

JA Company Programme- Phase 1- Organization

<http://cp.jahk.org/cp-student-resource/>

A. Set Purpose

- Goals keep everyone focused and headed in the right direction, it also helps you evaluate the important decisions
- The **purpose** of your JA Company governs “vision, mission and values” of the business
- Purpose-driven companies deliver a meaningful “impact” on their customers, employees, society and/or environment
- Studies found that companies with a **strong sense of purpose** will outperform their competitors in the long run and on a sustainable basis

Company and Personal Goals

Examples:

Hong Kong Broadband: “Make our Hong Kong a Better Place to Live”

Samsung: “Make a better world through innovative, reliable products and services, talented people, and a responsible approach”.

Tesla Motors: “Accelerate the advent of sustainable transport by bringing compelling mass market electric cars to market as soon as possible”.

Set the purpose for your company.

Individual members of the JA Company should also set your personal goals. What would you like to learn and achieve through the JA Company Programme experience? Setting your personal goals at the outset will make your CP experience a lot more meaningful and enjoyable. JA HK will invite members of the JA Company to complete a survey at the beginning of the Programme.

List 1 - 2 personal goals as a company member.

1. _____

2. _____

Company Values, Vision and Mission

A company's values, vision and mission form the core of its business.

Values

A company's value system is the **ethical behaviour standards** to which its employees will hold themselves and their colleagues accountable

A concrete set of company values helps employees determine business policies and strategies, including how to cooperate and interact with colleagues and others

Vision and Mission

A company vision generally represents the desirable future, the company's dream – where the company wants to go and what it wants to be

A mission statement is a concrete plan that describes and clearly explains how to accomplish the company's vision day to day and over the long term

Company Values, Vision and Mission

Example:

The corporate values of Google are an essential element of the company's culture. Their first value is to "Focus on the user and all else will follow". The company focuses on providing the best user experience possible. Next, "It's best to do one thing really, really well". They focus on their strength in solving search problems. Third, "Fast is better than slow". Google strives to ensure the efficiency in their serving environment.

Our company values are:

Example:

The vision statement of Amazon is "to be earth's most customer centric company". Its mission is "to build a place where people can come to find and discover anything they might want to buy online."

Our company vision and mission are:

Characteristics of SMART goals

Effective goals should be: Pg128

S _____

Goals should be e _____ regarding what is to be achieved. It is better to state C _____ what should be completed.

JA goal: _____

M _____

Goals should be expressed in n _____ so that actual performance can be m _____.
E.g numerical: reduce cost by _____ or increase revenue by _____

JA goal: _____

A _____

Effective goals should be c _____ and a _____ with extra effort.
e.g.

JA goal: _____

R _____

Effective goals should focus on key r _____ which can affect company p _____.
e.g. Goals like r _____, m _____, s _____, c _____ and p _____

