

LINKING HUMAN RESOURCES

BM2217

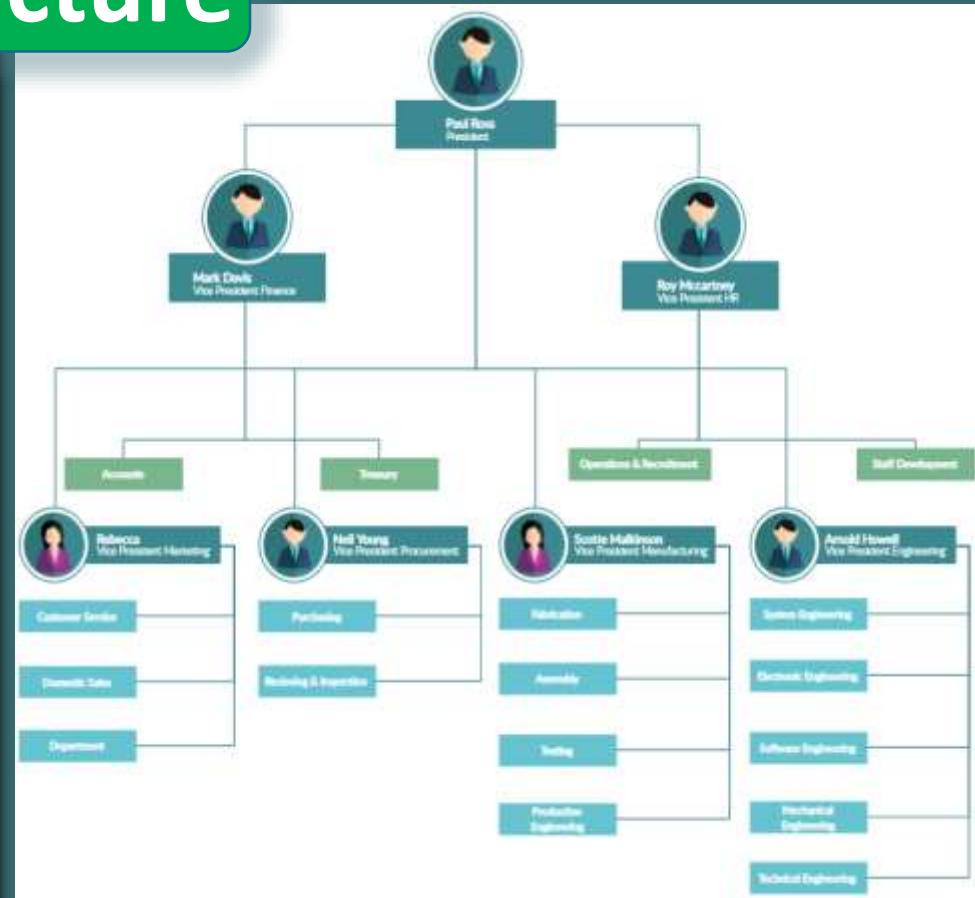


- ▶ Organizational Structure
- ▶ Leading and Directing Human Resources
- ▶ Ethics and Social Responsibility
- ▶ Generalization, Quiz, eLMS

Organizational Structure

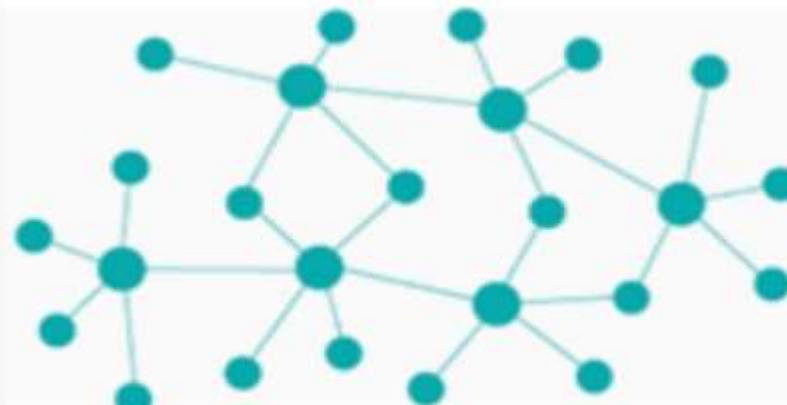
An organizational structure defines each worker's job and how it fits inside the system.

