**The Internet**

**Define internet**: The internet is a global system of interconnected [computer networks](http://en.wikipedia.org/wiki/Computer_network) that use the standard [Internet protocol suite](http://en.wikipedia.org/wiki/Internet_protocol_suite) (TCP/IP) to make easier data transmission and exchange. It consists of millions of private, public, academic, business, and government networks that are linked by electronic, wireless and optical networking technologies.

**Uses of internet in business:** The Internet makes possible instantaneous information sharing and collaboration between parties in different countries; new ways of working from home, new methods of low-cost advertising and more efficient business operations. It also expands the possibilities of direct marketing.

**TCP/IP** is a set of protocols developed for the internet to get data from one network device to another.

**E-mail** is a method of exchanging digital messages from an author to one or more recipients. Modern email operates across the [Internet](http://en.wikipedia.org/wiki/Internet) or other [computer networks](http://en.wikipedia.org/wiki/Computer_network). E-mail is a system of world-wide electronic communication in which a computer user can compose a message at one terminal that can be regenerated at the recipient's terminal when the recipient logs in.

**Internal (Intranet) e-mail system** is a system of electronic communication in which messages are sent through restricted, private computer network. It is more secure than internet e-mail system.

**Internet e-mail system** is a system of electronic communication in which messages could travel and be stored unencrypted on other networks and machines, out of sender’s and recipient’s control.

**A web browser** is a program used to view web pages on the internet.

**World Wide Web** is a computer network consisting of a collection of internet sites that offer text and graphics and sound and animation resources through the hypertext transfer protocol. World Wide Web is a [system](http://en.wikipedia.org/wiki/Information_system) of interlinked [hypertext](http://en.wikipedia.org/wiki/Hypertext) documents accessed via the [Internet](http://en.wikipedia.org/wiki/Internet). With a [web browser](http://en.wikipedia.org/wiki/Web_browser), one can view [web pages](http://en.wikipedia.org/wiki/Web_page) that may contain text, images, videos, and other [multimedia](http://en.wikipedia.org/wiki/Multimedia) and [navigate](http://en.wikipedia.org/wiki/Web_navigation) between them via [hyperlinks](http://en.wikipedia.org/wiki/Hyperlink).

**Internet addiction**

**What is internet addiction?** Internet addiction is is an excessive, non-essential use of internet that interferes with daily life and causes psychological, social or physical problems for the user.

**What causes internet addiction?** From a biological standpoint, there may be a combination of genes that make a person more susceptible to addictive behaviors. The most vulnerable persons ar the ones who have some personality disorder, the lonely, depressed, introverted people with low self –esteem. Such people could use the internet to escape the reality and be what they aren’t in real life, or to find comfort in other unknown people with similar disorders.

 **Name the types of internet addiction disorder:**

Addiction to online gaming is an extreme use of online games that interferes with daily life. People addicted to online games believe or find comfort in fantasy world of games in which they can be and achieve what they cannon in real life.

 Cyber sex addiction is an extreme use of internet to access pornographic sites and images, and to interact with other people with similar fetishes, to the extent that it interferes normal life.

 Compulsive use of Internet pornography, adult chat rooms, or adult fantasy role-play sites impacting negatively on real-life intimate relationships.

**Cyber-Relationship Addiction** is an extreme use of internet to interact with unknown people, create imaginary relationships and find ideal partner, to the extent that it interferes normal life. People with such addiction neglects their real relationships with family and friends and their obligations.

Addiction to social networking, chat rooms and messaging to the point where virtual, online friends become more important than real-life relationships with family and friends.

**Information Overload** is a compulsive web surfing or database searching, leading to lower work productivity and less social interaction with family and friends.

There is also addiction to internet shopping, blogging, email etc.

**Explain symptoms of internet addiction disorder:** some of the main symptoms of internet addiction are:

***Losing track of time online* –** frequently finding oneself on the Internet longer than one intended

***Having trouble completing tasks at work or home* –neglecting daily tasks and work because of too much time spent online**

 *I****solation from family and friends* –neglecting family and friends because of new internet friends and time spent on the internet, and feeling that no one in the real life can understand one’s problems like online friends.**

***Feeling guilty or defensive about one’sInternet use* –** hiding one’s Internet use or lying to boss and family about the amount of time spent on the internet

***Feeling a sense of euphoria while involved in Internet activities* -** using the Internet as an outlet when one is stressed, sad, or for sexual gratification or excitement.

*Not being able to limit the internet time*

*Becoming angry with anyone that tries to stop one from spending time on the internet*

Some physical symptoms of internet addiction disorder are: pain and numbness in hands and wrists, dry eyes or strained vision, back aches and neck aches, severe headaches, sleep disturbances, pronounced weight gain or weight loss.

**Consequences of internet addiction disorder:**

Some of the consequences of internet addiction disorder are losing family and friends, being in depts (if person is addicted to online gambling) or just spending a lot of money buying things for the game or merchandise from the game (if person is addicted to online games), not being able to control his own life and behavior because of the obsession with the online world, and suffering physical consequences such as sleep distrurbances, sever headaches etc.

**Name the types of internet disorder prevention and correction:** Some of the ways to prevent or correct internet addiction disorder are limiting your Internet time, making your computer out of site and making connections with people you know in real life (and not cyber friends). It’s also important to face problems because many people who become computer addicted are using the Web as a way to avoid them. Corrective strategies include [content-control software](http://en.wikipedia.org/wiki/Content-control_software), counseling, and [cognitive behavioural therapy](http://en.wikipedia.org/wiki/Cognitive_behavioural_therapy).

