

PROFESSIONAL PRACTICE III

SBL 4333

TOPIC 1 : INTRODUCTION TO MANAGEMENT

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INTRODUCTION

Synopsis

- This 3-hours credit course is formed as continuity to Professional Practice II. This course is intended to develop basic understanding in landscape management practice. This subject will focus towards management and maintenance theories in landscape works operation. During the period, students will be exposed in case studies that will be used as a reference. Discussions also oscillate on roles of landscape architects in management of major resources such as manpower, financial source, materials, equipments and facility in landscape operation works.

OBJECTIVES

- to introduce techniques and approaches towards landscape operation and management.
- to discuss on the establishment and management of related organizations within the landscape industry.
- to introduce and familiarize the legal aspects relating to landscape project operations and management.

LEARNING OUTCOMES

- Clear understanding on evaluation, planning, management and controlling the landscape architecture resources such as manpower, financial, materials, equipments and facility in landscape works.

MANAGEMENT

“ the art of getting things done
through people”

Mary Parker Follet..an early management scholar.

Management Defined

- A process of administering and coordinating resources effectively, efficiently, and in an effort to achieve the goals of the organization.

Levis P . S (2001)

Effectiveness

- Pursuing the appropriate goals ;
“doing the right thing” .

Efficiency

- Using the fewest inputs (such as people and money) to generate a given output ; “doing things right” .

Four Major Functions related to the Process of Management



PLANNING

- Planning involves setting goals and defining actions necessary to achieve those goals. E.g strategy, operational plans for their work groups that contribute to the efforts of the organization as a whole. Plans or administering and coordinating the resources to the achieve organizational goal.

Organizing

- Determining the tasks to be done , who will do them, and how those tasks will be managed and coordinated.
- The managers must organize the members of their work groups and organization so that information , resources, and task flow logically and efficiently through the organization.
- The organization must be structured in light of its strategic and operational goals so that it can be responsive to changes in the business environment.

LEADING

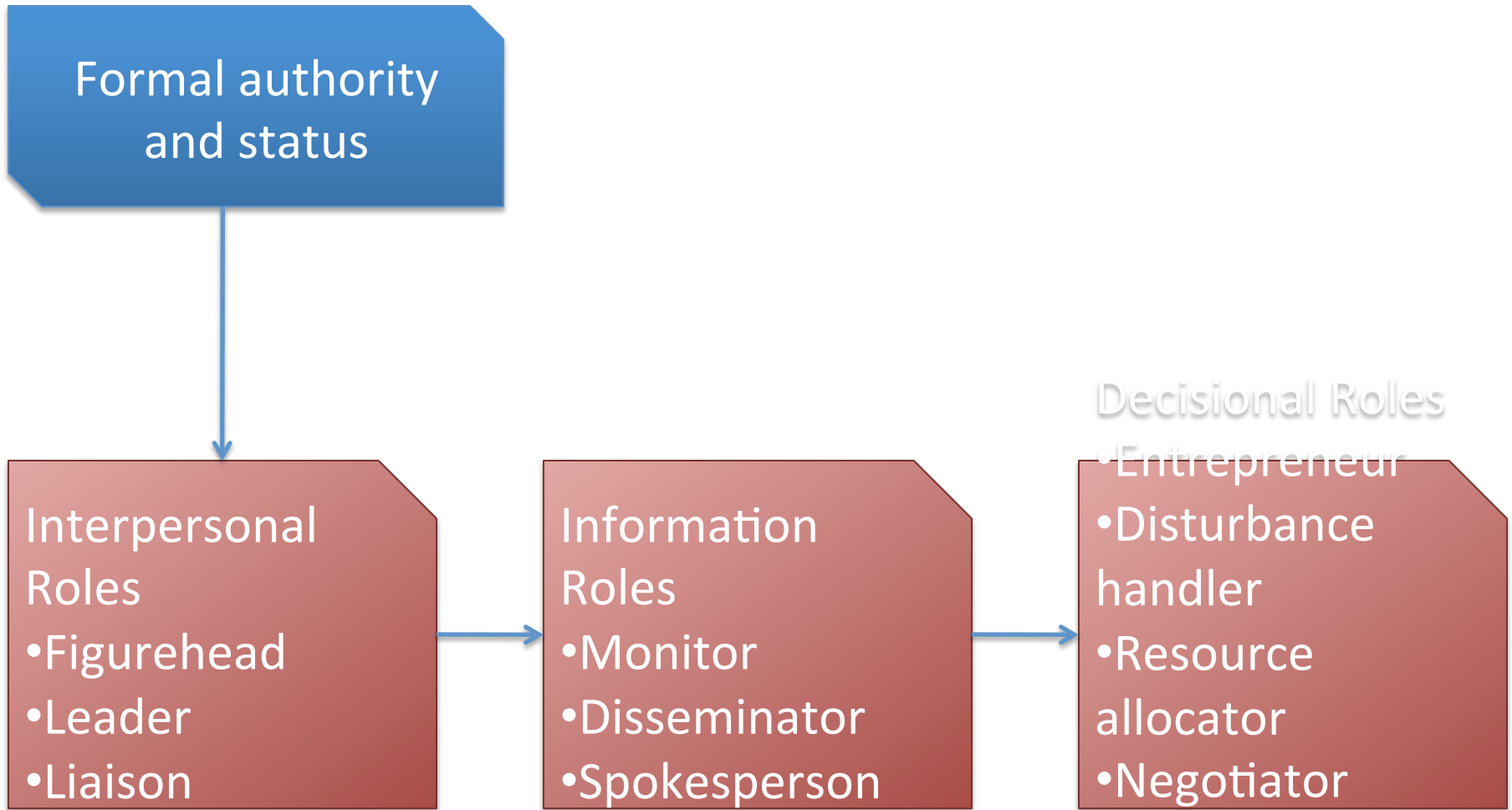
- Managers must be capable of leading members of their work groups towards the accomplishment of the organization's goals.
- Must understand the dynamics of individuals and group behaviour.
- Must be able to motivate their employees.
- Be an effective communicators.
- Be visionary – capable of envisioning the future, sharing that vision, and empowering their employees.

CONTROLLING

- Monitoring the performance of the organization, as well as their progress in implementing strategic and operational plans.
- Identifying deviations between planned and actual results.
- Take corrective action.

MANAGERS

- People who plan, organize, lead, and control activities of the organization so that its goals can be achieved.



SCOPE AND LEVEL OF MANAGERS

- SCOPE OF RESPONSIBILITY:

1. *Functional Managers*; responsible for work groups that are segmented according to function. E.g manager of accounting department, production department, marketing department etc.

2. *General managers*; manage several different departments that are responsible for different tasks. They coordinate

Levels of Management



Top-level
Managers

Middle
Managers

First-line Managers

Operational Employees

Skills needed at different levels of management

