

## LEADERSHIP AND MANAGEMENT

Management is the administration of an organization which deals with several activities like setting the strategies, coordinating the staff, helping the staff accomplish their goals and managing human, financial, goods and technological resources. Management is considered both a science and a set of human skills because the tasks of a manager can be analysed and classified, but basically are skills learnt or to be learnt, such as intuition and instinct. Mary Parker Follet, an American author and sociologist, defines management as the art of getting things done through people. A Manager is a person responsible for setting goals that align with organizational objectives. These professionals must also develop and implement strategies to help their team to meet those targets. A good manager is rational, organized, persuasive, ambitious and a leader, but also able to make quick decisions, communicate effectively, delegate responsibilities to other people and be empowering and motivating. In large organizations there are three levels of managers: Senior managers, like the board of directors and CEO, middle managers, and lower managers, made up of supervisors and team-leaders. The success of a manager is given with leadership, strategy, and teamwork.

## GLOBALISATION

Globalisation creates an independent world that promotes communication between all countries thanks to computers, e-mails, jet airplanes and cheap telephone services.

Globalisation is an important source for the growth of developing countries thanks to multinational corporations interested in producing goods for poor countries, for lower prices and for selling to consumers around the world, this incentivizes the circulation of money. We can say that globalisation promotes a free trade barriers-free. Thanks to globalisation, today we can talk about a global and international market: companies have better opportunities to sell their products worldwide and customers have a wider choice. Globalisation is the process by which companies operate in a lot of different countries all over the world. This process was facilitated by the developments in technology and in communication systems, also improvements in transports and the reduction of restrictions to commerce. Those are the great and productive aspects of globalisation, on the other side, it may happen that big multinational corporations exploit workers in poor countries to pad their profit. There are clearly winners and losers, therefore it is important to manage the transition to a globalised world. People are making decisions every day changing the impact of globalisation on our lives. Education, retirement rules, intellectual property laws, tax policy, job training and financial systems are affected by globalisation. What is sure is that globalisation is not a choice, it is unavoidable.

## ECONOMICS AND HAPPINESS

Happiness-economics studies the relationship between individual satisfaction and economic issues, such as wealth and unemployment. "Happinomics" is a new field that tries to find out what really makes people happy based on surveys. Happiness economics allows us to identify the factors that matter for people's wellbeing as they themselves experience it. We tend to pursue opportunities to become richer, consequently we work more, we are more stressed and less confident. The desire of having more is linked to personal satisfaction. Evidence from economists and psychologists has shown that our wellbeing depends on cooperation and the public goods, not on personal enrichment. Decision-makers are realising that consumption and Gross Domestic Product growth are

not the key for happiness, and a promising search has been started for what really makes life worthwhile. The big question which is being asked by those who have spent their lives in making and measuring money, is, "what is it all for"? People who earn under euros 15,000 are measurably permanently happier when paid more. People are unhappy when they feel a drop, and they compare their own income with others. Richer people are happier not because of the absolute size of their wealth but because they have more than others. All over Europe people report more stress in order to follow elusive gains. The key factors, now scientifically established, which affect happiness more are: mental health satisfying, a secure work, a secure and living private life, a safe community, freedom and moral values. We can say that increasing economic prosperity doesn't always mean happiness. Being aware of what factors really matter for their citizens is an advantage that policymakers in today's rich nations did not have at comparable stages of development. Different people have different values. Different people have different needs or want different things. The better life index makes you choose the parameter (es. housing, working condition, community etc). Happiness and gain might have a controversial relationship. But plenty of evidence suggests that unemployment makes you miserable, no matter where you live. Research studies say that unemployment causes depression and other negative psychological consequences.

### MULTICULTURALISM

Multiculturalism is the coexistence of different cultures, where culture includes religion, habits, race, ethnicity, age, ability, language, nationality, socioeconomic status, gender, or sexual orientation. Its expression may be witnessed in behaviours, cultural assumptions and values, patterns of thinking, and communicative styles. Cultural diversity is when those characteristics, when different, are represented within a community. It may occur either naturally through immigration, or artificially when the jurisdictions of different countries are combined. Coexistence of different cultures creates the cultural diversity, it has been shown that multiculturalism has a great impact on a community, it can be enriched and people are more open-minded. The British example explains very well what multiculturalism actually is. The most famous city, London is home to one of the most ethnically diverse populations in the world, it has influenced food, arts, business and ideas. Differences should be embraced and respected ; this important process may start from knowledge and education.