**Problems of internet addiction disorder??????**

**Advertising**

**What is advertising?** Advertising is a public promotion of some product or service. Advertising is the business of drawing public attention to goods and services. It is a form of [communication](http://en.wikipedia.org/wiki/Communication) used to encourage or [persuade](http://en.wikipedia.org/wiki/Persuade) an audience to continue or take some new action. Advertising messages are usually paid for by [sponsors](http://en.wikipedia.org/wiki/Sponsor_%28commercial%29) and viewed via various [traditional media](http://en.wikipedia.org/wiki/Traditional_media); including [mass media](http://en.wikipedia.org/wiki/Mass_media) such as [newspaper](http://en.wikipedia.org/wiki/Newspaper), [magazines](http://en.wikipedia.org/wiki/Magazines), [television commercial](http://en.wikipedia.org/wiki/Television_commercial), [radio advertisement](http://en.wikipedia.org/wiki/Radio_advertisement), [outdoor advertising](http://en.wikipedia.org/wiki/Outdoor_advertising) or [direct mail](http://en.wikipedia.org/wiki/Direct_mail); or [new media](http://en.wikipedia.org/wiki/New_media) such as [websites](http://en.wikipedia.org/wiki/Website) and [text messages](http://en.wikipedia.org/wiki/Text_messages).

**Name the objectives in advertising:** There are three main categories of advertising objectives: to inform, (to tell the market about the product, explain how the product works, provide information on pricing, and build awareness of both the product and the company) to persuade (to encourage the target audience to switch brands, make the purchase, and create a preference in the market for the product as opposed to its competition) and to remind (to maintain interest and awareness of a well established product in the market, often in the latter stages of its product life cycle) the target audience.

**Name and explain the types of advertisments:**

Consumer advertising is the advertising directed at the ultimate user of a product or service.

Trade advertising is the advertising designed to stimulate wholesalers or retailers to purchase products for resale to their customers. The primary objective of trade advertising is to promote greater distribution of the advertised product.

Insitutional advertising is the advertising whose purpose is to promote the image of a corporation rather than the sale of a product or service; This advertising is also used to create public awareness of a corporation or to improve its reputation in the marketplace.

Cooperative advertising Advertisments by retailers that include the specific mention of manufacturers, who in turn repay the retailers for all or part of the cost of the advertisement

**Name the media used in advertising:**  Media used for commercial advertising includes: [newspaper](http://en.wikipedia.org/wiki/Newspaper)s, [magazines](http://en.wikipedia.org/wiki/Magazines), cinema and [television commercial](http://en.wikipedia.org/wiki/Television_commercial)s, [radio advertisment](http://en.wikipedia.org/wiki/Radio_advertisement)s, [outdoor advertising](http://en.wikipedia.org/wiki/Outdoor_advertising) (billboards, bus stop benches, sides of buses, taxicab doors etc.) web banners, web popups, mobile telephone screens, shopping carts etc.

**A disadvantage of advertising** is that it often prevents new entrances in the market by protecting large manufacturers and allowing them to dominate because newer producers cannot afford the large advertising budget. (iz knjige)

**What is switchback?** Means reaction of consumers on advertised messages that company send them. That is how consumer see and understand messages, and show how advertising encourage them to purchase.

**What is brand switchi\*p?????**

**Public Relations**

**Public relations** describes the various methods a company uses to disseminate messages about its products, services, or overall image to its customers, employees, stockholders, suppliers, or other interested members of the community. The point of public relations is to make the public think favorably about the company and its offerings.

**Name the goals of PR and explain:**  Some of the main goals of public relations is to create, maintain, and defend the organization’s reputation, enhance its status, present a positive image and to create good will for the organization. *The point of public relations is to make the public think favorably about the company and its offerings.* It may function to educate certain audiences about many things relevant to the organization and to overcome misconceptions and prejudices. *For example*, a nonprofit organization may attempt to educate the public regarding a certain point of view, while trade associations may undertake educational programs regarding particular industries and their products and practices.

**Name the areas where PR is used in and explain:**

Product public relationsincludescreating awareness, differentiating the product from other similar products, and even changing consumer behavior.

Employee relations refers to maintaining employee good will and upholding the company's image and reputation among its employees and keeping employees informed and providing them with channels of communication to upper levels of management.

Financial relations includes communicating with a company's stockholders, and with the wider community of financial analysts and potential investors.

Community relations refers to the various methods companies use to establish and maintain a mutually beneficial relationship with the communities in which they operate.

Crisis communications isa sub-specialty of the [public relations](http://www.answers.com/topic/public-relations) profession that is designed to protect and defend an [organization](http://www.answers.com/topic/organization) facing a public challenge to its [reputation](http://www.answers.com/topic/reputation). These challenges may come in the form of an investigation from a government agency, a criminal allegation, a media inquiry, a shareholders lawsuit, a violation of environmental [regulations](http://www.answers.com/topic/regulation-3), or any of a number of other scenarios involving the legal, [ethical](http://www.answers.com/topic/ethics-legal-term), or [financial](http://www.answers.com/topic/finance) standing of the entity.

Government and political relations includes the various methods a company uses to achieve a good relations with government and political parties.

**Methods of PR:**

**Audience targeting –** Identifying the audience to whom the messages and the efforts of PR management of the company are directed.

**Press release –** An announcement of an event, performance, or other newsworthy item that is issued to the press

**Lobby groups** – Lobby groups are a group of persons working on behalf of or strongly supporting a particular cause; in public relations lobby group influence government policy, corporate policy or public opinion in the company’s favor.