JA goal: _____

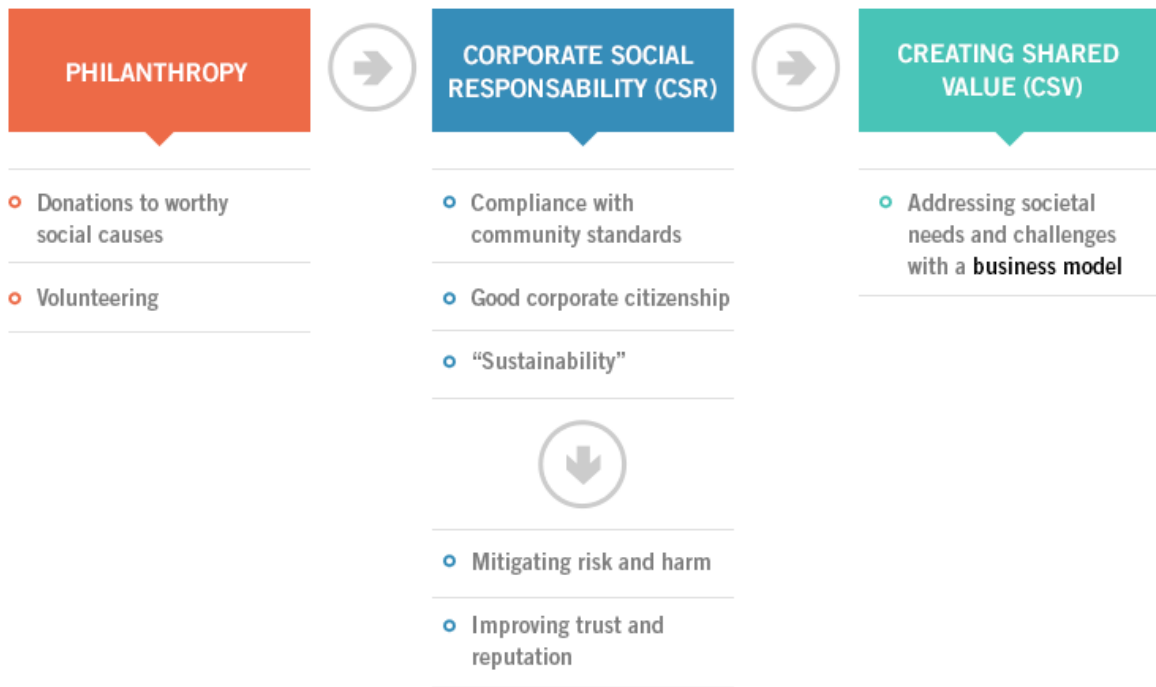
T _____

Goals should be set and achieved within a t _____ frame.
e.g. The period should be _____ and workers should have enough time to achieve the goals.

- Goals other than profit-making
- All organizations have only one goal / multiple goals:

- A firm **cannot** be successful by just focusing on earning profits and ignoring other goals.

The Role of Business in Society – Evolving Approaches



Sustainable Development Goals (SDGs)



B. Company Name, Structure and Roles

Select Company Name

Your company name must reflect your brand; it must be memorable and distinctive.

Example:

- **“Pizza Hut”** is translated to Chinese as **“必勝客”**. The Chinese name has the meaning of **“the customer wins”**, which also carries the message of Pizza Hut’s company mission of **“Pizza Hut always strives to provide the very best customer service.”**
- **“Coca-Cola”** was first introduced to the market in 1886 and the name was written in a distinctive script that is still used today. The name comes from the extract of coca leaves and kola nuts contained in the syrup. The Chinese name **“可口可樂”** imitates the way the name is pronounced in English, **and at the same time is conveying the “enjoyment” and “tastiness” of the drink.**

Our proposed JA Company names

All JA Companies must have an official name in English for registration with JA Hong Kong.

