

Internal Environment

Organisational Structure

An internal organisational structure is the particular manner in which an organisation such as a business, charity group, or school is arranged in order to achieve its goals.
This organisational structure includes the assignments of tasks, reporting structure, other concerns affecting the manner in which the organization runs.
The internal organisational structure of most organisations is based primarily in arrangement and grouping of employees to accomplish tasks.

Internal Stakeholders

Employees

Manager

Owners

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Employees

Employees needs within a business:

- need to work in a non-discriminatory environment
- flexibility
- equal employment opportunities
- healthy and safe environment
- fair policies, procedures and work practices



Owner/shareholders

Shareholders buy shares in a company and, as such, are part-owners of the business. Shareholders do not get involved in the day-to-day decisions of a company.

Corporate Culture

- always evolving
- influences shared values, beliefs and expectations of management and employees
- it can reflect the personality of the original owner
- it is not just a fluffy, amorphous cultural concept
- it can be a source of pride and knowledge for owner
- it is related to the corporate image and business terms employees need to use

Remember in a business, we NOT think of what kind of company we have as a goal!

Management

Depending on the size of the business, each business needs either a manager (often is the owner) or a management team if the business is large.

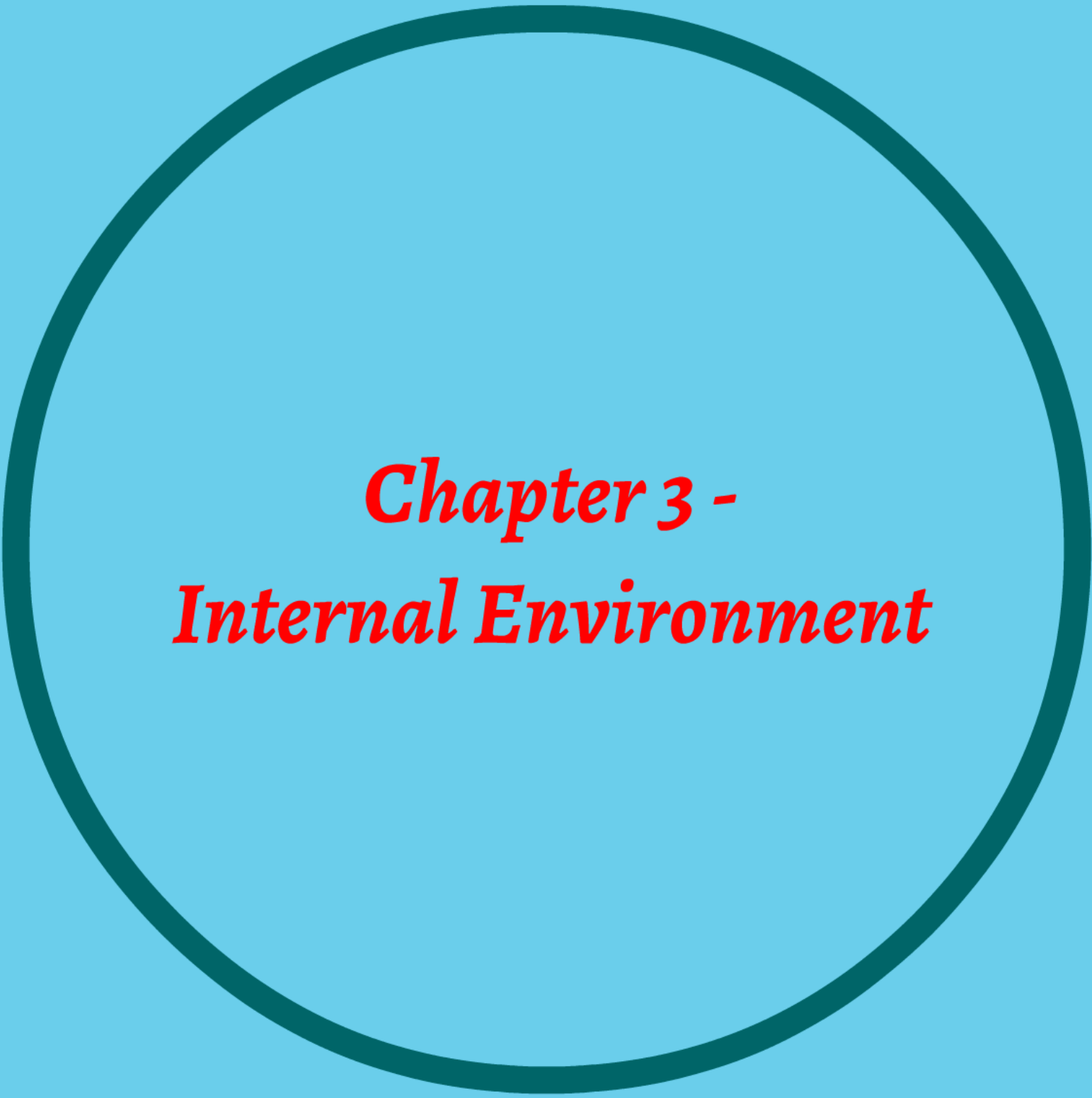
Management teams need to assess and agree on solutions that will benefit the business on behalf of the owner/proprietor.

The proprietor trusts these teams to do their job and help advance the business in a number of ways whether it's marketing to product development to training employees or any other sector in a business, managers and their teams have a big effect on the business.

Chapter 3 -
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