

IAC 3406 Administrative Management



Lecturer: Yanika (Cee)

Outlines

01

Course Outline and Course Schedule

02

Assessment

03

Grade Report Criteria

04

Chapter 1

05

Activity

Course Outline

Control of document/ records, quality manual, ISO, internal audit, corrective action, prevention action, handling legal and contracts, handling insurance and privilege, government relation produce, procurement materials management, inventory management, Business development.

Course Schedule

- Week 1: August 24, 2020
 - Introduction to Administrative Management
- Week 2: August 31, 2020
 - Introduction to Administrative Management (cont.)
- Week 3: September 7, 2020 (Public Holiday)
 - Resume Guidelines: Internship/ New Graduate Perspective
- Week 4: September 14, 2020
 - Principles of Management

Course Schedule

- Week 5: September 21, 2020
 - Principles of Management (cont.)
- Week 6: September 28, 2020 (ONLINE)
 - Business Environment and Analysis
- Week 7: October 5, 2020
 - Business Environment and Analysis (cont.)
- Week 8: October 12, 2020
 - Midterm Examination

Course Schedule

- Week 9: October 19, 2020 (ONLINE)
 - Managing organization and environment
- Week 10: October 26, 2020
 - Organizational Structure and Functions
- Week 11: November 2, 2020 (ONLINE)
 - Organizational Structure and Functions (cont.)
- Week 12: November 9, 2020
 - Communication in Organizations

Course Schedule

- Week 13: November 16, 2020
 - Communication in Organizations (cont.)
- Week 14: November 23, 2020 (ONLINE)
 - Inventory Management and Service Procurement
- Week 15: November 30, 2020
 - Inventory Management and Service Procurement (cont.)
- Week 16: December 7, 2020 (Public Holiday)
 - Final Project Presentation
- Week 17: December 14–18, 2020
 - Final Examination

Assessment

• Attendance	10 %
• Assignments / Quizzes	20 %
• Final Project	20 %
• Midterm Examination	20 %
• Final Examination	30 %
Total	<u>100</u>

Student's score (%)	Grade	Result
86–100	A	4.00
82–85	A–	3.75
78–81	B+	3.50
74–77	B	3.00
70–73	B–	2.75
66–69	C+	2.50
62–65	C	2.00
58–61	C–	1.75
54–57	D+	1.50
50–53	D	1.00
46–49	D–	0.75
0–45	F	0.00

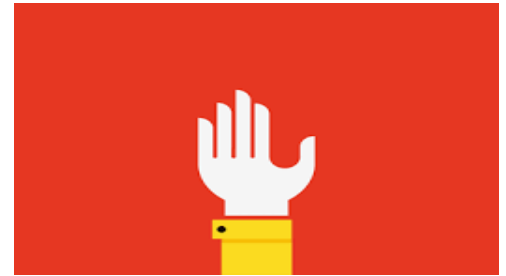
Grade Report Criteria

Contact Details

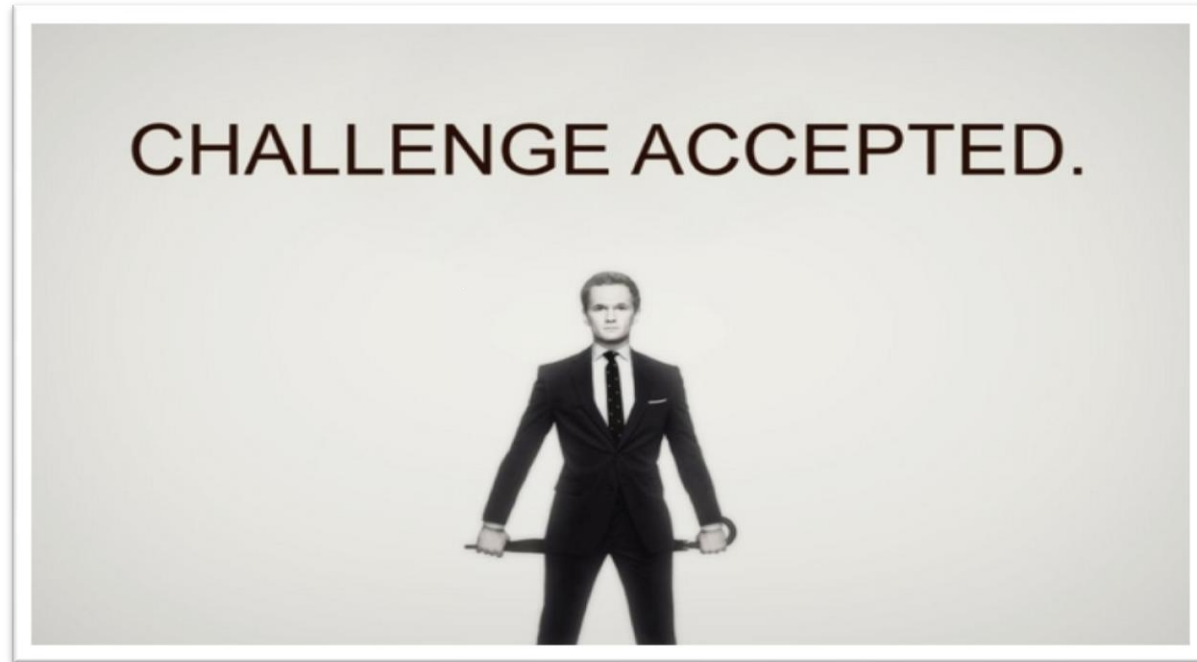
- Line ID yanika.cee
- Email yanika.ch@ssru.ac.th
- Room #306

