

Managerial Readings

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Content

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2. A successful Manager, Alex Thompson
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5. Organizing
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7. Leading
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10. A bakery called Harmony Delights

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Salem Al-Jundi allbasra.com	MODE OF ASSESSMENTS	
	Components	Marks
	Assignment 1	10
	Assignment 2	10
	Assignment 3	10
	Assignment 4	10
	Semester Exam	10
	Final Exam	50

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	Semester Exam	Final Exam
	✓	✓
	✓	✓
	✓	✓
		✓
		✓
		✓

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Assignment 4

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1. Search for "[controlling function of management](#)" at youtube.com
2. Select an appropriate video clip
3. Each pair of students should submit assignment 4.
4. Listen and then write an article of 200±20 words about the video you selected.
5. Write your full name, classmate, and the section (morning or evening) in the first line.
6. Write the video's title in the second line.
7. Send your answer to salem.aljundi@kunoozu.edu.iq, and start your email with your name, section, and the video's title. The topic is assignment 4. Moreover, wait to receive confirmation.
8. Avoid similarities with other articles.
9. The first student should only send the email, not the second one.

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Chapter 4. Planning for Horizon Innovations

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- Story
- True / False Questions
- Multiple-choice questions
- Fill in the blanks

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Planning for Horizon Innovations

Read the passage and then answer the questions underneath.

In the heart of the vibrant حيوي city of Summitville, there stood **an** organization known as Horizon Innovations. At the helm على رأس القيادة of this dynamic company was Sarah Mitchell, a visionary leader with a keen (strong) understanding of the importance of planning as **a** crucial management function.

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Planning for Horizon Innovations

Sarah recognized that the success of Horizon Innovations depended **on** the ability to set clear goals and develop effective strategies. As she gathered her management team for a strategic planning session, the conference room buzzed طنين with energy and anticipation. The walls were adorned (decorated) with charts, graphs, **and** timelines, reflecting the meticulous (accurate) planning that lay ahead.

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Planning for Horizon Innovations

The first step **was** defining the organization's vision and mission. Sarah encouraged her team to envision (imagine) the future they wanted for Horizon Innovations. Through open discussions and brainstorming sessions, they crafted a mission statement that captured the essence جوهر **of** their purpose and a vision that painted a vivid (clear) picture of their long-term goals.

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Planning for Horizon Innovations

With the vision and mission **in** place, the team delved حفر into setting specific, measurable, achievable, relevant, and time-bound (SMART) objectives. Each department was tasked with aligning their goals with the overall mission, ensuring a cohesive متماسك and synchronized متزامن effort across the organization. This collaborative process clarified expectations and fostered a sense of ownership among team members.

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Planning for Horizon Innovations

As the planning process continued, Sarah emphasized the importance of environmental scanning. The team analyzed market trends, identified potential challenges, and sought out emerging opportunities. This information became the foundation **for** strategic decision-making, allowing Horizon Innovations to adapt proactively to changes in the business landscape.

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Planning for Horizon Innovations

With goals and strategies defined, the next phase involved resource allocation and organizational structure. Sarah and her team meticulously assessed the human, financial, and technological resources required to execute the plan successfully. Departments collaborated to ensure that the right people were in the right roles, and budgets were aligned with strategic priorities.

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Planning for Horizon Innovations

As the months passed, the impact of effective planning became evident. Horizon Innovations experienced increased efficiency, improved communication, and a heightened sense شعور متزايد of purpose among employees. Sarah's commitment to planning had not only set the organization on a path to success but had also cultivated a culture of innovation and adaptability.

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Planning for Horizon Innovations

The story of Horizon Innovations serves as a testament توصية to the transformative التحويلية power of planning as a management function. Through careful foresight الاستشراف , collaboration, and strategic thinking, Sarah Mitchell and her team turned a vision into reality, propelling (pushing) the organization toward a future filled with endless possibilities إمكانيات .

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Mark the following statements as true or false.

