

A Reflection of Management

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Course title

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Date

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I have benefited greatly from my course in business management. A major topic covered in this course is the database management system. I have come to understand the importance of the database management system in that it can significantly increase the productivity of a company while also allowing it to be increasingly competitive with other companies.

To be cutting edge, companies need to be organized and to have pertinent information at their fingertips. They also need top management and employees who have sharp analytical skills, whether utilizing the SWOT analysis system that involves identifying and assessing strengths and weaknesses, the value chain analysis which involves determining what actions will add customer value and the cost of those actions, or the Resource Based View. The importance of a well maintained and efficiently operated database management system is crucial. It allows individuals to locate immediately up-to-date information needed for analysis and decision-making purposes. Because a database management system is organized, there is little chance of duplicated information, though certainly, there should be cross-references for a multitude of purposes. Moreover, the database management system will allow company decision-makers and analysts to locate and determine effective allocation of valuable company resources. On a personal note, I have been so enthralled with the concept of a database management system that I have employed the concept at home. I now have every garage item entered into my database, and I know its exact location. My family members can lay their hands on the needed tool or item immediately. Not only does this save time, but it also saves money in avoiding duplication of certain materials or tools.

A second important component to success in the business world that I have learned from taking this course involves innovation, both incremental and breakthrough. Incremental

innovation includes small steps in improving services and products. It happens slowly and sporadically, almost to the point of not being noticed. However, the impact is significant and shows to be over a period of time. In contrast, the breakthrough form of innovation is more aggressive and, therefore, more noticeable. A widely known innovation that would be considered breakthrough is the Internet. This is relatively new. It entered the school system no earlier than three decades ago; and yet telecommunications tools such as the smart phone, tablets, and laptops permeate today's society. People cannot imagine not accessing their various wireless devices to communicate with friends and family or to conduct personal business. The idea of navigating through the business world unplugged is unimaginable. Indeed, if a business man or woman does not have access to the newest marketing details or stock exchanges, they could soon find themselves without a business.

What all this has in common, as I have discovered in taking this business management course, is that technology is important, whether it is a computerized system of managing data or a form of telecommunications that fosters collaboration, creativity and innovation, and effective decision-making. Technology makes everyday lives and operating a business easier. It helps to connect people to people, to share ideas and to increase productivity. As a result of my participation in this course, I will remain cognizant of the technological tools that continue to be developed and improved upon in an effort to make me a more productive and savvy business person.

References

Pearce, J., & Robinson R. (2010). *Strategic management: Formulation, implementation, and control*. (12<sup>th</sup> Ed.). McGraw-Hill/Irwin.