**Spin -** In public relations the term “spin” signifies providing an interpretation of a statement or event especially in a way meant to sway public opinion in one’s own favor.

**Meet and Greet -** a reception at which a public figure (as a politician or rock star) socializes with press members and other guests; [an](http://www.macmillandictionary.com/search/british/direct/?q=an) [occasion](http://www.macmillandictionary.com/search/british/direct/?q=occasion) [when](http://www.macmillandictionary.com/search/british/direct/?q=when) [people](http://www.macmillandictionary.com/search/british/direct/?q=people) [can](http://www.macmillandictionary.com/search/british/direct/?q=can) [meet](http://www.macmillandictionary.com/search/british/direct/?q=meet) [each](http://www.macmillandictionary.com/search/british/direct/?q=each) [other](http://www.macmillandictionary.com/search/british/direct/?q=other);

**PR manager -** A person appointed to oversee the total public relations strategy for a particular client or client company’s project. He or she will manage the conception and delivery of on and offline campaigns and ensure they are effective, informative, creative, and relevant to the targeted audience. In government, public relations specialists may be called press secretaries. They keep the public informed about the activities of agencies and officials.

**Innovation management**

**What is Innovation?**
Innovation is the creation of better or more effective products, processes, services, technologies, or ideas that are accepted by markets, governments, and society.

**What is Innovation Management?** Innovation management is the process of managing innovations and ideas, in organizations through the stages of innovation cycle. Innovation management is the discipline of [managing](http://en.wikipedia.org/wiki/Management) processes in [innovation](http://en.wikipedia.org/wiki/Innovation). It can be used to develop both product and organizational innovation.

**Name the common tools used Innovation Management**
Common tools include:

Brainstorming - A group problem-solving technique in which members spontaneously share ideas and solutions

virtual prototyping - Using virtual reality to create product prototypes and test their properties. Computer-based prototyping without recourse to a physical part or object.

product lifecycle management -PLMis the process of managing the entire lifecycle of a product from its conception, through design and manufacture, to service and disposal

idea management - A process for developing, identifying and using valuable insights or alternatives that would otherwise not have emerged

TRIZ -The theory of solving inventor's problems

stage-gate process - A new products process characterized by a series of stages (phases) with evaluation/review steps (gates) at the end of each stage. Stage-gate model is a technique in which a (product, process, system) development process is divided into stages separated by gates. At each gate, the continuation of the development process is decided by (typically) a manager or a steering committee.

 project management - Project management is the discipline of planning, organizing, securing and managing resources to bring about the successful completion of specific project goals and objectives

product line planning

portfolio management - A decision-based process where a set (or portfolio) of projects is analyzed in its entirety and from many perspectives such as: risk/reward, strategic fit, and time to profit.

**Name the objectives of Innovation Management?** The main objectives of Innovation management are reducing cost, enhancing quality and increasing speed of responsiveness to customer needs.

Some of the objectives are: Improving [quality](http://en.wikipedia.org/wiki/Quality_%28business%29), creation of new [markets](http://en.wikipedia.org/wiki/Market), extension of the [product](http://en.wikipedia.org/wiki/Product_%28business%29), reducing [labor costs](http://en.wikipedia.org/wiki/Labor_cost), improving [production processes](http://en.wikipedia.org/wiki/Production_process), reducing [materials](http://en.wikipedia.org/wiki/Material), reducing [environmental damage](http://en.wikipedia.org/wiki/Environmental_damage), replacement of [products](http://en.wikipedia.org/wiki/Product_%28business%29)/[services](http://en.wikipedia.org/wiki/Service_%28economics%29), reducing [energy](http://en.wikipedia.org/wiki/Energy) consumption etc.  **Types of innovation:** There’s three kinds of innovation: product, process, and marketplace. ??????

**Pushed process**  Is based on existing or newly invented tehnology that company use to have better profitability

**Pulled process** Company finds areas where customer needs are not met, ant tries to develop solutions for those needs**.**

**Define the span of innovation management?**

**Operation management**

### What is O.M. (operation management)? Operations management is an area of business concerned with the production of goods and services, and involves the responsibility of ensuring that business operations are efficient in terms of using as little resource as needed, and effective in terms of meeting customer requirements.

Operations management is concerned with the production, distribution and project management activities carried out in an organization.

**Efficiency** in general describes the extent to which time or effort is well used for the intended task or purpose. In general, efficiency is a measurable concept, quantitatively determined by the ratio of output to input .

**Effectiveness** is the capability of producing a desired result. When something is deemed effective, it means it has an intended or expected outcome, or produces a deep, vivid impression. "[Effectiveness](http://en.wikipedia.org/wiki/Effectiveness)", is a relatively vague, non-quantitative concept, mainly concerned with achieving objectives.

### What is OM responsible for?

It involves the responsibility of ensuring that business operations are efficient in terms od using as little resource as needed, and effective in terms of meeting customer requirements. An Operations Manager is responsible for increasing the efficiency of a business’s product and services. His/Hers responsibilities are:

* Improving the operational systems, processes and policies in support of organizations mission -- specifically, support better management reporting, information flow and management, business process and organizational planning.
* Managing and increase the effectiveness and efficiency of Support Services (HR, IT and Finance), through improvements to each function as well as coordination and communication between support and business functions.
* Management of agency budget in coordination with the Executive Director.
* Organization of fiscal documents.
* Maintaining discipline among the employees and motivate them to improve their output.
* Oversee overall financial management, planning, systems and controls.
* Development of individual program budgets.

### What is the aim of OM?

The overall aims of operation management are to create added value for the organization and
to help to achieve sustainable competitive advantage by satisfying the demands and needs of customers for the  company's products.

