



ORGANIZATIONAL STRUCTURE AND DESIGN ASSIGNMENT



If you are an independent student, you will need to do this one of your own. If you are in a classroom, you may choose to work with a group of 3-4 and submit one assignment from everyone in your group.

SCENARIO

The KB Cosmetics Company is having a crisis in which people in the organization do not know the chain of command or who is reporting to whom. The President Kathi Bogue is retiring and you are now stepping in to take over as President.

Here is a list of people who need to be organized.

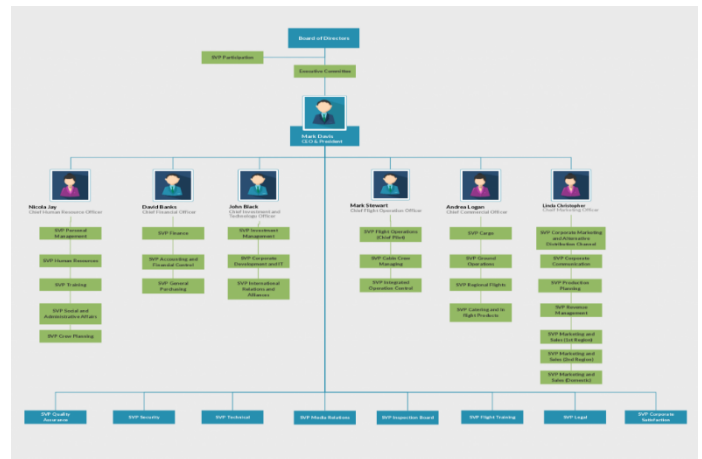
John Smith – VP of Marketing

Arlene Dickenson – VP of Human Resource

Beau Ridley – VP of IT

Susan Wilson – VP of Finances

The VP's are all considered to be on the same level.



The following people work under John Smith in Marketing.

Allen Cummings is in Advertising, Karen Scott is in Social Media, Roy Johnston is in Public Relations

All 3 of these people have Personal Assistants, but Roy Johnson has two personal assistants.

Arlene Dickenson has the following people working for her. They are:

Scott Hamilton looks after Benefits and has two people working under him.

Ian Wallace looks after firing and hiring and has two people under him.

Tessa Moir looks after Payroll and she has 3 department members working for her.

Beau Ridley Head of IT – has 10 people in his department that handle all the IT problems within the company.

Susan Wilson has the following people working under her.

Michelle Silcox looks after financial records and Sherrell Thomas looks after taxes and regulations and Cody McDonald is Michelle Silcox's assistant.

Your job as the new President is to create an organizational chart that clearly shows a span of control that you want taking over the company.

SUGGESTIONS:

1. Title the organizational chart – KB Company
2. You can choose the type of organizational structure that you studied.
3. Use textboxes to create your boxes so you can type the names & titles in them
4. Use portrait view
5. You may colour code your textboxes so your chart looks good
6. Ask the instructor for a block of Post-It notes to do a rough version of organizational chart before putting on paper.
7. Don't forget to put yourself in the chart

Once your chart is completed answer the following questions:

1. What type of organizational structure did you use and why?
2. Why do you believe this organization will work better now that you have created a new organizational structure?
3. Is your structure tall or flat? How do you know?
4. Do you think this new structure will hold up in the long-run.
5. Tell me what channel Michelle Silcox's assistant would need to take if she wanted to talk to John Smith in Marketing?

6. Do you believe the channels of communication have been improved? If so, why? If not, why?
7. How many of the 10 Principles of Organizational design were used. Take any two and explain in your own words how your organizational chart fits that criteria.

See the rubric below on how your will be marked.

ORGANIZATIONAL CHART RUBRIC

Category	Level 4	Level 3	Level 2	Level 1
Required Elements 20 marks	Student has titled chart and all people have been placed within their chosen chart	Student has titled chart and have most of the people placed within their chosen chart.	Student has titled chart, but a few people have been left out of their chosen chart.	Student has not titled chart and many people have been left out of the chosen chart
Organization 20 marks	All parts of the organizational structure is clearly organized.	Chart is adequately organized, but order could be slightly better.	Several areas of the chart is poorly organized and is not logical.	Organizational chart if very poorly organized and illogical.
Creativity 20 marks	Organizational chart shows great effort and creativity to look good.	Organizational chart shows some effort in making chart look good.	Organizational chart shows little effort in creativity to make chart look good.	Organizational chart shows no creativity to make chart look good.
Mechanics 20 marks	There are no errors in spelling and grammar, capitalization and punctuation	There are 1-2 errors in spelling, grammar, capitalization and punctuation.	There are more than 5 errors in spelling, grammar, capitalization and punctuation.	There are too many errors in spelling, grammar, capitalization and punctuation to make sense of chart.
Questions 20 marks	Students has done an excellent job in answering questions regarding their organizational	Students has done an adequate job in answering questions regarding their organizational	Student shows some difficulty in being able to answer questions regarding their organizational	Student has not been able to answer the questions well in regard to their organizational structure.

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