

BAB III

PELAKSANAAN KEGIATAN

A. PESERTA KELOMPOK SBM-3

Kelompok SBM-1 memiliki 9 anggota yang semuanya terdiri dari mahasiswa Fakultas Ekonomi Manajemen nama anggota tersebut antara lain:

1. Sherin Tania Putri
2. Andni Lulu Oktavia
3. Eka Fitra Nur Muslimah
4. Dita Fitrilian
5. Joza Yolanda
6. Nindri bella Prilian
7. Aditya Pratiwi
8. Lidiana Supratman
9. Novia Arma Anggraini

B. Jadwal *Sit in Class* SBM-3

<i>Date</i>	<i>Time(Morning)</i>	<i>Time (Evening)</i>	<i>Subject</i>	<i>Lecturer</i>
<i>15(Monday) & 18(Thursday) April 2019</i>	<i>10 AM - 1130 AM DKG 1/6GROUP B</i>	<i>NIL</i>	<i>PRINCIPLES OF MANAGEMENT</i>	<i>DR. MAHA MOHAMED YUSR OTHMAN</i>

(Tabel 1. Jadwal *Sit in Class*)



PRINCIPLES OF MANAGEMENT

Principles Of Management

Introduction 14 principles of Management

In the last century, organizations already had to deal with management in practice. In the early 1900s, large organizations, such as production factories, had to be managed too. At the time there were only few (external) management tools, models and methods available.

Thanks to scientists like [Henri Fayol](#) (1841-1925) the first foundations were laid for modern [scientific management](#). These first concepts, also called principles of management are the underlying factors for successful management. [Henri Fayol](#) explored this comprehensively and, as a result, he synthesized the 14 principles of management. [Henri](#)

[Fayol](#) 's principles of management and research were published in the book '*General and Industrial Management*' (1916).

14 Principles of Management of Henri Fayol

14 principles of Management are statements that are based on a fundamental truth. These principles of management serve as a guideline for decision-making and management actions. They are drawn up by means of observations and analyses of events that managers encounter in practice. [Henri Fayol](#) was able to synthesize 14 principles of management after years of study.

1. Division of Work

In practice, employees are specialized in different areas and they have different skills. Different levels of expertise can be distinguished within the knowledge areas (from generalist to specialist). Personal and professional developments support this. According to [Henri Fayol](#) specialization promotes efficiency of the workforce and increases productivity. In addition, the specialization of the workforce increases their accuracy and speed. This management principle of the 14 principles of management is applicable to both technical and managerial activities.

2. Authority and Responsibility

In order to get things done in an organization, management has the authority to give orders to the employees. Of course with this authority comes responsibility. According to [Henri Fayol](#), the accompanying power or authority gives the management the right to give orders to the subordinates. The responsibility can be traced back from performance and it is therefore necessary to make agreements about this. In other words, authority and responsibility go together and they are two sides of the same coin.

3. Discipline

This third principle of the 14 principles of management is about obedience. It is often a part of the core values of a [mission and vision](#) in the form of good conduct and respectful interactions. This management principle is essential and is seen as the oil to make the engine of an organization run smoothly.

4. Unity of Command

The management principle 'Unity of command' means that an individual employee should receive orders from one manager and that the employee is answerable to that manager. If tasks and related responsibilities are given to the employee by more than one manager, this may lead to confusion which may lead to possible conflicts for employees. By using this principle, the responsibility for mistakes can be established more easily.

5. Unity of Direction

This management principle of the 14 principles of management is all about focus and unity. All employees deliver the same activities that can be linked to the same objectives. All activities must be carried out by one group that forms a team. These activities must be described in a plan of action. The manager is ultimately responsible for this plan and he monitors the progress of the defined and planned activities. Focus areas are the efforts made by the employees and coordination.

6. Subordination of Individual Interest

There are always all kinds of interests in an organization. In order to have an organization function well, [Henri Fayol](#) indicated that personal interests are subordinate to the interests of the organization (ethics). The primary focus is on the organizational objectives and not on

those of the individual. This applies to all levels of the entire organization, including the managers.

7. Remuneration

Motivation and productivity are close to one another as far as the smooth running of an organization is concerned. This management principle of the 14 principles of management argues that the remuneration should be sufficient to keep employees motivated and productive. There are two types of remuneration namely non-monetary (a compliment, more responsibilities, credits) and monetary (compensation, bonus or other financial compensation). Ultimately, it is about rewarding the efforts that have been made.

8. The Degree of Centralization

Management and authority for decision-making process must be properly balanced in an organization. This depends on the volume and size of an organization including its hierarchy.

Centralization implies the concentration of decision making authority at the top management (executive board). Sharing of authorities for the decision-making process with lower levels (middle and lower management), is referred to as decentralization by [Henri Fayol](#). [Henri Fayol](#) indicated that an organization should strive for a good balance in this.

9. Scalar Chain

Hierarchy presents itself in any given organization. This varies from senior management (executive board) to the lowest levels in the organization. [Henri Fayol](#) 's "hierarchy" management principle states that there should be a clear line in the area of authority (from top to bottom and all managers at all levels). This can be seen as a type of management structure. Each employee can contact a manager or a superior in an emergency situation without

challenging the hierarchy. Especially, when it concerns reports about calamities to the immediate managers/superiors.