**Name the objectives of OM**: The two main objectives of operations management are to increase operational efficiency and to reduce operational costs.

###  Origins of OM?

The origins of operations management can be traced back to the Industrial Revolution, the development of interchangeable manufacture, the Waltham-Lowell system, the American system of manufacturing, Fayolism, scientific management, the development of assembly line practice and mass production, industrial engineering, systems engineering, manufacturing engineering, operations research. Combined, these ideas allow for the [standardization](http://en.wikipedia.org/wiki/Standardization) and [continuous improvement](http://en.wikipedia.org/wiki/Continuous_improvement_process) of production processes.

### 6. OM scope or work?

The scope of operations management ranges across the organization. Operations management people are involved in product and service design, process selection, selection and management of technology, design of work systems, location planning, facilities planning, and quality improvement of the organization’s products or services. The operations function includes many interrelated activities, such as forecasting, capacity planning, scheduling, managing inventories, assuring quality, motivating employees, deciding where to locate facilities, and more.

### Name features of OM?

management science, financial engineering, engineering management, supply chain management, process engineering, operation research, system engineering , ergonomics, value engineering and quality engineering. ????????

**Industrial engineering** : The branch of engineering that deals with the creation and management of systems that integrate people and materials and energy in productive ways. It is also known as Operations management.

**Industrial engineers** organize the people, information, energy, materials, and machines involved in the production process. They are concerned with plant design and management, quality control, and the human factors of engineering.

**What is the relationship with OM and current environment of todays??????**

**Stress, Stress management**

**What is stress?** A state of mental or emotional strain or tension resulting from adverse or very demanding circumstances. Stress is the body's reaction to a change that requires a physical, mental or emotional adjustment or response.

**Name the stress stages?**

Alarming, resistance, exhaustion

**What is Stress management?**  Stress management focuses on reducing the response to stressful situations includes a variety of techniques and approaches that stimulate relaxation and decreasing stress hormone levels. Stress management includes interventions designed to reduce the impact of stressors in the workplace. These can have an individual focus, aimed at increasing an individual’s ability to cope with stressors. Stress-management programmes can also have an organizational focus and attempt to remove the stressors in a role. Stress management involves changing the stressful situation when you can, changing your reaction when you can’t, taking care of yourself, and making time for rest and relaxation.

**Name and explain the most important stressors:** Stressors arephysical, [psychological](http://www.businessdictionary.com/definition/psychological.html), or [social force](http://www.businessdictionary.com/definition/social-force.html) that [puts](http://www.businessdictionary.com/definition/put.html) real or perceived [demands](http://www.businessdictionary.com/definition/demand.html) on the body, emotions, mind, or spirit of an [individual](http://www.businessdictionary.com/definition/individual.html). Causes of stress - known as stressors - are in two categories: external stressors and internal stressors.

*external stressors*are physical conditions such as heat or cold, stressful psychological environments such as working conditions and abusive relationships.

*internal stressors* are physical ailments such as infection or inflammation, or psychological problems such as worrying about something.

**These are typical causes of stress at work:**

* bullying or harassment, by anyone, not necessarily a person's manager
* feeling powerless and uninvolved in determining one's own responsibilities
* continuous unreasonable performance demands
* lack of effective communication and conflict resolution
* lack of job security
* long working hours
* excessive time away from home and family
* office politics and conflict among staff
* a feeling that one's reward is not commensurate with one's responsibility
* working hours, responsibilities and pressures disrupting life-balance (diet, exercise, sleep and rest, play, family-time, etc)

**Types of stress:** There are to main types of stress: Eustress*(Good Stress),*and  *Distress (Bad Stress).*

*Eustress* is the good stress which helps us to improve our performance. The stress that is healthy, or gives one a feeling of fulfillment or other positive feelings. Eustress is a process of exploring potential gains.

*Distress i*s an [aversive](http://en.wikipedia.org/wiki/Suffering) state in which a person is unable to adapt completely to stressors and their resulting [stress](http://en.wikipedia.org/wiki/Stress_%28medicine%29) and shows maladaptive behaviors.

Stress can also *be acute (short-term)* and *chronic (long term)*. Short-term 'acute' stress is the reaction to immediate threat also known as the fight or flight response.Long-term 'chronic' stressors are those pressures which are ongoing and continuous, when the urge to fight or flight has been suppressed.

**Which are the effects (consequences) of stress?** Stress is known to contribute to heart disease, it causes hypertension and high blood pressure, and impairs the immune system. Stress is linked to strokes, ulcers, diabetes, muscle and joint pain, miscarriage during pregnancy, allergies, and even premature tooth loss. Stress also trigger mental and emotional problems such as insomnia, headaches, personality changes, anxiety, irritability, and depression.

Stress also significantly reduces brain functions such as memory, concentration, and learning, all of which are central to effective performance at work. Stress at work also provides a serious risk of litigation for all employers and organisations, carrying significant liabilities for damages, bad publicity and loss of reputation. Dealing with stress-related claims also consumes vast amounts of management time.