Enterprises must have an organizational structure so that employees may address issues or report for work to the correct personnel.



Types of Organizational Structure

Decentralized



Centralized



Figure 1. Centralized and Decentralized Organizational Structures
Source: <https://geoffmcdonald.com/examples-of-centralized-and-decentralized-organizations>

Centralized Organizational Structure



Simple Structure

It is appropriate for a small enterprise. Employees here tend to be generalists and jack of all trades.

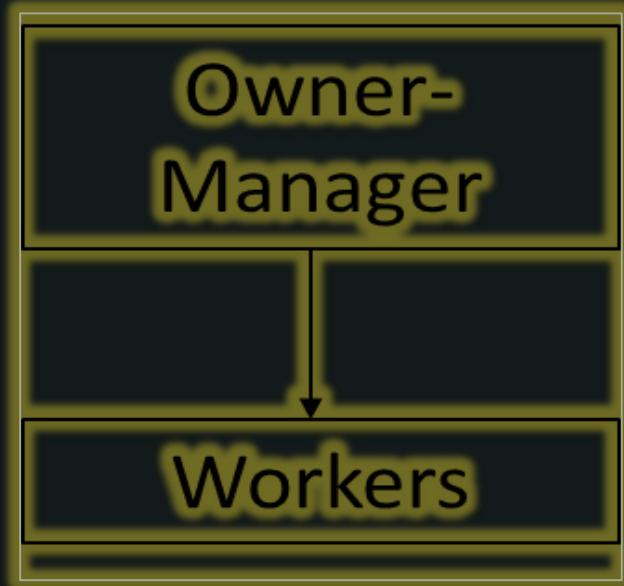


Figure 2. Simple structure

Source: Strategic Management and Business Policy
(15th ed.), 2018, p. 176

Centralized Organizational Structure



Functional Structure

It is appropriate for a medium-sized firm with several product lines in one industry.
Employees are designated in specific departments.



Figure 3. Functional structure

Source: Strategic Management and Business Policy
(15th ed.), 2018, p. 176

Centralized Organizational Structure



3 Divisional Structure

It is appropriate for a large corporation. Employees are organized according to product/market distinctions.

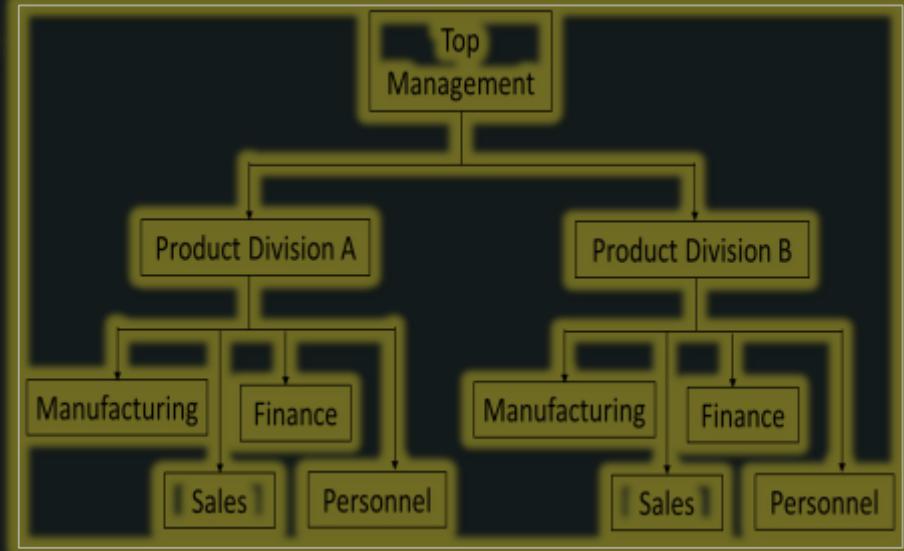


Figure 4. Divisional structure
Source: Strategic Management and Business Policy
(15th ed.), 2018, p. 176

Leading and Directing Human Resources

People strategy is the organization's plan that enables a business to be successful by attracting, developing, retaining, and inspiring the workforce.

