**MANAGEMENT – HOMEWORK: SESSION 7**

**Fundamentals of Management 10th Edition**

**Stephen P. Robbins, Mary Coulter, David A. DeCenzo – Pearson 2017 (978-0-13-423747-3)**

**Chapter Fourteen: Foundations of Control**

What is the role of control in management? And, why is it important for managers to understand the control process?

Describe four methods managers can use to acquire information about actual work performance.

How are planning and control linked? How is the control function linked to the organizing and leading functions of management? Explain.

Contrast feedforward, concurrent, and feedback controls.

Why do you think feedback control is the most popular type of control? Justify your response.

Why is it that what is measured is more critical to the control process than how it is measured?

“Every individual employee in an organization plays a role in controlling work activities.” Do you agree with this statement, or do you think control is something that only managers are responsible for? Explain.

How could you use the concept of control in your personal life? Be specific. (Think in terms of feedforward, concurrent, and feedback controls as well as specific controls for the different aspects of your life – school, work, family relationships, friends, hobbies, etc.)

Discuss the various types of tools used to monitor and measure organizational performance.

Is controlling employee performance an important responsibility of managers? Discuss.

Why should managers focus on positive feedback?

What are the risks associated with providing employees only positive feedback and providing limited feedback on areas of improvement?

**Chapter Fifteen: Operations Management**

What is operations management and how is it used in both manufacturing and service organizations?

How might operations management apply to other managerial functions besides control?

Do you think that manufacturing or service organizations have greater need of operations management? Explain.

What is the value chain? What is value chain management? What is the goal of value chain management?

What types of organizational benefits does value chain management provide? What obstacles stand in the way of successful value chain management?

Explain why managing productivity is important in operations management.

Choose two tasks that you do every week. For each one, identify how you could (a) be more productive in doing that task, and (b) have higher-quality output from that task.

How could you use value chain management in your everyday life? Be specific.

Personal moral issue: Would you pay a higher price for “ethical” products? Why or why not? Discuss.

What role does innovation play in managing an organization’s operations?