

IAC 3406 Administrative Management



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Room: 306

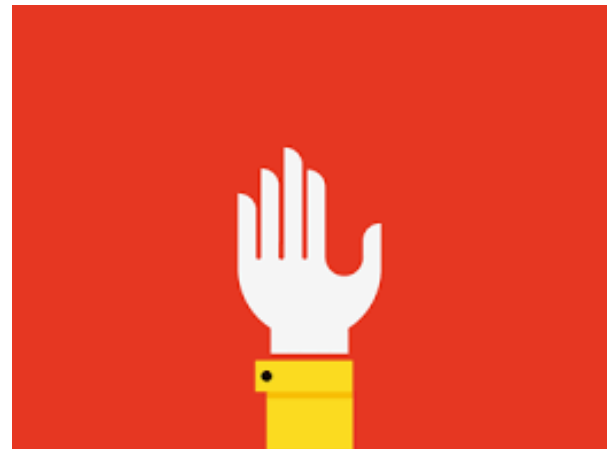
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Means of Evaluation

▣ Attendance and Participation	10%
▣ Midterm Exam	20%
▣ Final Exam	30%
▣ Individual Assignments	20%
▣ Group Assignments	20%

Home Group

- ▣ Arrange yourself into groups (maximum of 6 members)
- ▣ Hand in the member list in the next class
- ▣ The project will give you opportunities to apply theories into practice



Challenges in Business

CHALLENGE ACCEPTED.



Challenge 1:

Responding Strategically to Changes in the Market Place

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

Challenge 1:

Responding Strategically to Changes in the Market Place

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

- 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: **Globalization**

- 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



- 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 (*shame, disgrace*), today's concerns have led to a new focus on corporate social responsibility.
- **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:

Corporate Social Responsibility and Sustainability

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

**Coke
Refunds**

cokerefunds.org



Challenge 4:

Advancing Business with Technology

- 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?



Challenge 4:

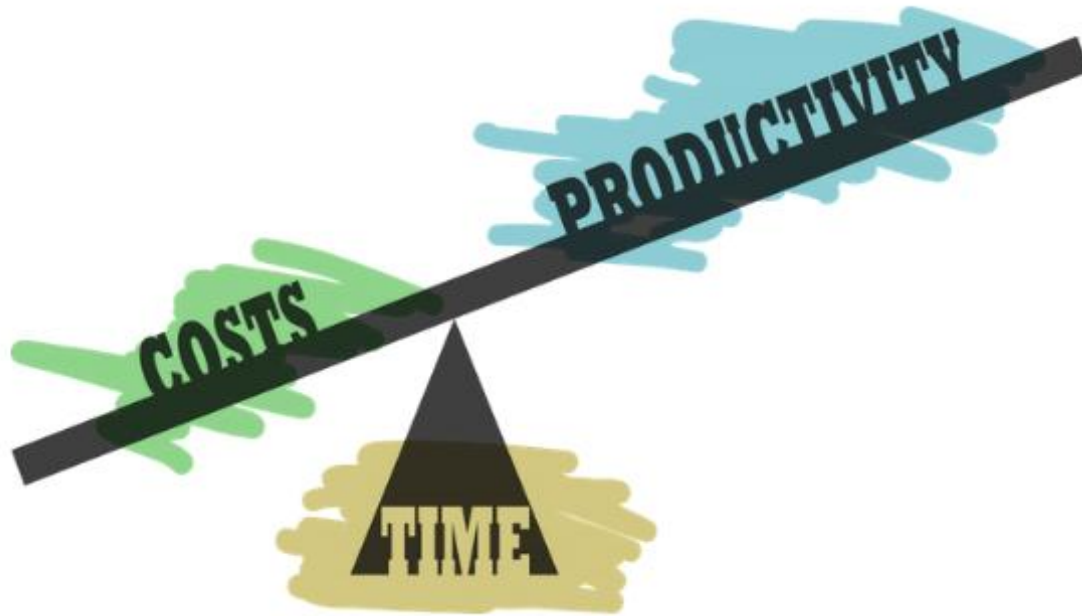
Advancing Business with Technology

- A shift from “touch labor” to “**knowledge worker**” – employee responsibilities expand beyond physical execution (*implementation, performance, carrying out, accomplishment*) to include a richer array (*arrangement, line up*) of activities such as planning, decision-making, and problem-solving.

Challenge 5:

Containing Costs While Remaining Competitive

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



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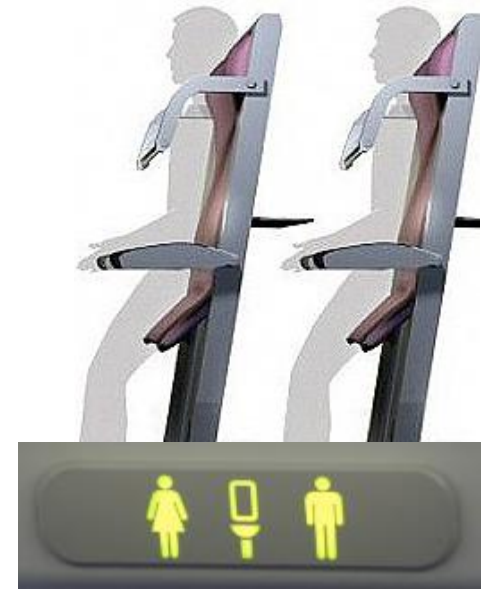
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Challenge 6:

Responding to the Demographic and Diversity Challenges

- 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:

Responding to the Demographic and Diversity Challenges

- 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

- Rise of educational attainment
(achievement, accomplishment, fulfillment)
- Cultural and societal changes
- Employee and customer rights
- Privacy concerns
- Balance in work and life

Conclusion

- **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

1st Assignment (Group Assignment)

- To divide 5-6 students/ group (*we have 5 case studies*)
- Case Study will be provided
- Read the case study
- Share to your classmate as following details
 - Provide briefly conclusion of your case study
 - Pick 3 topics of the Challenges in Business that can be applied for your case study with related example.