Pair Work

- Arrange yourself into pair work
- Hand in the member list in our class
- The project will give you opportunities to apply theories into practice



Challenges in Business



7 Challenges in Business

Challenge 1: Responding Strategically to Changes in the Market Place

Challenge 2: Globalization

Challenge 3: Corporate Social Responsibility and Sustainability

Challenge 4: Advancing Business with Technology

Challenge 5: Containing Costs While Remaining Competitive

Challenge 6: Responding to the Demographic and Diversity Challenges

Challenge 7: Adapting to Educational and Cultural Shifts

Challenge 1

Responding Strategically to Changes in the Market Place

Challenge 1

- In today's market, the environment is highly competitive, the competition is global , and innovation is continuous.
- Organizations' ability to adapt has become the key to capture opportunities, overcome obstacles, and survive.

Challenge 1

- For example, Kodak has filed for bankruptcy protection in 2012 after the company has been declined as it missed opportunities in digital photography.

Challenge 1

- Some strategies such as downsizing, outsourcing, and reengineering require companies to engage in change management

Challenge 1

- Some strategic changes for companies are reactive changes that are affected from external forces (*such as political, social economic, technological situation*), and others are proactive changes that are initiated to take advantage opportunities.

Challenge 1

- Some strategic changes for companies are reactive changes that are affected from external forces (*such as political, social economic, technological situation*), and others are proactive changes that are initiated to take advantage opportunities.

Challenge 2

Globalization

Challenge 2



- Companies' strategies today involve one or more elements of globalization as the integration of world economies and markets has sent businesses abroad to look for opportunities and respond to foreign competitors domestically.
- Consumers want to be able to buy “anything, anytime, anywhere”

Challenge 2

- Partnerships and mergers are two other ways companies both large and small are globalizing.
- Managers have to concern about issues related to different geographies, including different cultures, employment laws, business practices, and the safety of employees and facilities abroad.



Challenge 3

Corporate Social Responsibility and Sustainability



Challenge 3



- As a result of free trade along with corporate scandals, such as the use of sweatshop labor, discrimination against female employees, and product safety scandals, today's concerns have led to a new focus on corporate social responsibility.

scandals (n.) = shame, disgrace, discredit

Challenge 3

- Corporate social responsibility (CSR) refers to the responsibility of the firm to act in the best interests of the people and communities affected by its activities.
- Companies are learning that being socially responsible can improve their reputation among both customers and employees.

Challenge 3



- **Sustainability**, a company's ability to produce a good or service without damaging the environment or depleting a resource, is closely related to corporate social responsibility.

depleting = consume, spend

Challenge 3



- For example, Starbucks practices ethical sourcing and support the developments of communities globally.
- At the same time, the company promotes campaigns to reduce its impact on the environment.



**Good things
happen
when you
recycle**

 **cokerefunds.org**





Challenge 4

Advancing Business with Technology



Challenge 4



- Internet and collaborative software, that allows employees anytime anywhere to interface and share information with one another electronically, have changed how and where people and companies do their businesses.
- Social media networking has become the new way for organizations to communicate.

What do these companies have in common?

The logo for Booking.com, featuring the text "Booking.com" in white and blue on a dark blue rectangular background.

Booking.com

The logo for Grab, featuring the word "Grab" in a stylized green font with a double-line effect.

Grab



Challenge 4

- A shift from “touch labor” to “**knowledge worker**” – employee responsibilities expand beyond physical execution to include a richer array of activities such as planning, decision-making, and problem-solving.



