Brief description of the company business essay

Business

Introduction

An organization is a social entity that has a collective goal and is connected to an external environment. The word is derived from the Greek word organon, itself resulting from the well-known word ergon which means " organ" a section for a particular task. From an institutional viewpoint, an organization is viewed as a focused organization within a social background. In every country there are various individuals, in most schools, churches and settings in general there are also dissimilar individuals even the lowest unit of the society has its followers different i. e. character intelligent and then. While I don't have enough skill on the job that i having to manage and control the operations in the organization. Being a student in a Segi University, Kota Damansara, the organization is not an easy job because humans are very different and life is full of ups and downs because all fingers are not equal. Many aspects of the role have subjective myself and inspired me to continue to do what I do. As a student, I aspire to influence and inspire to other student to enjoy working with me. I feel these points below are my organizational playlist and a reflection of me as a person.

2. 0 Brief description of the company - History (head office)

The history of the SEGi Group dates back to 1977 when it established its first Systematic College in the heart of Kuala Lumpur's profitable district by offering professional qualifications such as LCCI, ACCA and ABE. With the growing demand for higher academic and certified qualifications in Malaysia since the 1970s, the private higher education industry has been facing significant progress. In 2001, the group began a full year of business. Fusion of 14 colleges and a number of schools and training centers, to form the new

group saw SegiThe June 23, 2004 SEG International Bhd announced (Segi), then the second card of Bursa Securities Malaysia Bhd (Bursa Malaysia), will they receive the approval of the Securities Commission the transfer of its listing on the Main Market Bursa Malaysia. For over 10 years, the group has actively recruit international students from more than 50 countries such as China, the countries of the Indian subcontinent, the Middle East, Korea and other countries of East Africa and European countries. Foreign students currently represent 10% of the total student population. campus strategically on a large site of 10 acres located in Kota Damansara, Selangor. Facilities being built campus housing full of science, research and recreation provide an environment conducive to learning for up to 12, 000 students. In recognition of their recent success, quality programming and facilities were Segi registration certificate from the Ministry of Higher Education to the University College status in 2008 update.

3. 0 Individual attitude and personality

3. 1 Self-Variables

The self of a person is a unique product of many interacting components and can be considered as a personality perceived by a person. Understanding of people who called themselves self-concept in the theory of personality. Self-esteem, multiple intelligences, emotion, optimism and self-efficacy are important variables and applications in organizational behavior

3. 2 Self-Esteem

Self-esteem and self-sensing ability of people's self-image is included. What is the best great pride in the performance of the organization? The finding

that high self-esteem can be a good thing if channeled Kreitner and Kinicki positively and constructively and ethically. Otherwise, antisocial, and can be destroyed. Role of administrator action to catch the performance from a high self-esteem individuals. Organization of self-esteem in the context of a fairy tale emerged. It is self-esteem (OBSE) based organization. His act as a member of the organization itself it detects within the individual organization as a value is set. Self-esteem is characterized in a manner similar to the current interaction of the individual, which means World

3. 3 Attitude

Attitude is complex cognitive variables have three basic characteristics: they are directed to the object in which a person has feelings and beliefs, they continued unless changed somewhat, and they went along the continuum of positive to negative antaradaripada. Attitudes have three components: affective (feelings), and behavioral information. Behavior that can be observed, but the feelings and beliefs that give rise to behavior which cannot be observed. Attitude, be continuous often help students adapt to the learning environment by providing a way to interpret things or events in the environment. There are four functions that attitude in this process:(1) They help people adapt to their environment, such as environmental terms,(2) They help students protect their self-image,(3) They provide the foundation for students to express their values and(4) They help procurement standards and a framework that allows students to organize and explain the world around them.

