer relationship m. systems for managing customer- facing processes, enterprise resource planning systems for internal processes and srm for both supplier- facing processes and managing the supply base. Actually, now Brandix use fast react software to there, enterprise resource planning.

Warehouse management system – It provides database and user- level tools for a company to optimize its storage facilities while at the same time providing user level task direction and activity support. The combination of system directed operations, supported by real time, paperless, and interactive information systems will provide warehouse m. and control, measure, and report on distribution operations.

Demand management system – Today Brandix has moved beyond the narrow concept of statistical forecasting to encompass both global and cross enterprise trading partner processes. In addition, the real time nature of today's business requires that rapid feedback from markets and adjustments to demand assumption are propagated through the supply chain to improve delivery and cost performance.

Demand management means identifying and creating demand (marketing, merchandising, and promoting), modeling (forecasting, pricing, and life cycle planning), and collaborating (communicate, simulate, and create consensus) with the network of trading partners. It also means evaluating results and creating learning cycles where the market, including geographic, demographic, and economic assumptions are evaluated and improved upon to constantly improve the performance of the chain.

- 2) Identify a conflict in your own life (at school, in college, or at home) and find a solution using any conflict management style.

Conflict management styles are the different ways that individuals address, engage in and resolve conflict. Everyone handles conflict in their own way. Some unique characteristics of the different conflict management styles involve avoidance, assertiveness, negotiation and more. How you handle conflict is an important and influential aspect of your personality.

There are five types of conflict management styles.

1. Avoiding style
2. Accommodating style
3. Competing style
4. Compromising style
5. Collaborating style

Each person brings his own innate style of conflict management to the party. Are they all right or all wrong? Let's get an example for that. Imagine that me and my friend started a new business. We're charged with the task of bringing new customers to our business. I want to use direct mail to bring attention to our company's offerings, and my friend wants to move forward with an

expensive television ad campaign. I think that my friend is wasting money by putting the message out there for an untargeted audience of viewers, and my friend thinks that I am wasting money by sending something out that's just going to get tossed in the trash.

The avoiding style of conflict resolution is one where one has low concern for his or her ultimate goal and low concern for his or her relationship with the other. In this situation, my friend might avoid any discussion with me, not wanting to start any fights. He's just not that kind of guy. But his idea isn't getting furthered along, nor is mine, nor is the company meeting its goals. The conflict hasn't gone away, and the job just isn't getting done.

The accommodating style of conflict resolution is where one party focuses on the needs of the other, and not the importance of the goal. If my friend was one to adopt the accommodating style, he might look at me as a valued team player who really needs a break after a couple of tough months. Without thought to the goal and outcome the company expects, he tells me to go ahead with the direct mail program.

The competing style of conflict resolution is defined by one party pushing ahead with his or her own mission and goals with no concern for the other party in the conflict. If I was to adopt the competing style of conflict resolution, I might move forward with the plan to use direct mail and ignore anything to do with my friend's suggestion. I would take my idea to our boss and implement it and run right over any objections my friend had.

Right in the middle of figure 1 is the compromising style of conflict management. Here, moderate concern for others and moderate concern for the goal are exhibited, and a focus is placed on achieving a reasonable middle ground where all parties can be happy. For my friend and me, this might mean a joint decision where we devote half of our marketing funds to the direct mail campaign that I want to do, and the other half to the television spots that my friend wants to do. Neither party has gotten exactly what he or she wanted, but neither party is completely dissatisfied with the resolution.

Finally, the collaborating style is one where there is high concern for relationships and high concern for achieving one's own goal. Those with a collaborating style look to put all conflict on the table, analyze it and deal openly with all parties. They look for the best possible solution, a win for each party in the conflict. In this situation, me and my friend would sit down, and look at

the possible conversion rate of each of our planned marketing campaigns. Perhaps, we would find that a third option online advertising would provide a more targeted audience at a discounted price.

3) Write an essay on how external factors can influence the environment of an organization. Please explain using one organization as an example.

External environments are surrounding the company received from outside factors such as the economy, technology, social, political, and legal. These environments affect the company or organizations in many ways as they influence the success of the organization. The external factors are divided into two parts: directly interactive and indirectly interactive. Conversely, the category indirectly interactive environmental forces include social- cultural, political and legal, technological, economic and global influences. Indirectly interactive forces may impact one organization more than another simply because of the nature of a particular business.

External Factors

Businesses operate in an ever-changing world. External factors are things outside a business that will have an impact on its success. Their impact can be positive or negative. A business cannot control external factors. All it can do is react to them and make decisions to help it remain successful.

- ❖ political- for example, new legislation
- ❖ economic- for example, inflation and unemployment
- ❖ social- changes in taste and fashion or the increase in spending power of one group, for example, older people.
- ❖ technological- for example, being able to sell goods online or using automation in factories.
- ❖ environmental- for example, weather conditions affecting sales or production and growing interest in being 'green', for example by recycling.

