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**Warm-up Activity**


How do you manage your household?

Do you have a system that you follow?

Is there a chain of command or a list of duties for each individual?

What do you consider the best method for motivating the members of your household?

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**Vocabulary**

Here is the vocabulary for this module.

authoritarian leadership style	operational plan
company image	organizational structure
controlling	organizing
delegating leadership style	planning
democratic leadership style	project organization
directing	quality control program
interpersonal skills	strategic plan
line-and-staff organization	tactical plan
line organization	team building
management	workplace climate

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## Key Learning Objectives

Now we will learn how to manage a business. Our objectives for this module are:

- Identify management functions and define leadership styles
- Given a scenario identify and create an organizational structure for a business
- Determine the differences between planning strategies used to accomplish your business goals
- Identify actions or benefits you can offer that can create a healthy business environment



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## What is Management?

Good **management** should ensure that the most goals are achieved with the least expense.

The job of a manager can be broken into four categories: planning, organizing, directing, and controlling. These stages lead to the completion of a goal.



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## Planning

**Planning** is when the manager decides the goal and creates a systematic process for how best to accomplish it, there are three types:

1. **Strategic plan**
2. **Tactical Plan**
3. **Operational Plan**



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## Organizing

Organizing is the continuous process of linking the correct people and resources together to achieve the goal.

A manager who is well organized should know their business's everyday operations and should have a chain of command to inform them of the activities happening within the business.



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## Directing



Using interpersonal skills to achieve team building is called **directing**



**Interpersonal skills**, otherwise known as "people skills", are the set of skills you use when communicating with others



**Team building** is motivating employees to work together to complete a goal

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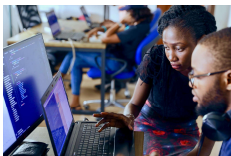
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## Directing Styles



- **Authoritarian leadership style**
- **Democratic leadership style**
- **Delegating leadership style**

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## Controlling



**Controlling** is the continuous process of comparing expectations to actual performance and taking corrective action if the performance does not meet expectations.

**Quality control program** a program specifically made for ensuring that their goods meet a given set of standards, to examine the process of controlling.

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## Organizational Structures

The **organizational structure** of a company is the system used for ranking authority and assigning responsibilities for groups of people within a company.



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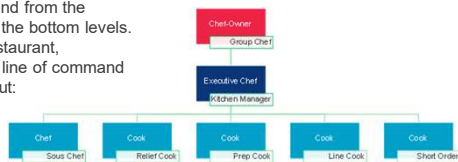
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## Line Organization

The simplest organizational structure is the traditional **line organization**, it's a direct line of command from the uppermost levels to the bottom levels. For example in a restaurant, there is a very clear line of command that can be drawn out:



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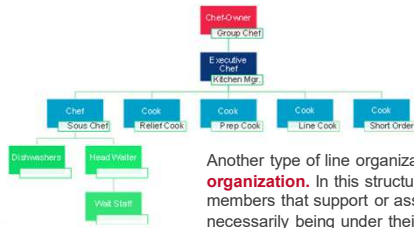
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### Line-and-Staff Organization



Another type of line organization is **line-and-staff organization**. In this structure, there are spaces for staff members that support or assist line personnel without necessarily being under their command. To demonstrate this we can revise the previous chart:

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### Project Organization

**Project organization** is a type of structural organization where the members of the project work as a team with specialized duties to complete a goal.



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### Knowledge Check

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### Multiple Response Question



Which of the following should you have prepared when starting a business?

- |                                     |                                         |
|-------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Buying     | <input type="checkbox"/> Directing      |
| <input type="checkbox"/> Rewarding  | <input type="checkbox"/> Redistributing |
| <input type="checkbox"/> Planning   | <input type="checkbox"/> Controlling    |
| <input type="checkbox"/> Financing  | <input type="checkbox"/> Punishing      |
| <input type="checkbox"/> Organizing |                                         |

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### Multiple Choice Question



True or False? Democratic leadership style is the most lenient leadership style.

- ☐ True
- ☐ False

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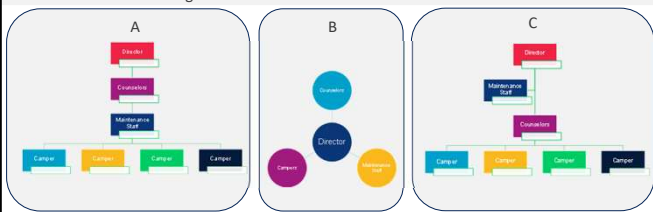
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### Multiple Choice Question



In a hypothetical summer camp, there is a camp director, camp counselors, campers, and maintenance staff. Which of these charts correctly demonstrates the organizational structure of the summer camp if they are following a line-and-staff organizational structure?



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### Multiple Choice Question



Studying the chart below, identify the organizational structure used for this business.