**Symptoms of stress:**

Cognitive Symptoms

* Memory problems
* Inability to concentrate
* Poor judgment
* Seeing only the negative
* Anxious or racing thoughts
* Constant worrying

Emotional symptoms

* Moodiness
* Irritability or short temper
* Agitation, inability to relax
* Feeling overwhelmed
* Sense of loneliness and isolation
* Depression or general unhappiness

Physical Symptoms

* Aches and pains
* Diarrhea or constipation
* Nausea, dizziness
* Chest pain, rapid heartbeat
* Loss of sex drive
* Frequent colds

Behavioral symptoms

* Eating more or less
* Sleeping too much or too little
* Isolating yourself from others
* Procrastinating or neglecting responsibilities
* Using alcohol, cigarettes, or drugs to relax
* Nervous habits (e.g. nail biting, pacing)

**How does stress influence work? (Consequences of stress on work?)**

Stress significantly reduces brain functions such as memory, concentration, and learning, all of which are central to effective performance at work. Stress at work also provides a serious risk of litigation for all employers and organisations, carrying significant liabilities for damages, bad publicity and loss of reputation. Stressed employees are less productive and motivated to work and have difficulties at adapting and dealing with potential conflicts with collegues or employer,.

**The ways of managing stress:** Stress management involves changing the stressful situation when you can, changing your reaction when you can’t, taking care of yourself, and making time for rest and relaxation. There are five main stress managing strategy:

1. Avoid unnecessary stress - **Avoid hot-button topics, avoid people who stress you out, pare down your to-do list.**
2. Alter the situation - If you can’t avoid a stressful situation, try to alter it. Figure out what you can do to change things so the problem doesn’t present itself in the future**. Express your feelings instead of bottling them up, be willing to compromise, be more assertive.**
3. Adapt to the situation - If you can’t change the stressor, change yourself. You can adapt to stressful situations and regain your sense of control by changing your expectations and attitude. **Adjust your standards, focus on the positive and reframe problems.**
4. Accept the things you can’t change - **Learn to forgive, don’t try to control the uncontrollable, share your feelings, don’t try to control the uncontrollable.**
5. Make time for run and relaxation- **Do something you enjoy every day, set aside relaxation time, keep your sense of humor.**
6. Adopt a healty lifestyle - **Exercise regularly, eat a healthy diet, reduce caffeine and sugar, get enough sleep.**

**Name the benefits of stress management:** Some of the benefits of stress management are:Better immune function,  less illnesses and physical complaints, more energy, feeling more relaxed, sleeping better, better digestion, calmer mood, being more focused and more positive, increased productivity (when you’re not stressed, you can be more productive because you’re more focused). There are clearly strong economic and financial reasons for organisations to manage and reduce stress at work, aside from the obvious humanitarian and ethical considerations.

**Team, Team building**

**What is team?** A team comprises a group of people linked in a common purpose.

**What are benefits of team work?** There are a number of benefits for team work, among them are:

* Distributing the workload
* Reinforcing individual capabilities
* Creating participation and involvement
* Making better decisions
* Feeling like we play a part in the work being done
* Generating a diversity of ideas, etc.

**Define team building: Team building** refers to a wide range of activities designed for improving **team** [performance](http://en.wikipedia.org/wiki/Performance). Its focus is to specialize in bringing out the best in a **team** to ensure self development, positive communication, leadership skills and the ability to work closely together as a **team** to problem solve. The purpose of **team** **building** exercises is to assist teams in becoming cohesive units of individuals that can effectively work together to complete tasks.

**What are team-building exercises and what is their purpose? Team**-**building** exercises consist of a variety of tasks designed to develop group members and their ability to work together effectively. There are many types of **team** **building** activities that range from kids games to games that involve complex tasks and are designed for specific needs. There are also more complex **team** **building** exercises that are composed of multiple exercises such as ropes courses, corporate drumming and exercises that last over several days. The purpose of **team** **building** exercises is to assist teams in becoming cohesive units of individuals that can effectively work together to complete tasks.

**Types of team building exercises:**

*Communication exercise -* Communications exercises are problem solving activities that are geared towards improving communication skills. The issues teams encounter in these exercises are solved by communicating effectively with each other. The goal id to create an activity which highlights the importance of good communication in **team** performance and/or potential problems with communication.

*Problem-solving/decision-making exercise -* Problem-solving/decision-making exercises focus specifically on groups working together to solve difficult problems or make complex decisions. The goal is to give **team** a problem in which the solution is not easily apparent or requires the **team** to come up with a creative solution

*Planning/adaptability exercise* - These exercises focus on aspects of planning and being adaptable to change. The goal is to show the importance of planning before implementing a solution.

*Trust exercise* A trust exercise involves engaging **team** members in a way that will induce trust between them. The goal is to create trust between **team** members.

**Reasons for team building** include:

* Improving communication
* Making the workplace more enjoyable
* Motivating a **team**
* Getting to know each other
* Getting everyone "onto the same page", including goal setting
* Teaching the **team** self-regulation strategies
* Helping participants to learn more about themselves (strengths and weaknesses)
* Identifying and utilizing the strengths of **team** members
* Improving **team** productivity
* Practicing effective collaboration with **team** members

**Goals of team building:** The goal of **team** **building** is to assist teams in becoming cohesive units of individuals that can effectively work together to complete tasks.

**What does a team building consultant do?** A **team**-**building** consultant is responsible for each component of a **team** **building** intervention. The main responsibilities of the consultant are assessing the **team**, making recommendations, providing activities, evaluating the **team**-**building** program and communicating the results to the organization etc.

**Negotiations**

**What is negotiation? Negotiation** is a [dialogue](http://en.wikipedia.org/wiki/Dialogue) between two or more people or parties, intended to reach an understanding, resolve point of difference, or gain advantage in outcome of dialogue.

**Explain the types of negotiations:**  Threre are two opposite types of negotiation: Integrative and Distributive.

Integrative negotiation, also known as principled negotiation, cooperative bargaining or win-win negotiation is a type or style of negotiation in which the parties cooperate to achieve a satisfactory result for both. The goal of integrative negotiation is to create as much value as possible for oneself and for the other party.

