

Critiquing prior decisions made unit 2

Business



1. Four Functions of Management Planning. It is a very important function to every business venture because it “ gives direction, reduces the impact of change, minimizes waste and redundancy, and sets the standards used in controlling” (Robbins & Coulter, 1999, p. 212). For instance, Apple Inc. overall management teams are known for their succession plan, which is very evident in their increasing sales, revenue, and market share. The team was able to set goals, mission, vision, and objectives, develop effective strategies, and implement various plans. Apple’s planning is centered on the giving of the best user experience to the consumer electronics market through their iconic products. This plan has been successful considering that they are one of today’s most successful companies in the tech industry (“ Apple Inc.,” 2011).

Organizing. “ Organizing is identifying jobs to be done, hiring people to do them, establishing departments, delegating or pushing authority down to subordinates, establishing a chain of command... and coordinating the work of subordinates” (Dessler & Phillips, 2008, p. 5). The overall management team of Apple was able to create an unparalleled talent base, which can help the company by having a sustainable future despite the absence of its former CEO Steve Jobs (Lam, 2011). Apple’s success in terms of its unique product design and functionality is evidence that the management team was able to hire the right people and use the right resources.

Leading. Leading the company’s people and resources can be attained by creating a culture that is acceptable to all and a constant communication pattern (Dessler & Phillips, 2008, p. 5). Apple’s corporate culture is one of its competitive advantages because it incorporated the company’s success factors such as creativity, leadership, and innovation. This culture remained

undefeated for a long time, and the company was known as a perfectionist in product design and reliability (Kurtzman, 2010, p. 116). This culture made them unique from their competitors, and they believed that they are the best tech firm in the industry and nothing can beat them. Also, Apple offered several incentives including the “ recognition bonus of 3 to 5 percent of their base salary...[and the giving of] free iPod Shuffle or iPhone...” to motivate their employees (Muller, 2010, p. 4).

Controlling. This function is necessary to determine whether the employees have reached the desired goals or necessary changes (Daniels, 1994). The performance of Apple employees is strictly monitored through several security procedures like restrict access, security cameras, and “... they must cover up devices with black cloaks and turn on red warning lights when they are uncovered” (Spence, 2009). Also, employees’ online or public activities/ behaviors are strictly monitored because these are part of the company’s secrecy principle. Furthermore, they felt terrified, demoralized, and insulted with this kind of work monitoring, and their actual performances are being impeded because their first priority is to hold on to their jobs (Biggs, 2009). The need for controls and monitoring are thoroughly explained in Apple’s Business Conduct Policy, and employees are obliged to follow these procedures as they signed the Intellectual Property Agreement. Furthermore, Apple’s control of information/activities has a positive impact on the company’s performance considering that people always felt excited when a new product is released, and they are always encouraged to buy; thus, sales and demand are high (Lyons, 2011). Also, the control will prevent competitors from duplicating its product’s features, styles, strategies, etc., which will give Apple a competitive advantage.

One of Apple's success factors are its management team, which are equipped with skills and experiences needed for the company's operations. The manager must be a good-decision maker because its decisions have an impact on the company's performance. It should also be aware of its environment, so that it can create efficient and effective strategies. Handling of employees is also among its critical job; thus, they must know how to handle employees. Among the areas that need improvements in Apple are the transparency of plans to the stakeholders, and the hierarchical organizational structure that is not clear to the employees. Managers must also eliminate the culture of anxiousness in their monitoring and control process.

References

Apple Inc. (2011). Financial Times. Retrieved from <http://markets.ft.com/Research/Markets/>

[Tearsheets/Business-profile? s= AAPL: NSQ](http://markets.ft.com/Research/Markets/Tearsheets/Business-profile?s=AAPL:NSQ)

Biggs, J. (2009). Steve Jobs: The stonking big profile. TechCrunch. Retrieved from

<http://techcrunch.com/2009/08/17/steve-jobs-the-stonking-big-profile/>

Daniels, A. C. (1994). Bringing out the best in people: How to apply the astonishing power

of positive reinforcement. New York, NY: McGraw Hill Inc.

Dessler, G., & Phillips, J. (2008). Managing now. Boston, MA: Houghton Mifflin Company.

Kurtzman, J. (2010). Common purpose: How great leaders get organizations to achieve

the extraordinary. San Francisco, CA: Jossey-Bass.

<https://assignbuster.com/critiquing-prior-decisions-made-unit-2/>

Lam, E. (2011). Apple still gets in nod in cutthroat market. Financial Post.

Retrieved from

<http://business.financialpost.com/2011/10/06/without-jobs-apples-gap-with-rivals-could-narrow/>

Lyons, D. (2011). Will Apple make magic again? The Daily Beast. Retrieved from

<http://www.thedailybeast.com/articles/2011/10/03/will-apple-make-magic-again-with-the-iphone-5.html>

Muller, C. (2010). Employee motivation and incentives at Apple: Do incentives really help

to motivate employees? Germany: Grin Verlag.

Robins, S. P., & Coulter, M. (1999). Management (6th ed.). New Jersey, NJ: Prentice-Hall.

Spence, N. (2009). Apple tries to kill Steve Jobs story in Sunday Times. PC World. Retrieved

from http://www.pcworld.com/article/170307/apple_tries_to_kill_steve_jobs_story_in_sunday_times.html