No.	True	False	Statements
1	✓		Sarah Mitchell, the leader of Horizon Innovations, valued the importance of planning in managing the organization effectively.
2		X	During the strategic planning session, the conference room at Horizon Innovations was decorated with motivational quotes.
3		X	The first step in the planning process involved setting specific, measurable, achievable, relevant, and time-bound objectives.

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Mark the following statements as true or false.

No.	True	False	Statements
4		X	The mission statement crafted by Horizon Innovations reflected their short-term goals.
5	✓		Sarah encouraged open discussions and brainstorming to create a vision for the future of Horizon Innovations.
6		X	Horizon Innovations did not focus on aligning departmental goals with the overall mission during the planning process.

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Mark the following statements as true or false.

No.	True	False	Statements
7	✓		Environmental scanning was a step in the planning process that involved analyzing market trends and identifying potential challenges.
8		✗	Resource allocation and organizational structure were not considered in the planning process at Horizon Innovations.

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Mark the following statements as true or false.

No.	True	False	Statements
9		✗	The effective planning process at Horizon Innovations resulted in decreased efficiency and communication issues.
10	✓		The story of Horizon Innovations highlights the transformative power of planning in cultivating a culture of innovation and adaptability.

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Choose the best correct alternative from each of the following multiple-choice questions and put a circle at the right answer.

11. What is the name of the organization in the story?

- A) Summitville Innovations
- B) Horizon Innovations
- C) Dynamic Innovations
- D) Visionary Innovations

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Choose the best correct alternative from each of the following multiple-choice questions and put a circle at the right answer.

12. Who is the leader of Horizon Innovations?

- A) Sarah Mitchell
- B) Alex Thompson
- C) Visionary Leader
- D) Summitville Innovations

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Choose the best correct alternative from each of the following multiple-choice questions and put a circle at the right answer.

13. What is emphasized as a crucial function of management by Sarah Mitchell?

- A) Marketing
- B) Planning
- C) Innovation
- D) Communication

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Choose the best correct alternative from each of the following multiple-choice questions and put a circle at the right answer.

14. What does the conference room in Horizon Innovations reflect?

- A) Employee discussions
- B) Meticulous planning
- C) Marketing strategies
- D) Financial reports

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Choose the best correct alternative from each of the following multiple-choice questions and put a circle at the right answer.

15. What is the first step in the planning process at Horizon Innovations?

- A) Setting goals
- B) Environmental scanning
- C) Resource allocation
- D) Defining the mission and vision

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Choose the best correct alternative from each of the following multiple-choice questions and put a circle at the right answer.

16. What acronym is mentioned for setting objectives in the story?

- A) IDEAL
- B) SMART
- C) VISION
- D) MISSION

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Choose the best correct alternative from each of the following multiple-choice questions and put a circle at the right answer.

17. What becomes the foundation for strategic decision-making at Horizon Innovations?

- A) Employee opinions
- B) Environmental scanning
- C) Financial reports
- D) Marketing trends

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Choose the best correct alternative from each of the following multiple-choice questions and put a circle at the right answer.

18. What does the planning process at Horizon Innovations lead to among employees?

- A) Decreased efficiency
- B) Improved communication
- C) Lack of purpose
- D) Employee turnover

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Choose the best correct alternative from each of the following multiple-choice questions and put a circle at the right answer.

19. What does Sarah Mitchell's commitment to planning cultivate in the organization?

- A) A culture of secrecy
- B) A culture of innovation and adaptability
- C) A culture of competition
- D) A culture of rigidity

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Choose the best correct alternative from each of the following multiple-choice questions and put a circle at the right answer.

20. What does the story of Horizon Innovations serve as a testament to?

- A) The importance of marketing
- B) The transformative power of planning
- C) The necessity of employee turnover
- D) The limitations of environmental scanning

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Fill in the blanks with the most appropriate words from the table.

an	was	a	with
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In the heart of the vibrant حيوي city of Summitville, there stood (1) ...**an**.... organization known as Horizon Innovations. At the helm على رأس القيادة of this dynamic company was Sarah Mitchell, a visionary leader with a keen (strong) understanding of the importance of planning as (2)**a**.... crucial management function.

مع تمنياتي لكم بالنجاح

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