Distributive bargaining, also known as positional bargaining, zero-sum negotiation, competitive negotiation or negotiation win-lose, is a type or style of negotiation in which parties compete for the distribution of a fixed amount of value. At the end of a purely distributive bargaining, which a party has won the other has lost.

**Name the steps of negotiation:** There are three main negotiation steps:

research & prepare –Gather information about your opponent, determine issues, assess your leverage, and set goals and expectations.

 negotiate - Let the other side know what you want and let them tell you what they want, back-up your case with evidence and uncover defects in their argument, search for common ground and agreeable outcomes, show that you are ready to reach an agreement, put together different acceptable options for both parties, and come to an agreement

finalize –Set details about the arrangement, get your offer in writing, accept the offer in writing etc.

**Quality**

**What is quality?** Quality isthe standard of something as measured against other things of a similar kind; the degree of excellence of something. It is degree to which a set of inherent characteristics fulfills requirements.

**What is quality management**? The act of overseeing all activities and tasks needed to maintain a desired level of excellence. This includes creating and implementing quality planning and assurance, as well as quality control and quality improvement. Quality planning, quality control, quality assurance and quality improvement are four main components of Quality management.

**What are 4 main components of quality management?** Quality planning, quality control, quality assurance and quality improvement.

**What is quality planning?** The process of identifying and scheduling Quality Assurance and Quality Control activities to improve the level of quality within a project. It refers to planning the actions which determine the goals and demands for quality as well as for the application of elements of quality systems;

**What is quality control?** It is a system of maintaining standards in manufactured products by testing a sample of the output against the specification. QC activities focus on finding defects in specific deliverables. QC is *product* oriented. Quality Control makes sure the results of what you've done are what you expected. There are three main points during the production process when inspection is performed: 1) when raw materials are received prior to entering production, 2) while products are going through the production process, 3) when products are finished.

### What is the goal of quality control?

The basic goal of quality control is to ensure that the products, services, or processes provided meet specific requirements and are dependable, satisfactory, and fiscally sound. The goal of quality control is to indetify products or services that do not meet a company`s specified standards of quality.

**What is quality assurance?** Refers to the maintenance of a desired level of quality in a service or product, especially by means of attention to every stage of the process of delivery or production. QA activities ensure that the process is defined and appropriate. Quality Assurance makes sure you are doing the right things, the right way. QA is *process* oriented.

**What is quality improvement?** A set of activities whose purpose is to enhance the efficiency and effectiveness of the organization for the benefit of both the organization and its customers

**What is the difference between quality control and quality assurance**? The difference is that QA is *process* oriented and QC is *product* oriented. Quality Assurance makes sure you are doing the right things, the right way. The objective is to prevent defects. Quality Control makes sure the results of what you've done are what you expected. The objective is to detect defects.

**What is the difference between quality control and quality improvement?** QI is a set of activities whose purpose is to enhance the efficiency and effectiveness of the organization for the benefit of both the organization and its customers. QC is a system of maintaining standards in manufactured products by testing a sample of the output against the specification.

### When did quality begin to develop?

The quality begin to develop in time of village communities and village markets where thee suppliers and buyers got face to face over the quality of goods that were for sale.

### How did industrial revolution influence quality?

Industrial revolution enabled better conditions for the continual improvement of quality through the development of product and processes.

### Name at least two person who are founders of quality:

Frederick Taylor, Walter Shewhart , William Edwards

**Statistical process control (SPC)** is the application of [statistical methods](http://en.wikipedia.org/wiki/Statistics) to the monitoring and control of a process to ensure that it operates at its full potential to produce conforming product.

**The quality trilogy** is an aproach to quality management that is composed of three processes: quality planning, quality control and quality improvement.

**What is total quality management (TQM) ?** A multifaceted, company-wide approach to improving all aspects of quality and customer satisfaction-including fast response and service, as well as product quality. It is based on the principle that every staff member must be committed to maintaining high standards of work in every aspect of a company's operations. TQM functions on the premise that the quality of products and processes is the responsibility of everyone who is involved with the creation or consumption of the products or services offered by an organization. In other words, TQM capitalizes on the involvement of management, workforce, suppliers, and even customers, in order to meet or exceed customer expectation.

**Conformance quality**

**Specification quality**

**Logistics and Supply Chain Management**

### 1.Logistics is?

Logistics is defined as “ handling an operation that involves providing labour and materials to be supplied as needed”.

 [Planning](http://www.businessdictionary.com/definition/planning.html), [execution](http://www.businessdictionary.com/definition/execution.html), and [control](http://www.businessdictionary.com/definition/control.html) of the [procurement](http://www.businessdictionary.com/definition/procurement.html), movement, and stationing of [personnel](http://www.businessdictionary.com/definition/personnel.html), [material](http://www.businessdictionary.com/definition/material.html), and other [resources](http://www.businessdictionary.com/definition/resource.html) to [achieve](http://www.businessdictionary.com/definition/achieve.html) the [objectives](http://www.businessdictionary.com/definition/objective.html) of a [campaign](http://www.businessdictionary.com/definition/campaign.html), [plan](http://www.businessdictionary.com/definition/plan.html), [project](http://www.businessdictionary.com/definition/project.html), or [strategy](http://www.businessdictionary.com/definition/strategy.html). It may be defined as the '[management](http://www.businessdictionary.com/definition/management.html) of [inventory](http://www.businessdictionary.com/definition/inventory.html) in [motion](http://www.businessdictionary.com/definition/motion.html) and at rest.'

### 2.What is Supply Chain Management (SCM)?

SCM is network of interconnected businesses involved in the ultimate provision of product and service packages required by end customers.