- ☐ Line Organization
- ☐ Line-and-Staff Organization
- ☐ Project Organization



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### Match the term with the correct definition:

Very general plans for goals three to five years into the future and are usually formulated by a top-level manager that has the "big picture" in mind

More specific plans for goals of a year or less and are formulated by mid-level managers; they should have target dates for completing major steps

Detailed plans for everyday actions needed to complete the long-term goal; these plans cover the span of days, weeks, or at most months, and are made by low-level managers who have a feel for what can be accomplished by their specific employees

#### Terms:

Operational Plan

Strategic Plan

Tactical Plan

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### Multiple Response Question



Which of the following is conducive to a good workplace climate?

- |                                                   |                                                                 |
|---------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Team building activities | <input type="checkbox"/> Healthy workplace relationships        |
| <input type="checkbox"/> Far away parking         | <input type="checkbox"/> Good company image                     |
| <input type="checkbox"/> Good pay                 | <input type="checkbox"/> Unworkable hours                       |
| <input type="checkbox"/> Unpredictable schedule   | <input type="checkbox"/> Reliable communication with management |

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### Reflection

Think back to your answers on the warm-up activity, with the vocabulary you have learned from this module, describe your management style and the structures you use to operate your household.

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### Compare and Contrast

Take a moment to reflect on your learning and comparing and contrasting your answers.

What we learned about:

Authoritarian leadership style	Company image	Controlling
Delegating leadership style	Democratic leadership style	Directing
Interpersonal skills	Line-and-staff organization	Line organization
Management	Operational plan	Organizational structure
Organizing	Planning	Project organization
Quality control program	Strategic plan	Tactical plan
Team building	Workplace climate	

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### Independent Practice

You should use the information covered in this module to decide a long-term goal for your business. Create an example of strategic, tactical, and operation plans to fulfill your goal and include a chart of an organizational structure (whichever best suits your business) detailing the chain of command and which members of the chain of command will fulfill which parts of your plan. Afterward write a brief paragraph detailing how, once your goal is reached, it will impact workplace climate and/or company image.

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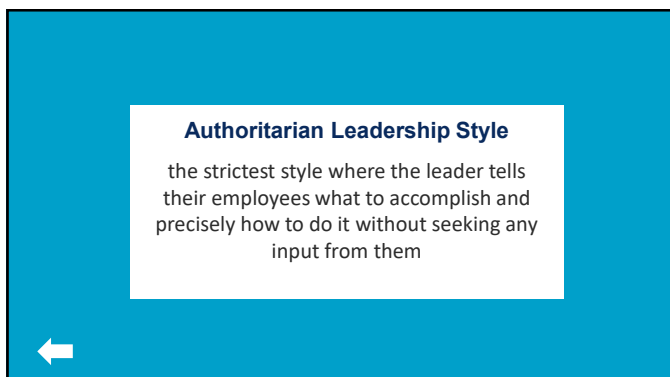
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**Company Image**

the vibe the public feels from the business;  
shaped by logos, advertisements, store  
layout, packaging, business cards, publicity,  
customer relations, employee uniforms,  
anything and everything that you can think  
of that comes from your company



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**Controlling**

the continuous process of comparing  
expectations to actual performance and taking  
corrective action if the performance does not  
meet expectations



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**Delegating Leadership Style**

the most lenient style where the leader  
gives their employees free rein over what  
needs to be done and how it should be  
accomplished



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**Democratic Leadership Style**

a slightly more lenient style where the leader seeks input from their employees about what needs to be done and how it should be accomplished but has the final say over what is decided



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**Directing**

using interpersonal skills to achieve team building



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**Interpersonal Skills**

the set of skills (listening, maintaining a positive attitude, being respectful and polite) you use when you communicate with others; also known as "people skills"



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**Line-and-Staff Organization**

a type of line organization structure where there are spaces for staff members that support or assist line personnel without necessarily being under their command



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**Line Organization**

the simplest organizational structure; a direct line of command from the uppermost levels to the bottom levels



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**Management**

what an entrepreneur does to their resources (money, facilities, equipment, technology, materials, and employees), ensuring that they are used effectively and coordinated together to achieve the goals of the business



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**Operational Plan**

detailed plans for everyday actions needed to complete the tactical plan, and in turn the strategic plan; these plans cover the span of days, weeks, or at most months, and are made by low-level managers who have a feel for what can be accomplished by their specific employees



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**Organizational Structure**

the system used for ranking authority and assigning responsibility for groups of people within a company



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**Organizing**

the continuous process of linking the correct people and resources together to achieve the goal



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### Planning

when the manager decides the goal and creates a systematic process for how best to accomplish it; there are three types (strategic, tactical, operational)



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### Project Organization

a type of structural organization where the members of the project work as a team with specialized duties to complete a goal



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### Quality Control Program

a program specifically made for ensuring that a company's goods meet a given set of standards



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**Strategic Plan**

very general plans for goals three to five years into the future and are usually formulated by a top-level manager that has the "big picture" in mind



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**Tactical Plan**

more specific plans for goals of a year or less and are formulated by mid-level managers; they should outline the major steps in completing a strategic plan and have target dates for completing these steps



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**Team Building**

motivating employees to work together to complete a goal



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**Workplace Climate**

the vibe the employees feel from the business they work at, it is shaped by the attitudes of themselves and of other employees- these attitudes are influenced by things like interpersonal relationships, pay, and job security



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