

## TW1: Organizational Structure and Management Analysis

### Objective

The goal of this assignment is to analyse a chosen organisation (e.g., private, public, nonprofit, industrial, services, etc.) by identifying and evaluating key elements from an organisational and management perspective. This includes assessing its general and specific environment, organisational structure, operational model, and strategic positioning.

### Assignment Description

Each team must identify potential organisations to analyse and create a shortlist of 3 to 4 options. The final selection must include diversity in organisation types (e.g., private, public, nonprofit), and organisations can be national or international, industrial or service-based.

Each team will choose one organisation for in-depth analysis. It is mandatory that no two teams within the same class analyze the same organization.

For the selected organisation, teams must identify credible sources of information. Examples include:

- Publicly available annual reports (for publicly traded companies)
- Online newspaper and magazine articles
- Organisation websites
- Interviews or direct contacts with company representatives

### Key Aspects to Analyze

Each team should provide a structured analysis of the selected organization, covering the following topics:

- 1. General Information:**
  - Organization type (private, public, nonprofit, industrial, services)
  - Size and scale of operations (e.g., number of employees, revenue, market presence)
- 2. Value Creation & Business Model:**
  - Core business and main activities
  - How the organization creates value for its stakeholders
- 3. Operational Performance & Metrics:**
  - How performance is measured (e.g., financial indicators, operational KPIs, sustainability metrics)

**4. Organizational Environment:**

- General and specific environment (market conditions, competitors, economic and regulatory context)
- Key stakeholders and their influence

**5. Organizational Structure & Management Levels:**

- Organizational chart and hierarchy
- Levels of management and decision-making structure
- Centralization vs. decentralization
- Use of rules and procedures to coordinate work activities
- Organizational complexity (e.g., is it a tall or flat structure?)

**6. Internationalization Strategy:**

- Global presence (if applicable)
- Mode of internationalization (e.g., exports, partnerships, subsidiaries)

**7. Organizational Culture & Values:**

- Mission, vision, and core values
- Cultural aspects that influence decision-making and operations

**8. Sustainability & Corporate Social Responsibility (CSR):**

- Social and environmental policies and practices
- Corporate governance and ethical considerations

## Deliverables

**1. Report Submission:**

- Format: PowerPoint presentation with a well-structured narrative.
- Must include:
  - Brief description of the methodology and planning approach used.
  - List of information sources consulted.

**2. Class Presentation & Discussion:**

- Presentation Duration: **10–12 minutes** per team.
- Discussion Time: **5 minutes**.
- Each team is encouraged to use PowerPoint slides based on their report.

## Key Milestones & Deadlines

Deadlines and presentation schedules will follow the course plan (refer to the published schedule for details).

## Evaluation Criteria

The assignment will be assessed based on the following aspects:

- **Report Quality:** Clarity, organization, and depth of analysis
- **Content & Argumentation:** Ability to synthesize and evaluate information critically
- **Presentation:** Structure, clarity, and ability to engage in discussion
- **Teamwork:** Collaboration, division of tasks, and coordination within the team

## Faculty Expectations:

- Demonstrated understanding of key organizational and management concepts.
- Analytical depth, with well-researched and well-documented arguments.
- Use of relevant examples, facts, and data to support findings.
- Proper referencing of all sources used in the analysis.

## Information Sources & Referencing

Students should use a diverse range of sources, including:

- Public financial and management reports
- Company websites and press releases
- Business and academic articles
- Interviews or direct interactions with organization representatives

All sources must be properly cited in the final report.