

ECSI 4201: Organization Management

Introduction

As the two components (1. Organization 2. Management) in the name of this unit imply, the course is about the most, if not all the aspects of a business enterprise, including the resources, the environments and many other related issues which owners and/as managers of organizations (business enterprises) have to deal with and utilize as they work towards achieving organizational goals and objectives. All students, regardless of their specialization of interest, should find this unit highly valuable as it introduces, informs and skills them for the real world of work, either as employees or employers/entrepreneurs.

The Course Outline

1. INTRODUCTION TO MANAGEMENT:

- Definition of terms
- early contribution of management (evolution/history) and theories of management
 - ✓ classical school of thought
 - ✓ Human relations school of thought
 - ✓ modern thoughts in managements,

2. ENVIRONMENT OF MANAGERIAL FUNCTIONS,

- Managerial Functions;
 - Planning function:
 - ✓ Nature and purpose of planning,
 - ✓ Types of plans, Principles of planning, difficulties in planning;
 - Organizing function:
 - ✓ Structure and organizational design,
 - ✓ departmentalization,
 - ✓ authority relationships,
 - ✓ decentralization of authority,
 - ✓ decision making;
 - Staffing function:
 - ✓ definitions,
 - ✓ manpower planning,
 - ✓ job design,
 - ✓ job analysis,
 - ✓ job evaluation,
 - ✓ recruitment, selection, induction,
 - ✓ retirement, redundancies and re-deployment,
 - ✓ training, re-training, personnel records, wages, salaries, industrial relations,
 - Directing / Leading functions:
 - ✓ human factor in directing

- ✓ motivation
- ✓ co-ordination;
- ✓ communication
- ✓ Leadership

- Controlling function:
 - ✓ nature and characteristics of control,
 - ✓ Areas of control,
 - ✓ Non-budgetary controls,
 - ✓ Budgetary controls;

3. Personnel management:

- ✓ Scope of personnel management,
- ✓ staffing, wages and salaries administration,
- ✓ Employee Development,
- ✓ Industrial relations;

4. Sales and marketing Management:

- ✓ Definitions,
- ✓ The Evolution of Marketing Concept,
- ✓ Strategic Implications of Market Orientation Marketing
- ✓ Strategy Marketing Planning & Strategy Marketing
- ✓ Segmentation Positioning Products and brands,
- ✓ Customer Behaviour,
- ✓ Consumer sovereignty,
- ✓ Re-purchase and new products,
- ✓ Improving the standards of Customer care,
- ✓ The Marketing Tool;
- ✓ Marketing Research,
- ✓ The Marketing Mix Product ,Price, Promotion, Place
- ✓ Industrial Marketing; Products and Customers, Sales staff. After sales services, marketing control.
- ✓ Overseas Marketing; Developing an overseas market, Government and other incentives to exporters;
- ✓

5. Purchase and supplies management:

- ✓ Overview,
- ✓ Computer hardware and Software,
- ✓ purchase processes,
- ✓ Ethics and standard in purchasing Computer hardware and Software,
- ✓ Negotiations and determinations of terms of purchase,
- ✓ Stock and inventory control information,
- ✓ Technology industry; Purchase and supplies support systems:
- ✓ automation of Purchase and supplies.