10. Order

According to this principle of the 14 principles of management, employees in an organization must have the right resources at their disposal so that they can function properly in an organization. In addition to social order (responsibility of the managers) the work environment must be safe, clean and tidy.

11. Equity

The management principle of equity often occurs in the core values of an organization. According to [Henri Fayol](#), employees must be treated kindly and equally. Employees must be in the right place in the organization to do things right. Managers should supervise and monitor this process and they should treat employees fairly and impartially.

12. Stability of Tenure of Personnel

This management principle of the 14 principles of management represents deployment and managing of personnel and this should be in balance with the service that is provided from the organization. Management strives to minimize employee turnover and to have the right staff in the right place. Focus areas such as frequent change of position and sufficient development must be managed well.

13. Initiative

[Henri Fayol](#) argued that with this management principle employees should be allowed to express new ideas. This encourages interest and involvement and creates added value for the company. Employee initiatives are a source of strength for the organization according to [Henri Fayol](#). This encourages the employees to be involved and interested.

14. Esprit de Corps

The management principle 'esprit de corps' of the 14 principles of management stands for striving for the involvement and unity of the employees. Managers are responsible for the development of morale in the workplace; individually and in the area of communication. Esprit de corps contributes to the development of the culture and creates an atmosphere of mutual trust and understanding.

In conclusion on the 14 Principles of management

The 14 principles of management can be used to manage organizations and are useful tools for forecasting, planning, process management, organization management, decision-making, coordination and control.

Although they are obvious, many of these matters are still used based on common sense in current management practices in organizations. It remains a practical list with focus areas that are based on [Henri Fayol](#) 's research which still applies today due to a number of logical principles.

<i>17(Wednesday) & 21(Sunday) April 2019</i>	<i>NIL</i>	<i>4PM - 530PM DKG 2/2 GROUP P</i>	<i>RESEARCH METHODS</i>	<i>PM DR THILIP SAM</i>
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Research Methods

Market research refers to the systematic collecting and analysing of information on individuals – e.g. consumers and organisations – and products and services in current and future markets. Market research uses statistical and analytical methods to gain insight into the reasons and motives that influence consumers' decision making. These statistical and analytical methods are used in combination with social, data, and behavioural sciences. One of the things it tries to clarify is consumers' spending patterns, as well as specific demographical, geographical, and psychographical data about the target audience and competition the organisation will have to face.

The planning and actually carrying out of market research is part of the core discipline of any marketing team. The results from the market research may, for instance, help guide the development team to develop products that offer new solutions for the consumer.

The first evidence of market research dates back from medieval times. The German textile manufacturer [Johann Fugger](#) travelled from Ausburg to Graben in the 15th century to learn information about the international textile industry. One of the things he did was write letters about his trading terms and his target audiences. Although this type of information was called commercial intelligence in those days, it would now be described as systematic collection of market information.

Types of Market Research

Market research covers many disciplines and fields of study, which are therefore often poorly understood. Generally speaking, market research can be divided into several types of research.

Qualitative Research

In order to look into the minds of consumers, you must conduct qualitative research. To gain insight into product choices, the market, and opinions and motivations of consumers, you could use interviews, for example. Qualitative market research goes beyond just finding out what the consumer is thinking. It is about giving the researchers an idea why people think like they do. This deeper feedback can be obtained in group discussions, interviews, on message boards, etc. Qualitative market research is used for things like developing new products or coming up with new marketing initiatives. In short, qualitative research make it possible to answer useful questions, such as:

- What does the consumer think of the product or service?
- How do customers choose between different products and suppliers?
- What effect does brand, design, and packaging have?
- What is the consumer willing to pay for the product or service?

Quantitative Research

Quantitative market research involves asking people's opinions in a structured way. This makes it possible to collect facts and statistics based on answers. In order to ensure that the conclusions drawn from this are representative, it's important to include large numbers of respondents in the research. Techniques used in quantitative research include things like surveys and questionnaires. Companies distribute these to improve their products and services using the feedback they get. Questions that quantitative market research may help answer include:

- Is there a market for the product or service and how big is it?
- Are people aware of it?
- Are consumers interested in the product or service?
- What kind of people are our consumers?
- Are the needs and wishes of the target group changing?

Primary Research

Primary market research is based on an organisation's needs, making it pretty specific. This type of research is either carried out by the organisation itself or outsourced. Examples of primary research include interviews, observations, tests, and focus groups. Primary research enables the organisation to gather relatively specific information, interests, and feedback on topics like their website, demand for a certain product, rating of the customer service, packaging options, etc. The downside of primary research is that the costs can be quite significant. Luckily, there are a lot of free online tools available these days, for instance to create surveys.

Secondary Research

In secondary research, information is gathered from earlier studies by institutions like the government, the chamber of commerce, trade associations, and more. Unlike with primary research, the information is often not as relevant because no specific research question is developed that is based on the actual needs of the company. On the other hand, secondary market research is a lot cheaper or even free.