4. 0 Group teamwork

In a perfect world, the project team will be no problem. There will not be any conflict, do not slack off, everyone will benefit and activities will be scheduled to run smoothly. The project team for the majority of students in the liver that breeds violence. " Anything, but the project team, we recognize the" I will redouble our efforts to do yourself, but do not let me have to work in a group. " The reality of the situation is that you cannot escape group project at university or college. They are the team can identify four types of organizations today: 4. 1Work teamWork teams are the type of teams most people think when discussing teams. Work teams are continuing work units responsible for producing goods or providing service. Their membership is typically stable, usually full time and well defined (Cohen, 1991). Parallel teamsParallel teams pull together people from different work units or jobs to perform functions that the regular organization is not equipped to perform well (Ledford, Lawler & Mohrman, 1988; Stein & Kanter, 1980). They literally exist in parallel with the formal organization structure. Project teamsProject teams are time limited. They produce one time out puts, such as a new product or service to be marketed by the company, a new information system, or a new plan (Mankin, Cohen & Bikson, 1996). For the most part, project team task are non-repetitive in nature and involve considerable application of knowledge, judgment, and expertise. Management teams. Management teams coordinate and provide direction to the sub units under their jurisdiction, laterally integrating interdependent sun units across key business processes (Mohrman et al., 1995). The management team is responsible for the overall performance of business unit. Each of these teams

fits our general definition of teams (Katzenbach & Smith, 1993; Mohrman et al., 1995)

5. 0 Leadership

Today, we have seen a surging interest in organizational leadership. Rapid changes in the global economy, people in management and leadership roles must more than ever, more responsive and innovative. They must learn how to others more confidence and cometent leadership. Studies have shown that leadership can be learned, foster, develop and perfect." Leadership is an art, because he wants to do, and let others do the things you want to do, you will not get beat the head - this is the attack, not leaderhship." (Dwight Eisenhower · D)" Management is efficiency in climbing the ladder of success, leadership determines whether the ladder against the right wall." (Stephen R. Covey)" Leadership is not magnetic personality that can be as good as insist it is not " making friends and other influences," which is a compliment. Leader is to improve a person's field of vision, high places, which increase a person's performance compares to those higher standards of personality, established beyond normal limits. "(Peter Drucker)" Do you want to spend the rest of your life selling sugar water or you want to have a chance to change the world?" (Steve Jobs)

6. 0 Organization politics

Pfeffer (1992, p. 30) defined politics as Athe process, action, behavior through the power and reach their potential use. Other authors (DuBrin, 2001, p. 192) define organizational politics as a formal approach to power by means other than merit or luck. It can be said that politics is mainly used to access the power, directly or indirectly, for example, rank, receive a larger

budget or other sources, ¬ or obtain appropriate contracts. Management policy of the organization influence to obtain ends not authorized by the organization or the end agreed by unauthorized means. Important point about political organization is the authenticity of both the results and the methods used to achieve them. Political activity can be classified according to the result of political methods and policy. Political methods can be divided into organizational authorization and rejection of the organization. Political outcome can be positive or negative.

7. 0 Culture

Organizational culture and strategic management culture has long been on the agenda of management theory. Cultural change must mean changing business etiquette, image and values that guide action and this new way of understanding organizational life must be introduced into the management process. There are a number of important aspects of culture: There is an element of evaluation involving social expectations and norms, values and beliefs that people have a central group to connect organizations. Culture is a set of elements or artifacts more materials. These are the signs and symbols that are recognized by their organization but also the events, and behaviors of people who embody the culture. Media culture is social interaction, communication is a community ribbon. Here are the common language is essential in the expression and meaning of different cultures of the organization.

8. 0 Organizational change

If real change is happening in the organization rather than cosmetic or short - life changes, it must occur at the level of culture. Corporate culture has a

much stronger attraction as a lever for change. The problem is how to get your hands on the lever. First, culture can be made explicit - you must be aware of what is required to change the existing culture. Ability of the company culture of innovation related to leadership and senior management should be responsible for building a strong culture. The leaders of the organization build social reality; they create value and are present for the drama and vision of the organization. Culture is often laid against-the formal rationality - in the cultural sense to help solve the dilemma of bureaucracy, formal procedures required for the integrity of the company, but they also inhibit the autonomy and the innovation. The period from the mid-70s was one of the growing uncertainty of the company and in response to environmental changes and adapt to the culture of a business crisis became receptive to change essential. Morgan (1977) focuses on the entire organization to cultivate harmonious relations at all levels, the integration of people with a common purpose and a reliance on the responsibility of the employee (the Japanese approach) as a success factor in organizational culture. ConclusionIn summary, the key strategies organizations can strategically. The current business environment is complex, often initially involved in a variety of business and structured groups divide and separate units Legal Affairs. Knowing also that part of the business strategy should include the scope and deployment of resources, organizational terms, such as universities, are perfect enough to win in the education sector.