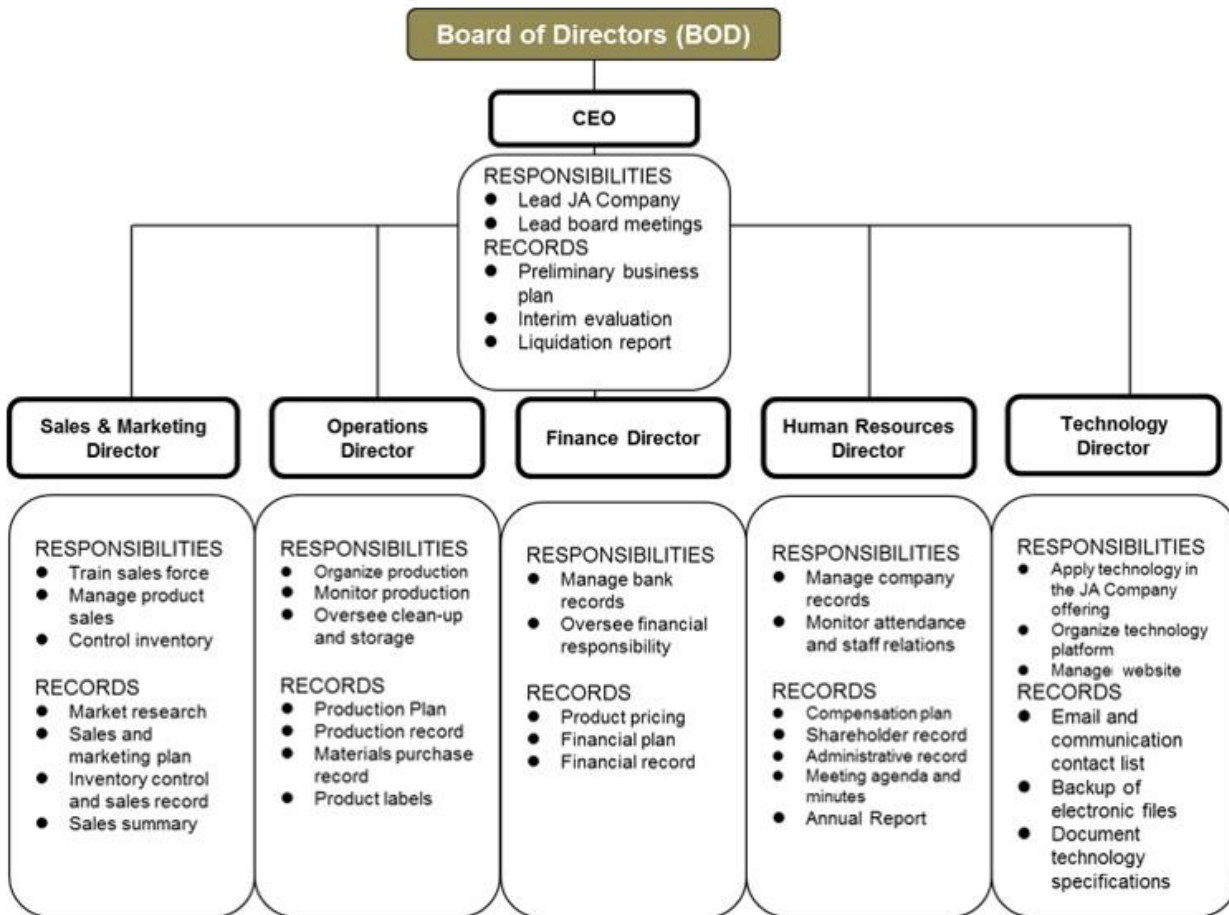
In order to protect the unique status of your company as a non-legal corporation, the company name cannot end in “Corporation,” “Incorporated,” or “Limited”. Instead, the phrase “a JA Company” should follow the name of your company wherever it appears, for example: “Unique, a JA Company”

1. _____ 2. _____ 3. _____

Please vote on your proposed names

Our JA Company name is: _____, a JA Company.

JA Company Structure



4.4 Organizing (Pg 30) determines what t_____ are to be done and how the tasks are to be g_____ in an organization.

An organizational structure specifies the r_____ for each job position and their r_____ between those positions. This structure helps the company achieve its g_____ by c_____ the work done by different people.

Characteristics of organizational structure

Three different levels of management:

Task:

1st level: _____

2nd level: _____

3rd level: _____

4.41 Characteristics of organizational structure: Pg30

Hierarchical (tall) structure

Long chain of command (the number of levels between the top and bottom of the organisation)

- Many different layers of management can make organisations difficult to run
- Reduce effectiveness of communication
- Slow down decision making
- Slow to respond to changes in market
- Bureaucratic (policies and procedures) this means it reduces creativity and free thinking

Narrow span of control (no of people a manager is directly responsible for)

- Allows for tighter control
- Closer supervision
- Better communication **WITHIN** departments

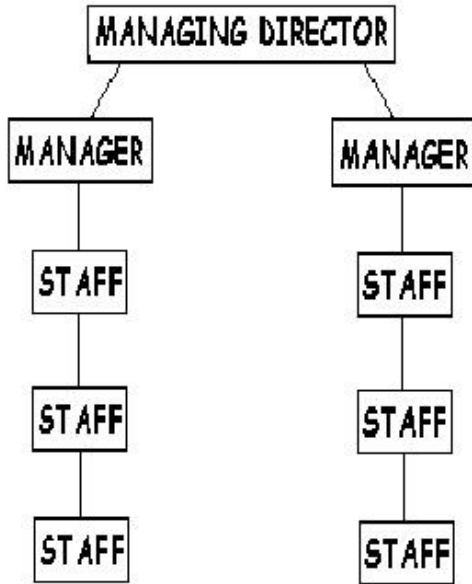


Flat vs. Tall Structures

- **Flat structure:** Small number of levels and broad span of management at each level
 - Manager must be able to delegate well
 - **Advantages:**
 - Great Job Satisfaction
 - More Delegation
 - Increased communication between levels of management
- **Tall Structure:** Has many levels with small spans of management
 - Power is centralized on the top levels and there is more employee control
 - **Advantages:**
 - Greater control
 - Better Performance

TALL STRUCTURE :

This method of structure boasts a narrow span of control, but a long chain of command as few people report to a single superior.