- ❖ competitive- the impact of a rival firm which may have a similar product, or which may lower its prices.

Political factors

Political factors involve the decisions and laws that government makes. These include **tax, laws, political stability**. Governments can raise or lower corporation tax, which will impact on profits. They can also affect businesses by increasing value- added tax on products or business rates.

Economic factors

Economic factors are all concerned with the so called ‘levers’ of the economy. These include **economic growth, interest rates, unemployment, inflation, exchange rates**.

Social factors

Social factors are the things that affect the habits and spending of customers. These include **demographics, lifestyles, tastes and trends**.

Technological factors

Technological factors refer to the ways new practices and equipment can affect businesses. These include **ICT, research and development, automation, e- commerce**.

Environmental factors

Environment factors cover two main aspects; The physical conditions that a business has to deal with, such as **climate change, weather**. The green credentials of global business, including.

- So, we can get the organization of World Bank as an example to prove it clearly. The World Bank helps developing countries achieve sustainable growth by financing investment, mobilizing capital in international financial markets, and providing advisory services to businesses and governments.

Environmental factors (Climate Change)

Climate change, poverty, and inequality are the defining issues of our age. The World Bank Group is the biggest multilateral funder of climate investments in developing countries.

- World Bank Group Climate Change Action Plan (2021-2025)
- Climate action stories
- BLOG- David Malpass; Action and impact
- BLOG- Mari Pangestu; The Human Face of Climate Change

Social factors (Food Security)

Food

security is defined when all people , at all times, have physical and economic access to sufficient safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life.

- NEW- Global Food and Nutrition Security Dashboard
- Food Security Update
- BLOG- Towards an informed, transparent, and accountable response for global food and nutrition security.

The environmental and social framework was approved by the board of executive directors on august 4, 2016. ; It consists of a vision for sustainable development ; ten environmental and social standards, which set out the requirements that apply to borrowers; an environmental and social policy for investment project financing, which sets out the requirements that apply to bank and an environmental and social directive for IPF and a directive on addressing risks and impacts on disadvantaged or vulnerable individuals or groups. It applies to all IPF projects initiated on or after October 1, 2018.

Social sustainability is about inclusive and resilient societies where citizens have voice and governments respond. It is also about expanding opportunities for all people today and tomorrow. Together with economic and environmental sustainability, it is critical for poverty – reduction and shared prosperity.

The core tenet of social sustainability and inclusion’s work is to help people- regardless of their gender, race, religion, ethnicity, age, sexual orientation or disability- overcome obstacles that prevent them from fully participating in society and supporting their efforts to shape their own future. It does so by working with governments, communities, civil society, the private sector and

other stakeholders to create more inclusive societies, empower citizens, and foster more resilient and peaceful communities.

- 4) Think you are going to start an IT company of your own, and you are now in the process of recruiting workers. Describe how you handle organizational diversity. To explain, use examples.

Diversity management, as part of HR management, is an organizational action taken to promote the greater inclusion of employees across a variety of backgrounds. Its overall goal is to promote equality and diversity in the workplace through the social, cultural, and ethnic diversity of employees, by employing policies and strategies that are responsive to it.

HOW CAN IT HELP YOUR BUSINESS?

Diversity management matters a great deal in modern workplaces. That's because equality and diversity in the workplace can lead to better functioning teams, happier employees, and on top of that, more revenue. Even though it sounds like an HR manager's dream, diversity management can turn it all into a reality.

In the workplace diversity management is a process of creating an environment that is both diverse and inclusive. It values what every employee brings to the table as unique so that an organization can grow and succeed accordingly. The overarching theory is that when employees come together from different backgrounds, creative problem-solving processes grow in turn.

How Should Diversity Management Be Structured?

As a rule, diversity management is integrated into a company's HR or People function. However, some global corporations have whole teams or departments dedicated to it. These teams or employees typically help with some of the core tasks related to diversity management in the workplace, including.

- Developing inclusive hiring plans and processes.
- Overall working policies that expand beyond simply hiring
- Providing diversity training and learning opportunities for all employees

- Playing the role of facilitator when it comes to communications.

HOW CAN DIVERSITY MANAGEMENT BENEFIT OUR COMPANIES?

Promoting an understanding of target groups from other cultures.

Ensuring improvements in customer service.

Driving innovative thinking in the company.

Boosting research and development.

Opening new markets.

For all intents and purposes, diversity management is the responsibility of HR. However, that does not mean that they can implement the process single-handedly. Just as the topic itself is characterized by integration and team spirit, HR managers need the help of influential partners to successfully establish a diversity-conscious approach.

Ensure operational readiness.

Identify priorities and goals.

Determine initiatives.

What are the actionable workplace diversity initiatives can take to us?

If you are learning how to manage diversity in the workplace, you need to think about how to promote it. Let's consider any one of these key initiatives as a starting point for HR departments.

Monitoring programs for employees.