The proces od SCM includes the movement and storage of all raw materials, current inventory and the finished commodaities for point-of-origin to point – of – consumption.

[Management](http://www.businessdictionary.com/definition/management.html) of [material](http://www.businessdictionary.com/definition/material.html) and [information flow](http://www.businessdictionary.com/definition/information-flow.html) in a [supply chain](http://www.businessdictionary.com/definition/supply-chain.html) to [provide](http://www.businessdictionary.com/definition/provide.html) the highest [degree](http://www.businessdictionary.com/definition/degree.html) of [customer satisfaction](http://www.businessdictionary.com/definition/customer-satisfaction.html) at the lowest possible [cost](http://www.businessdictionary.com/definition/cost.html).

Supply [chain](http://www.businessdictionary.com/definition/chain.html) management requires the [commitment](http://www.businessdictionary.com/definition/commitment.html) of supply chain [partners](http://www.businessdictionary.com/definition/partner.html) to [work](http://www.businessdictionary.com/definition/work.html) closely to coordinate [order](http://www.businessdictionary.com/definition/order.html) generation, [order taking](http://www.businessdictionary.com/definition/order-taker.html), and [order fulfillment](http://www.businessdictionary.com/definition/order-fulfillment.html). They thereby [create](http://www.businessdictionary.com/definition/create.html) an [extended enterprise](http://www.businessdictionary.com/definition/extended-enterprise.html) [spreading](http://www.businessdictionary.com/definition/spreading.html) far beyond the [producer's](http://www.businessdictionary.com/definition/producer.html) [location](http://www.businessdictionary.com/definition/location.html).

### 3. Supply chain activities?

Strategic, Tactical, Operational activities

 There are three groups of supply chain activities:

1. Strategic(network optimization, information tehnology product life cycle manegment)
2. Tactical(purchasing decisions, inventory decisions, production decisions)
3. Operational(daily production planning, demand planning…

**Kaizen**

**What is?**

Kaizen means continuous improvement in all aspects of life. That is Japanese term derived from words Kai, that means change, and Zen, that means good. Main goal of Kaizen is to make work environment more efficient and more effectly.

**Where is kaizen most implied at?**

Kaizen is most implied in business from manufacturing to management and it refers to everyone in organization from managers to workers. Kaizen business strategy refers on constantly improvements in order reducing waste, increase productivity and safety.

**Application of Kaizen in real word?**

Kaizen is well known in The Toyota Production System. If some abnormal activity happened, product line is stopped immediately, and workers whit supervisor tries to solve a problem. Over 70 suggestions per employee are accepted every year and implemented.

 FOUNDATION ELEMENTS OF KAIZEN

Team work

##### Personal discipline

Improved morale

Quality circles

Suggestions for improvement

**Recruitment**

**What is recruitment?**

The process of identifying and hiring the best-qualified candidate (from within or outside of an organization) for a job vacancy, in a most timely and cost effective manner.Recruitment refers to the process of attracting, screening, and selecting a qualified person for a job. All companies in any industry can benefit from contingency or retain professional recruiters or outsourcing the process to recruitment agencies. Recruitment is a positive function in which publicity is given to the jobs available in the organizations and interested candidates for the purpose of selection.Recruitment represents the first contact that a company makes with potential employees.

### 2.what is the main objective of recruitment?

The main objective of the recruitment process is to expedite the selection process.

 Support the organization ability to acquire, retain and develop the best talent and skills.

 Determine present and future manpower requirements of the organization in coordination with planning and job analysis activities.

 Obtain the number and quality of employees that can be selected in order to help the organization to achieve its goals and objectives.

 Create a pool of candidates so that the management can select the right candidate for the right job from this pool

 Attract and encourage more and more candidates to apply in the organization

 Increase the pool of candidates at minimum cost.

 Acts as a link between the employers and the job seekers

 Infuse fresh blood at all levels of the organization

 Meet the organization's legal and social obligations regarding the composition of its workforce.

 Increase the effectiveness of various recruiting techniques

**Types of recruitment**

|  |
| --- |
| RECRUITMENT NEEDS ARE OF THREE TYPES PLANNEDThe needs arising from changes in organization and retirement policy. Recruitment Plan – organized written strategy that identifies the recruitment objectives for a position and contains multiple components including the recruitment announcement, recruitment timeline, advertising plan, interview schedule, assessment tools (screening matrix, supplemental questionnaire), background/ checks, interview plans, final references. ANTICIPATEDAnticipated needs are those movements in personnel, which an organization can predict by studying trends in internal and external environment. UNEXPECTEDResignation, deaths, accidents, illness give rise to unexpected needs.**Purpose and importance of recruitment**1. Determine the present and future requirements of the organization on conjunction with its human recourse planning and job analysis activities.
2. Increase the pool of job candidates at minimum cost.
3. Help increase the success rate of the selection process by reducing the number of visibly under qualified or over qualified job applicants.
4. Help reduce the probability that job applicants once recruited and selected will leave the organization only after a short period of time.
5. Meet the organizations legal and social obligations regarding composition of its work force.
6. Begin identifying and preparing potential job applicants who will be appropriatecandidates.
7. Increase organizational and individual effectiveness in the short term and long term.
8. Evaluate the effectiveness of various recruiting techniques and sources for all types of  job applicants.
 |
| **Recruitment metods****1. Recruitment by Campus method**Campus is the location of a university, college, or school’s main buildings. This method is based on recruitment at university, colleges…**2. Recruitment by Job centers**Job centers often specialize in recruitmentfor specific sectors. They usually provide a shortlist of candidates based on the people registered with the agency. They also supply temporary or interim employees.**3. Head hunting.**Head hunting are recruitment agents who provide a more specialized approach to therecruitment of key employees and/or senior management.**4. Recruitment by Advertisements**They can be found in many places such as:• Newspaper• Job posting on job sites• Ads on websites related to positions recruited.**5. Database search on job sites.**Company can buy data from job websites for a week or a month to search candidates.**6. Employee referral**This method often refer to as ‘word of mouth’ and can be a recommendation from a colleague at work.**7. Contract staffing.**Company can buy staffing contract from HR outsourcing.**8. Word-of-mouth recruitment****9. Free online ads**You can post your recruitment ads at free websites such as forums, blogs…**10. Internal recruitment**Internal recruitment can conduct by types of:• Present permanent employees (based on programs of career development).• Present temporary / casual employees.• Retired employees.• Dependents of deceased disabled, retired and present employees.**Trends being seen in recruitment** |  |

