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# PRINCIPLE OF MANAGEMENT

## LESSON 2: EXTERNAL MANAGEMENT ENVIRONMENT

by

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# Lesson Description



- **Aims**

To provide an understanding of management environment, and how the changes will impact to organizations decision.

- **Expected Outcomes**

Student should be able to:

- Contrast between omnipotent and symbolic views of management.
- Describe the components of external environments

- **References**

Robbins, Stephen P., And Mary Coulter (2016). "Management, Global Edition" 13/E, Prentice Hall

# Lesson Content:

1. Management View of Omnipotent and Symbolic
2. Components of External Environments



# LESSON OUTCOMES

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1



To contrast the different view of management

2



To describe the components of external environments

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# Management Perspectives



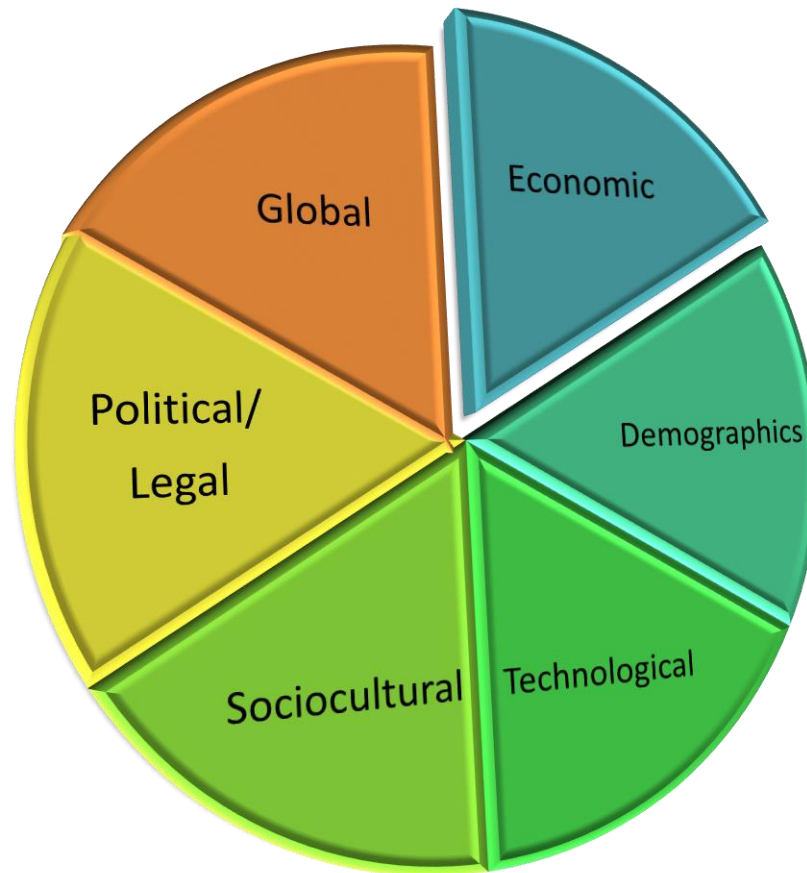
Omnipotent  
View

It is the responsibilities of managers who drives the organization towards success or failure.

Symbolic  
View

The success or failure of the organization is influenced and due to the external factors that are not within the control of a manager of the organization.

# Components of External Management



# Conclusion

- **Conclusion #1**
  - Omnipotent view of management stated the organization success or failure is the actions of managers, while the symbolic view of management is due to the influence of external environments.
- **Conclusion #2**
  - External environments are factors that impact the organization's performance.
  - The components of external environments includes economics, demographics, technological, political/legal, sociocultural and global forces.