Management coaching on culture specific topics.

Regular cross-departmental projects.

Offering language courses and language learning partnerships to break down language barriers, etc.

5) Explain your ideas on different organizational designs, analyzing the characteristics of each design with respect to its structure.

There are several different organizational designs that companies can adopt, each with their own unique characteristics. Some of the most common include hierarchical, flat, matrix, and network structures.

A hierarchical structure is characterized by a clear chain of command and a rigidly defined set of roles and responsibilities. This type of design is best suited for companies that operate in stable, predictable environments.

A flat structure, on the other hand, has fewer levels of management and more decentralized decision-making. This design is well-suited for companies that operate in fast-paced, dynamic environments and value flexibility and innovation.

A matrix structure combines elements of both hierarchical and flat structures, with functional and product-based teams working together. This design is suitable for companies that operate in multiple markets or have multiple products.

A network structure is characterized by partnerships and collaborations with other organizations, rather than a rigid internal structure. This design is best suited for companies that operate in highly dynamic, uncertain environments and need to be able to respond quickly to change.

Each design has its own advantages and disadvantages, and the best design for a particular company will depend on its specific needs and goals.

6) Create a SMART objective for your organization (improvement, personal, development, or maintenance) and briefly explain it using the SMART model.

SMART objectives are specific, measurable, attainable, relevant and time-bound goals that organizations can set in order to achieve a desired outcome. Here is an example of a SMART objective that a company might set:

"Improve customer satisfaction by 15% within the next 6 months by implementing a new training program for customer service representatives and a streamlined complaint resolution process."

Specific: The objective clearly states the desired outcome (improve customer satisfaction) and the target group (customer service representatives).

Measurable: The objective includes a specific percentage (15%) by which customer satisfaction should improve.

Attainable: The objective is realistic and can be achieved by implementing a new training program and complaint resolution process.

Relevant: Improving customer satisfaction is important for the success of the organization.

Time-bound: The objective includes a specific timeframe within which the improvement should be achieved (6 months).

In this example, the company has set a SMART objective to improve customer satisfaction by 15% within the next 6 months by implementing a new training program for customer service representatives and a streamlined complaint resolution process. SMART objectives are specific, measurable, attainable, relevant and time-bound goals that organizations can set in order to achieve a desired outcome. Here is an example of a SMART objective that a company might set:

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7) Write an essay on how information technology breaks barriers in today's workplace. Use examples to explain.

Over the past several years, technology has become an essential part of our day to day lives, both personal and professional. For businesses specifically, technology in the workplace has completely redefined operational processes as well as consumer behaviors and expectations.

In fact, according to a McKinsey Global Survey. of executives, 93% of companies surveyed said they had to shift to remote work, 62% said they had to deal with increasing customer demand for online purchase and services, and 34% said there was an increase in migration of their company's assets to the cloud due to the Covid -19 pandemic.

In order to understand how the current impact of technology in the workplace is so strong, in ancient times the technology of workplace is so low.

In 1960s, technology wasn't very present in the workplace. Dynamic Random Access Memory, a computer chip that drastically changed the evolution of computing power, was invented in 1967 but wouldn't have a serious effect on companies until years later. The way that people communicated was evolving as more households gained access to televisions and phones, but this was still a challenge for companies. Between the lack of communication tools and infrastructure available, organizations were very limited as to where they could be business.

In 1980s, with the rise of tech giant companies like IBM, MICROSOFT, APPLE, and AT&T technology in the workplace finally started to gain some traction. In 1990s, with the introduction of the World Wide Web in 1989, technology was essentially everywhere by the time the 90s rolled around. Companies could now use the web to show off their products and services and stay connected with their customers. They could also find and communicate with other suppliers,

manufacturers, and distributors that they wouldn't have been able to previously due to geographic limitations. This became even easier once Google was invented in 1998.

In the 2000s, Google was now used daily by business and consumers alike across the globe. Devices such as the Apple IPOD and IPHONE were created, and social media sites like Myspace and Facebook began to pop up. These innovations started the wave of being able to access everyone and everything online.

The importance of technology in the workplace cannot be understated; after all, it has become a core component of any modern- day organization's success. Let's take a closer look at some of the advantages of technology in the workplace.

- **Overhead cost savings with remote work and BYOD devices.**
- **Make your business more competitive.**
- **Increase security.**
- **Enhance communication and Collaboration, etc.**

Overhead cost savings with remote work and BYOD devices – Companies of all sizes can experience significant decreases in operating costs by letting their employees work from home and use their own devices.

Make your business more competitive- If your organization is not leveraging modern technology solutions today, it has likely already fallen behind when compared to your competition. That said, it's never too late to begin your digital transformation journey, such in turn will cultivate a more technology centric business model.

Increase security- With cyber criminal's attack techniques increasing in volume and complexity, it is of the utmost importance that organizations have security measures in place to help prevent infiltration of their network and systems that could lead to a costly data breach or worse.