Outsourcing

Human Resource Outsourcing refers to the process in which an organisation uses the expert services of a third party (generally professional consultants) to take care of its HR functions while HR management can focus on the strategic dimension of their function. The functions that are typically outsourced are the functions that need expertise, relevant experience, knowledge and best methods and practices. More and more medium and large sized organizations are outsourcing their recruitment process.

The advantages of outsourcing:

* turning the management's focus to strategic level processes of HRM
* accessibility to the expertise of the service providers
* freedom from red tape and adhering to strict rules and regulations
* optimal resource utilisation
* structured and fair performance management.
* a satisfied and, hence, highly productive employees
* value creation, operational flexibility and competitive advantage

Therefore outsourcing helps both the organisations and the consultancies to grow and perform better.

Poaching/Raiding

Employee poaching takes place when a company hires an employee from a competing company. Employee poaching often happens in the IT industry because of high-demand technical skills.

A company can attract talent from another firm by offering attractive pay packages and other terms and conditions, better than the current employer of the candidate. But it is seen as an unethical practice and not openly talked about.

E-Recruiment

**E-recruitment**  is the process of personnel recruitment using electronic resources, in particular the internet. Companies and recruitment agents have moved much of their recruitment process online so as to improve the speed by which candidates can be matched with live vacancies. Using database technologies, and online job advertising boards and search engines, employers can now fill posts in a fraction of the time previously possible. In terms of HRM, the internet has radically changed the recruitment function from the organisational and job seekers' perspective. Conventional methods of recruitment processes are readily acknowledged as being time-consuming with high costs and limited geographic reach. However, recruitment through World Wide Web provides global coverage and easiness. Advantages of recruitment are:

Low cost, no intermediaries, reduction in time for recruitment, recruitment of right type of people, efficiency of recruitment process.

Human resources

**What is human resources?**

The division of a company that is focused on activities relating to employees. These activities normally include recruiting and hiring of new employees, orientation and training of current employees, employee benefits, and retention. Formerly called personnel.

**What is human resources management?**

**Human resource management** (**HRM**, or simply **HR**) is the [management](http://en.wikipedia.org/wiki/Management) of an [organization](http://en.wikipedia.org/wiki/Organization)'s [human resources](http://en.wikipedia.org/wiki/Human_resources). It is responsible for the[attraction](http://en.wikipedia.org/wiki/Employer_branding), [selection](http://en.wikipedia.org/wiki/Recruitment), [training](http://en.wikipedia.org/wiki/Training_and_development), assessment, and [rewarding](http://en.wikipedia.org/wiki/Remuneration) of employees, while also overseeing organizational [leadership](http://en.wikipedia.org/wiki/Leadership) and [culture](http://en.wikipedia.org/wiki/Organizational_culture), and ensuring compliance with [employment and labor laws](http://en.wikipedia.org/wiki/Labour_law). In circumstances where employees desire and are legally authorized to hold a[collective bargaining agreement](http://en.wikipedia.org/wiki/Collective_agreement), HR will typically also serve as the company's primary liaison with the employees' representatives (usually a[labor union](http://en.wikipedia.org/wiki/Trade_union)).

The administrative discipline of hiring and developing employees so that they become more valuable to the organization.

**Human Resource management includes** **(What is HRM comprised of**?) (1)conducting job analyses, (2) planning personnel needs, and recruitment, (3) selecting the right people for the job, (4) orienting and training, (5) determining and managing wages and salaries, (6) providing benefits and incentives, (7) appraising performance, (8) resolving disputes, (9) communicating with all employees at all levels. Formerly called personnel management.

**4.Explain process of matching individual and organizational needs??????**

### 5.What is the role of individual in career development (management)?

The evolution or development of a career - informed by

 (1) Experience within a specific field of interest

(2) Success at each stage of development - and

(3), educational attainment

### 6.What is the manager's role in career development?

Encouraging and supporting their staff's career development and giving regular and constructive performance feedback

### 7.What is the organisation's role in career development?

To structure the career progress of their members.

<http://www.businessballs.com/stressmanagement.htm>

<http://webcache.googleusercontent.com/search?q=cache%3As8eRcWFZZYEJ%3Aen.wikipedia.org%2Fwiki%2FNegotiation+NEGOTIATIONS&cd=1&hl=sr&ct=clnk&gl=rs&client=firefox-a>

<http://webcache.googleusercontent.com/search?q=cache%3A_9_ordxl154J%3Aen.wikipedia.org%2Fwiki%2FTeam_building+TEAM%2C+TEAM+BUILDING&cd=1&hl=sr&ct=clnk&gl=rs&client=firefox-a>