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Topic: Organization



Introduction to Organization

An organization is a structured group of people working together to achieve a common goal or set of objectives. It involves coordinating various resources, such as people, materials, and technology, to accomplish tasks efficiently.

COMPANY ORGANIZATION



Definition of Organization

An organization is a social unit of people structured and managed to meet a need or to pursue collective goals. It is a deliberate arrangement of people to accomplish a specific purpose.

Goals and Objectives of Organization

- Productivity

Maximizing output and efficiency to achieve desired results.
- P rofitability

Generating financial returns for the organization and its stakeholders.
- 3 G rowth

Expanding the organization's reach, capabilities, and market share.
- 4 Sustainability

E nsuring the long-term viability and resilience of the organization.

	COMPANY OBJECTIVE	TEAM OBJECTIVE
DEFINITION	The direction and overall destination of your company that helps you realize your vision	The exact actions and Steps your company must take to reach its goals
SPECIFICITY	General intention or direction	Specific, precise
PLAN	Broad in scope	Narrow in scope
SIZE	Large in size, the whole	Small chunks, part of the whole
EXAMPLE	Increase international customer base	Acquire 28% more customers from the UK, Australia, and Germany in next 3 months
ACTIONS	A general outcome	Specific actions and measurable Steps
MEASUREMENT	Difficult; goals are usually intangible and may not be strictly measurable	Easy, it must be measurable and tangible
TIMEFRAME	Long-term	Medium- to short-term

Factors Influencing Organization

Internal Factors

Leadership, organizational culture, resources, and internal processes.

External Factors

Market trends, competition, government regulations, and technological advancements.

Situational Factors

Economic conditions, social dynamics, and unexpected events or crises.

Types of Organization

Functional

Organized by specialized departments or functions, such as marketing, finance, and operations.

Divisional

Organized by product lines, geographic regions, or customer segments to cater to specific needs.

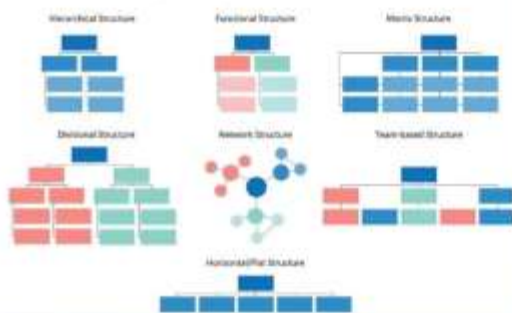
Matrix

Combines functional and divisional structures, allowing for greater flexibility and collaboration.

Network

Decentralized, with interconnected nodes and a high degree of collaboration and communication.

Types of organizational structures





Advantages of Organization



Efficiency

Improved coordination and better utilization of resources.



Specialization

Allows for the division of labor and expertise development.



Scalability

Ability to grow and adapt to changing needs and environments.



Accountability

Clearly defined roles, responsibilities, and decision-making processes.

Disadvantages of Organization

1

Bureaucracy

Rigid and hierarchical structures can lead to slow decision-making and a lack of flexibility.

2

Conflict

Competing interests and power struggles between different departments or divisions.

3

Inflexibility

Difficulty adapting to rapid changes in the market or environment.

Advantages vs. disadvantages of matrix organization

✓ Clear project objectives	✗ Complex reporting style
✓ Efficient use of resources	✗ Slow response time
✓ Free-flowing information	✗ Conflicting guidance
✓ Training for project managers	✗ Potential power struggles
✓ Retention of teams	✗ Juggling priorities

Applications of Organizational Principles

Business Management

Organizing resources and workflows to achieve business goals.

Project Management

Coordinating teams, tasks, and timelines to complete projects efficiently.

Public Administration

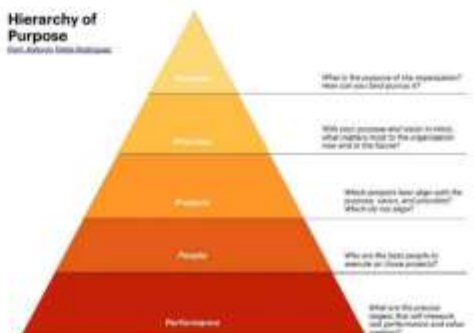
Structuring government agencies and services to serve the public effectively.

Non-Profit Organizations

Aligning resources and activities to fulfill the organization's social or charitable mission.

Hierarchy of Purpose

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