



Name _____

Period _____

Date Started _____

Date Completed _____

Marketing

LAP 4B: Human Resource Essentials (part 2)

DoDEA Benchmarks	3.10	3.11
Business/Computer Standard(s)		
<ul style="list-style-type: none">◆ Identify various forms of public relations activities◆ Demonstrate employee ethics◆ Demonstrate good interpersonal skills at all		
Unit Objectives		
<ul style="list-style-type: none">◆ Communicate effectively◆ Discuss the use of computers in business and marketing◆ Develop improved interpersonal skills◆ Explain the basic functions of management and effective management techniques		
Text	Marketing Essentials	
Resources	Unit 4: Chapters 11, 12 Student Activity Workbook Student Templates	
Time Frame	9 hours (suggested)	

CHAPTER 11: INTERPERSONAL SKILLS

Introduction

At work, you have many contacts with other people which means a high potential for daily conflict. None of us will like everyone we work with--and we may not be able to avoid those we dislike but there are things we can do.

_____	READ	TEXT	pp. 150-58
_____	DO	WORKBOOK	pp. 63-68
_____	DO	QUESTIONS 1-4	attached
_____	DO	QUESTIONS (Case Study, Critical Thinking, Human Relations)	attached
_____	DO	WORKBOOK (Computer Activity)	pp. 67-68

Turn in work as instructed

CHAPTER 12: MANAGEMENT SKILLS

Introduction

Different organizations have different management structures; some make all decisions at the top level, some make only policy decisions at the top, leaving the day-to-day decisions to managers or to teams of workers. Can you think of examples of each of these structures?

_____	READ	TEXT	pp. 160-63
_____	DO	WORKBOOK	pp. 69-72
_____	DO	QUESTIONS	attached
_____	DO	WORKBOOK (Computer Activity)	pp. 73-74

Turn in work as instructed

Ask your instructor for the Unit Test

QUESTIONS
Chapter 11

- 1) What does it mean to be "assertive"?
- 2) In a team-work context, what is cross-training?
- 3) What is "consensus"?
- 4) How does a team arrive at a consensus?

CASE STUDY (p. 156)

Read the Case Study and answer the following questions:

What personal traits would be most important to working effectively on a production team at Levi Strauss & Co.?

If you were a manager, how might you encourage teamwork?

Levi Strauss & Co. bases part of employees' pay on improved work production among teams. Do you feel it is ethical to have your pay based on others' work performance? Explain.

CRITICAL THINKING (p. 158)

Describe the body language you would expect to see in a
Shy Person

Defensive Person

Self-Confident Person

How do the personal traits of initiative and responsibility aid in building teamwork?

Describe some ways in which you can increase other people's self esteem?

Why would employees be more motivated to perform well on a team than in an individual effort?

HUMAN RELATIONS (p. 159)

Della, who is on your production team at Mega Sandwiches, is often two or three minutes late for her shift and, as a result, sandwiches tend to pile up at her workstation. The team will not get bonus pay if this continues. How do you approach Della to talk about this?

QUESTIONS
Chapter 12

- 1) Describe how a traditional management structure works.
- 2) What does a supervisor do?
- 3) What are the characteristics of a good management plan?
- 4) List 7 work accomplishments or attitudes that should be rewarded.
- 5) Is there anything you would like to add to the list in Question 4?

CRITICAL THINKING (p. 170)

Do you think rewards get better results than punishments? Why?

How could a manager's openness to suggestions from employees influence their loyalty to a company? (Think about employee feelings.)

HUMAN RELATIONS

Abe works as a travel agent for a small firm. The manager has just hired a new agent who happens to be a close personal friend. The manager is showing her friend obvious favoritism. Abe like his job, but he feels uncomfortable with the manger's unfair behavior. What should he do?

Self Assessment – /I can...”

- describe the difference between “horizontal” and traditional organization structures
- explain how a self-managing teach functions
- name the three functions of management
- identify successful management techniques