

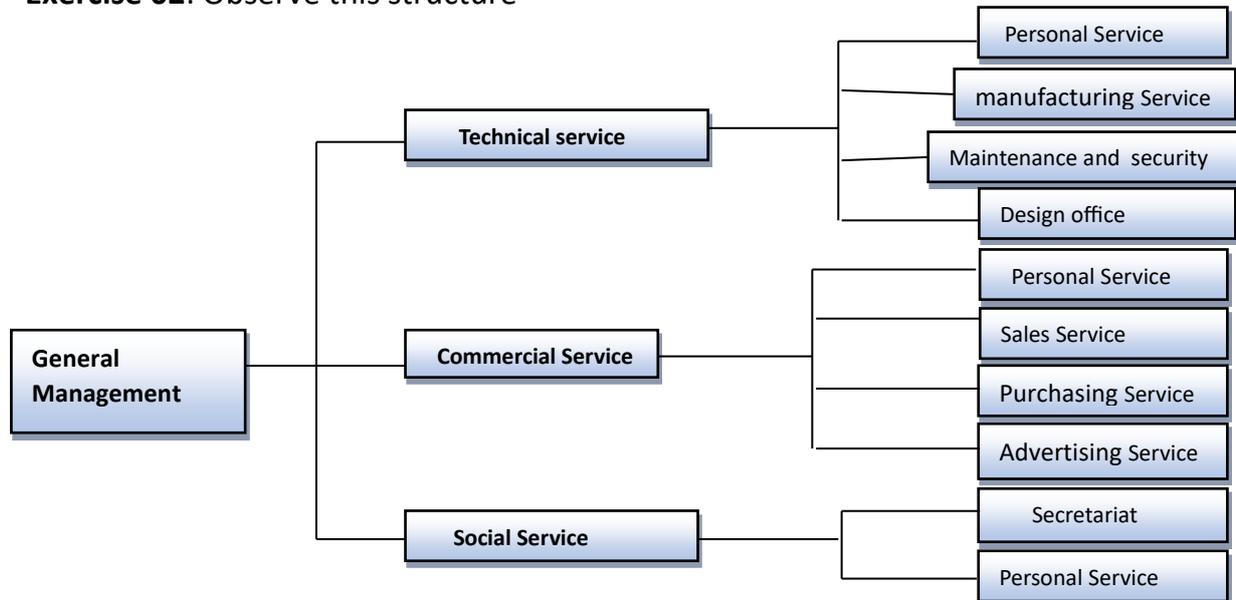
Tutorial N 2: Company Structures

Exercise 01:

Complete the text below

1. Faced with the turbulence of the economic and technological environment and the globalization of competition, companies are reorganizing. More than ever, the question is: how to become more
2. The of a company is represented in the form of, it makes it possible to show: the distribution of, the various and the level of of each.
3. Every company must ask itself the question: which to choose? To make its choice, it must take into account its, its history, and its It must consider different
4. There are many types of structures, for example:
 - The structure where orders follow the hierarchical path,
 - The structure, which relies on functional specialization,
 - The structure that combines the two previous ones,
 - The structure, where the division is done by activities, products, markets,
 - The structure, which combines the two and structures,
 - The structure is based on the principle of unity of command: each employee reports to only one superior. This structure is simple but rigid.
 - The structure, advocated by Taylor, instead supports the principle of for the same employee: authority is divided by function, which can cause coordination issues.
 - The structure leads to sharing authority between operational managers, who command, and who provide advice.
 - The structure is perfectly suited to change. It operates on the principle that each employee simultaneously reports to a product manager and a functional manager.

Exercise 02: Observe this structure



Questions:

1. What type of structure is this?
2. What is the major drawback (disadvantage) of this structure?
3. Can we improve this structure, and how?
4. What is the type of the new improved structure, and what is its drawback?
5. The technical service of this organization is linked with a staff service to provide necessary advice on manufacturing.
 - Place this staff service.
 - What type of structure is this latest one?

Exercise 03:

The company ABC SARL is located in Tangier, Casablanca, and Agadir.

- Tangier area: selling men's and women's jeans. Each product type includes: commercial director, financial director, and technical director.
- Casablanca area: manufacturing children's watches (for boys and girls), with a commercial, technical, and financial director, and procurement assigned for both types.
- Agadir area: manufacturing watches under a deputy financial, technical, and commercial director.

The general manager is assisted by a human resources advisor.

Questions:

1. Draw this structure.
2. Determine its type.
3. Identify the advantages and disadvantages it may present.
4. Identify the basic principles of its structure.