### GLOBISH

The word Globish comes from the fusion between two words : Globe and English, it is a simplified version of English used by who does not speak the language fluently but needs to be understood. The idea comes from Jean-Paul Nerrière, a retired IBM marketing executive, who speaks excellent English. The seeds for Globish came in the 1980s when Nerrière was working in Paris with colleagues of about forty nationalities. Nerrière witnessed how his colleagues were unable to understand each other, he listened to the basic English spoken and realized it would be useful to create a whole new language from it. Globish allows you to communicate in English, using only 1500 words, with standard grammar ; it's sufficient to learn enough pronunciation and spelling for 1500 words only. This linguistic device provides an easiest communication in different areas of interest such as business or travel. With global English communication is possible from London to Tokyo and it's already spoken by four billion of people.

## EDUCATION AND SOCIETY

Education can be defined as a complex interdisciplinary process that tries to generate, promote and make possible the constant formation of human beings. Education is certainly provided and achieved by school, university and the academic path of each individual but, to completely understand the meaning of it, it is important to look beyond this concept. Analysing this topic we can identify three types of education: the formal, when learning is intentional, organized and structured, provided by institution. It leads to a certification. The non-formal may take place in or outside educational institutions, it's open to persons of all ages. Non-formal education programmes do not necessarily follow the "ladder" system and may have differing durations, and may or may not confer certification of the learning achieved. The informal education is given by family, work, social and leisure activities, it is not supposed to end because it basically lasts all life long.

## THE MARKET

A market is that economic environment where people buy and sell. People who sell are called sellers, or manufacturers; producer of manufactured goods. They make and provide what the market needs. People who buy are called buyers, or customers/users/clients, and they buy what they need from sellers. In a market are bought and sold goods, and services. The quantity, types of goods and services depends on the market demand, called law of supply and demand. Producers make what consumers required because they don't want to produce something nobody wants to buy. One of the most important factors that determines the consumers choices of what product they should buy is the price; when it's low clients buy more, while when it's high clients buy less. This may create competition, competition is the rivalry between companies selling similar products and services with the goal of achieving profit. Market competition motivates companies to create strategies to beat the competitors. Not every market is the same, in terms of things sold, in fact we can identify eight types of market: the stock, commodities, home market, world market, electronic market, mass market, real estate and labour market.

### Opposite of protectionism

**FREE TRADE:** it's a situation in which goods come in and out of a country without controls or taxes (or levies). Countries which believe in free trade try to liberalize their trade, taking away barriers to trade, so they have to open borders and few controls of goods at customs.

## GLOBAL WARMING

Over the past 50 years, the average global temperature has increased at the fastest rate in recorded history. Global warming occurs when carbon dioxide (CO<sub>2</sub>) and other air pollutants and greenhouse gases collect in the atmosphere and absorb sunlight and solar radiation that have bounced off the earth's surface. Normally, this radiation would escape into space, but these pollutants trap the heat and cause the planet to get hotter. That's what's known as the greenhouse effect. Population and economic growth mean that we are generating more and more greenhouse gasses. The causes of temperature rising are not only linked to human's activity, it's also a natural process but we are rubbing salt into a wound. In 1997 has been signed a protocol, called Kyoto protocol, that establish the cooperation of the countries involved to limit and reduce greenhouse gases. Also, countries and

politicians are starting to think how to adapt to this irreversible situation: planting trees that grow better in a warmer climate, raising the structures to overcome the rising of sea levels. Global warming is happening, it's a real threat for everyone: from us to animals and the planet itself.

## BUSINESS CYCLE

It records the periodical fluctuation of the levels of economic activity, through the gross domestic product. Periods indicated may be of a relative growing or period of stagnation. It's useful knowing where you are in the business cycle because it is possible to make the right plan for your company or economic activities.

The business cycle tells you where you are at, if you are having a recession or an expansion, If your activity is at its peak or its trough.