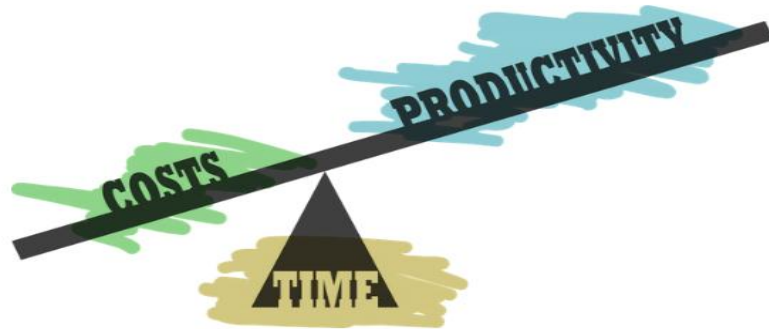
Challenge 5

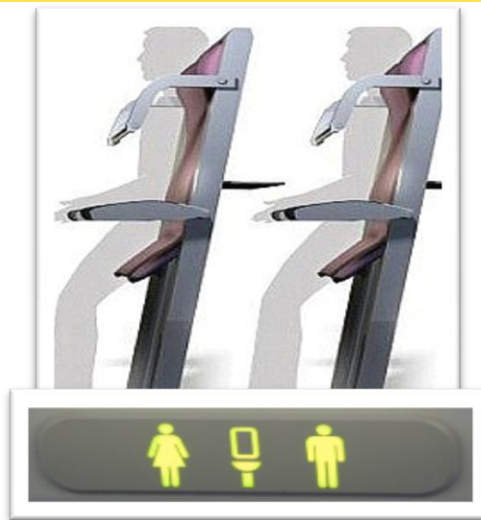
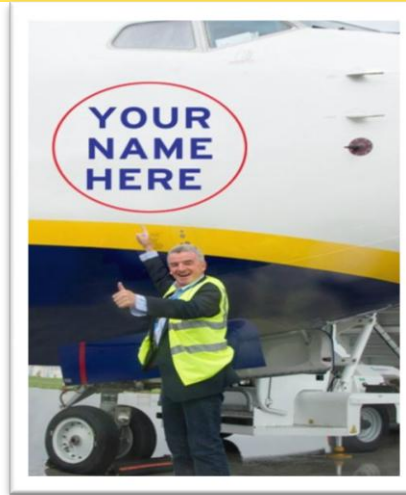
Containing Costs While Remaining Competitive



Challenge 5

- Today, most managers have been under pressure to cut costs, remaining competitive and gaining productivity from workers became an even bigger priority.





Profit = Revenue – cost

No frills

Price sensitive customers /
compromise with service







Challenge 6

Responding to the Demographic and Diversity Challenges

Challenge 6

- Changes in the demographic is one of the reasons leading organizations to face the challenge.
- Ethic and racial diversity—a more diverse workforce and customers comes with more diverse expectation.
- Age distribution of the society is also a challenge.



Challenge 6

- Gender distribution – more number of women will continue to increase relative of number of men in the workforce.



Kangaroo Shiodeme,
a nursery school operated by Shiseido



Challenge 7

Adapting to Educational and Cultural Shifts



Challenge 7

- Rise of educational attainment
- Cultural and societal changes
- Employee and customer rights
- Privacy concerns
- Balance in work and life

Attainment (n.) = accomplishment, fulfillment

Conclusion

- Responding Strategically to Changes in the Market Place
- Globalization
- Corporate Social Responsibility and Sustainability
- Advancing Business with Technology
- Containing Costs while Remaining Competitive
- Responding to the Demographic and Diversity Challenges
- Adapting to Educational and Cultural Shifts

1st Assignment (Pair Work) 5%

The Presentation will be held on August 31, 2020

Choose one of CSR Project (Challenge 3)

- Introduction
- Purpose
- Activities
- Benefit
- Is there any other challenges relevant

(if yes, give an explanation through your presentation)

1st Assignment (Pair Work) 5%

Category	Scoring Criteria	Total
Content	Introduction is attention getting, good framework, and creativity.	1
	Introduction and Conclusion	
	Technical terms are well-defined in language appropriate for listeners	1
Presentation	Speakers maintain good eye contact with the listeners and appropriately animated. Delivery is poised, controlled and smooth. Information is well communicated.	1
	Visual aids are well prepared, informative, effective, and not distracting. Length of presentation is within the assigned time limits	1
	Be able to answer the questions	1



Google Classroom