- It evaluates individuals accurately and in-depth.
- It provides a framework for identifying and developing leadership talent.
- It fills the leadership pipeline with the basis of a strong succession plan.



Leading and Directing Human Resources



Communicating with subordinates



Information



Motivation



Control



Emotion

Leading and Directing Human Resources



Providing Counseling Services



Leading and Directing Human Resources

3

Motivating Employees



Work Condition



Behavior



Recognition



Incentives

Leading and Directing Human Resources



Maintaining Discipline

Verbal
Warning

Written
Warning

One-Day
Suspension

Three-Day
Suspension

Termination

Activity: Create an Organizational Structure

- Marketing Manager
- Sales Head
- COO
- HR Assistant
- CEO
- Production Head
- IT Head
- Sales Supervisor
- Production Team
- HR Head
- Marketing Officer



Corporate Social Responsibility

A self-regulating business model that helps a company act responsibly in many ways.

Ethics and Social Responsibility

Milton Friedman and Archie Carroll offer two (2) contrasting views of the responsibilities of business firms to society as follows:



Friedman's view focuses on ***profit***.

Milton's view focuses on ***obligations***.

Friedman's View

The primary social responsibility of a business is to use its resources and engage only in activities designed to increase profit so long as it stays within the rules of open and free competition without deception or fraud.



Caroll's View

Profit maximization cannot be the primary obligation of a business. He proposed that the business organizations have four (4) responsibilities as follows:



Economic



Legal



Ethical



Discretionary

Drucker's View



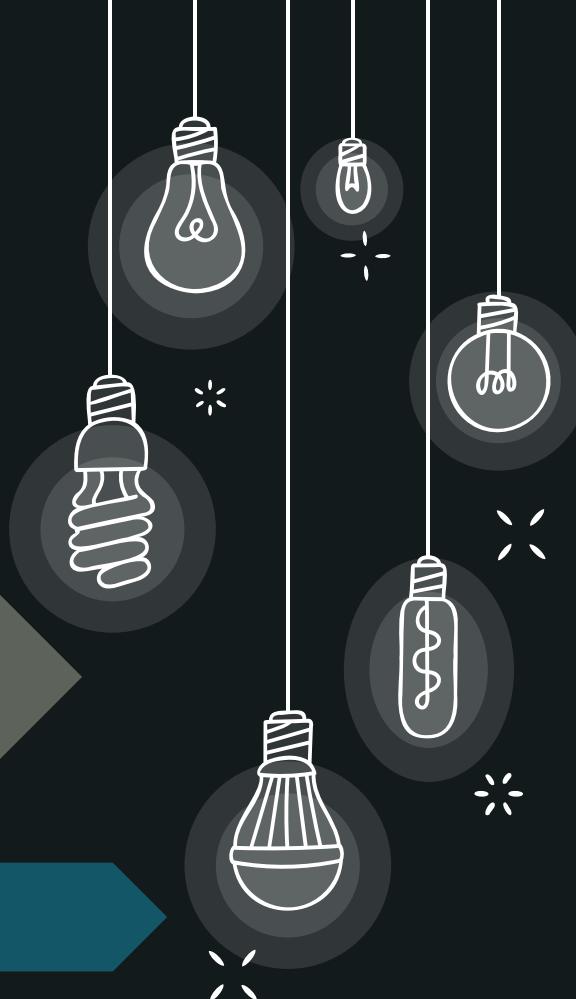
Government cannot solve
many social problems



The corporate mission
comes first

3

The unlimited liability clause



Carr's View

That business practices such as bluffing and not telling the truth are normal and morally acceptable in business context; one cannot apply a single standard of ethics universally

Freeman's View

Any person or organization that has an underlying interest in the business should also participate in the business' actions and decisions