Market Research Roadmap

Although market research can take many forms, there is a basic roadmap to do it. Below is an explanation of five steps from such a roadmap.

1. Define the objective

As with any project, it's important to first define the objective or the problem. The problem has to be defined accurately. Vague problem definitions may result in a waste of precious resources. If a problem is too specific, it might not be possible to draw an exact conclusion. Ask the following questions: What needs to be researched? Why does the research need to be done and what important decisions will have to be made? Some business challenges that are often found in market research include: How should we price this new gadget? What features should be prioritised? Etc.

2. Develop the research plan

Now that the problem or objective has been defined, it's time to find out what information is required to solve this problem. The research plan should describe which sources will be used, for instance. Will you only use primary research? Or combine it with secondary sources? These secondary sources are usually available, but in the case of primary research, a plan has to be made on how to gather this data.

3. Collect the information

Data gathering is the most time-consuming and often expensive step in the research process. This is true for both quantitative and qualitative data. The answers from surveys and questionnaires, observations, and opinion polls are all recorded in a spreadsheet. This way, each spreadsheet contains a treasure trove of information that will be an important part of the conclusions that will be drawn in later steps.

4. Analyse the information

Now that the information has been gathered, it has to be organised to allow it to be analysed. Researches then apply different statistical methods and techniques, such as calculating averages, the spread of answers, etc. Data is analysed using technical tools such as statistics software like SPSS, Excel Minitab, etc. These instruments can be used to easily create tables and graphs. These can then be segmented into logical groups, such as demographic data or geographical data to subsequently draw conclusions for each part of the research.

5. Draw conclusions & make decisions

The final step is to put the take-aways and recommendations in a clear report or presentation. Start with the research goals as defined in step 1. Next present the recommendations based on the data that was found while researching solutions to the problem

Laporan Kegiatan SBM-3

a. Senin Tanggal 15 April 2019

Jam	Keterangan
09 :00-09 :30	Menunggu Bus dihalte D & Berangkat bersama-

	sama dalam satu bus menuju gedung.
09:30-10:00	Mencari Kelas Perkuliahan dan berkenalan dengan <i>Lecturer</i> DR. MAHA MOHAMED YUSR OTHMAN
10:00-11:30	DR. MAHA MOHAMED YUSR OTHMAN Menjelaskan tentang Prinsip-Prinsip Dasar Manajemen, dengan penyampaian yang humoris sehingga memudahkan Mahasiswa dalam memahaminya.
11:30-12:00	Istirahat Makan Siang di <i>Cafetaria</i> UUM.
12:00-12:20	Pulang Kembali Ke <i>Dormitory</i> dengan Rute sama.

(Tabel 2. Kegiatan SMB-3)

b. Rabu Tanggal 17 April 2019

Jam	Keterangan
15:00-15:15	Menunggu Bus dihalte D & Berangkat bersama-sama dalam satu bus menuju gedung.
15:15-15:30	Mencari Kelas Perkuliahan dan berkenalan dengan <i>Lecturer</i> PM DR THILIP SAM
16:00-17:30	PM DR THILIP SAM Menjelaskan tentang Prinsip-Prinsip Dasar Riset dan Penggunaan SPSS dengan penyampaian 90% menggunakan Bahasa Inggris dan sedikit diselingi motivasi bagi mahasiswa untuk Belajar Mandiri guna Praktik di Pertemuan Selanjutnya.
17:30-17:50	Pulang Kembali Ke <i>Dormitory</i> dengan Rute sama.

(Tabel 3. Kegiatan SBM-3)

c. Kamis Tanggal 18 April 2019

Jam	Keterangan
09:30-10:00	Menunggu Bus dihalte D & Berangkat bersama-sama dalam satu bus menuju gedung.
10:00-11.30	DR. MAHA MOHAMED YUSR OTHMAN Menjelaskan tentang Prinsip-Prinsip Dasar Manajemen Lanjutan dari Materi Pertemuan Sebelumnya, dan dilanjutkan dengan sesi Foto.
11:30-12:00	Istirahat Makan Siang di <i>Cafetaria</i> UUM.
12:00-12:20	Pulang Kembali Ke <i>Dormitory</i> dengan Rute sama.

(Tabel 4. Kegiatan SMB-3)

d. Minggu Tanggal 21 April 2019

Jam	Keterangan
15:00-15:15	Menunggu Bus dihalte D & Berangkat bersama-sama dalam satu bus menuju gedung.
15:15-16:30	Mencari Kelas Perkuliahan, dikarenakan berbeda Gedung. Pertemuan Ke-2 adalah Kelas Praktik.
16:00-04:00	DR. Oussama Saoula, <i>Mereview</i> Sedikit Materi Pertemuan Sebelumnya tentang Prinsip-Prinsip Dasar Riset dan Penggunaan SPSS , dilanjutkan sesi Foto.
16:00-17:00	Bertemu dengan teman Asal Jepang Miyu Bise, Wakana, dan Takuya , dilanjutkan sesi Foto.
17:00-17:20	Pulang Kembali Ke <i>Dormitory</i> dengan Rute sama.