

The Five Functions of Management - Capstone

As a way to tie together and apply what you've learned about the *five functions of management*, you and your partners will collaborate in writing a response to the case scenario provided below for **one** of the five functions of management. For this task, you will put yourself in the entrepreneur's shoes and think about the next steps that should take place in order for this business to grow. As you think about responding to this case-scenario, refer back to some of the articles you read and the class discussions we had about the five functions of management. What things did these managers do to promote their businesses? What were some of the major functions of their jobs as managers? Try to be creative and innovative in your approach. Assignments may be handwritten by a designated scribe on your team.

The Five Functions of Management

- **Planning**-Managers are responsible for setting the course of actions that will best fulfill the company's goals. Planning involves knowing what to do, when to do it, and how to do it. Managers are responsible for consulting with different departments of the company in order to set the appropriate path for allocating capital in the right directions.
- **Management Decision-making & Strategy**-Managers must identify the activities to be completed, assign duties, create and authorize responsibility, and coordinate the different levels of operations.
- **Staffing**-Keeping individuals in the proper departments and finding talent to employee are also among the functions of management. Staffing includes recruitment, performance appraisal, promotions, and transferring employees to the proper departments.
- **Directing**-Managers must supervise, motivate, lead, and maintain communications with their employees.
- **Controlling**-Managers must control their departmental employees and operations to ensure that organizational goals are achieved.

The Scenario

You are starting a new greeting card company that focuses on ethnic cards and gift items. You have entered into the business with a long-time friend, who like you has a flair for creativity. Between the two of you, you've been able to launch the business with some modest yet promising sales. However, you realize that it can't always remain just the two of you doing *everything*.

At the moment you have established a pretty successful Christmas card portfolio of mainly boxed sets of cards that you sell at Christmas bazaars and craft shows, through churches and through a few trusted friends, and lastly through an online store with E-bay. You know that more territory exists for the expansion of your product line; however, you're crunched for time to do it all. What would your next steps be in keeping this business afloat? Think creatively -- you don't have lots of cash to pay big salaries yet. You have approximately \$8,000 to work with.

Before you begin writing, it might be helpful just to do a quick inventory of all the essential factors that you believe go into running this business.