ADVANTAGES:

- Easier to supervise staff
- Roles within company are clearly defined
- More opportunity for promotion
- Manageable workload for employees

DISADVANTAGES:

- Slow decision-making
- Workers have little freedom or responsibility
- Many levels of management
- High Labour Costs

1. Job relationships

- Superiors: persons who give i_____ to them.
- Subordinates: persons who work u_____ them.
- Colleagues: persons who are at the same l_____ as them.

2. Authority

A. L_____ authority

- Line authority means that job positions at a lower / higher level have the authority to give _____ to those directly below them.
- Line managers can _____ and _____ their subordinates, make decisions, and carry out plans.
- This is a _____ relationship.

B. S_____ authority

- Staff authority is given to positions that are created to _____, _____ and give _____ to line managers or departments.
- People in those positions are _____ in certain areas such as _____, accounting, finance and _____.
- Their advice and assistance help line / staff managers make decisions and accomplish tasks effectively.

3. Groupings

- Different _____ are formed with job positions linked together.
- The groups may be called: _____

4. Communication channels

- The lines in an organization chart are also the formal / informal communication channels through which workers _____ with their superiors, colleagues and subordinates.

5. Forming departments

In an organization, departments are formed by grouping _____ jobs together.

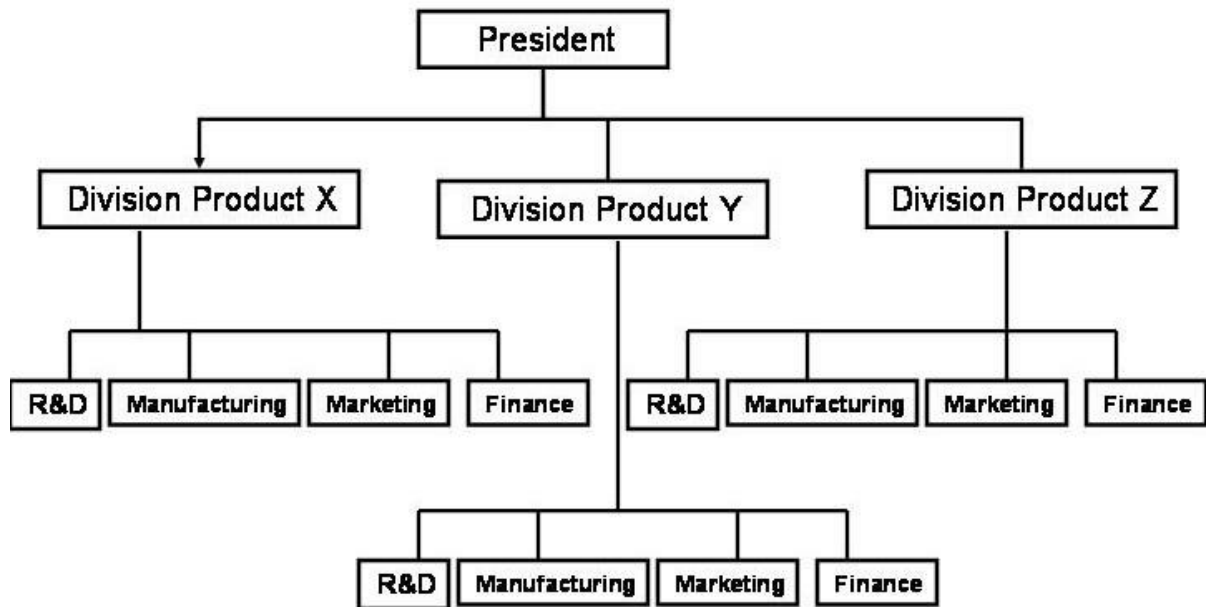
- This is called _____ or _____.



- Three common methods of forming departments:

■ By function

- ◆ Functional departments are formed by grouping jobs that perform similar _____.
 - For example, a _____ department, p _____ department and m _____ department
- ◆ This method is commonly used by small / large companies and companies with only a few _____.

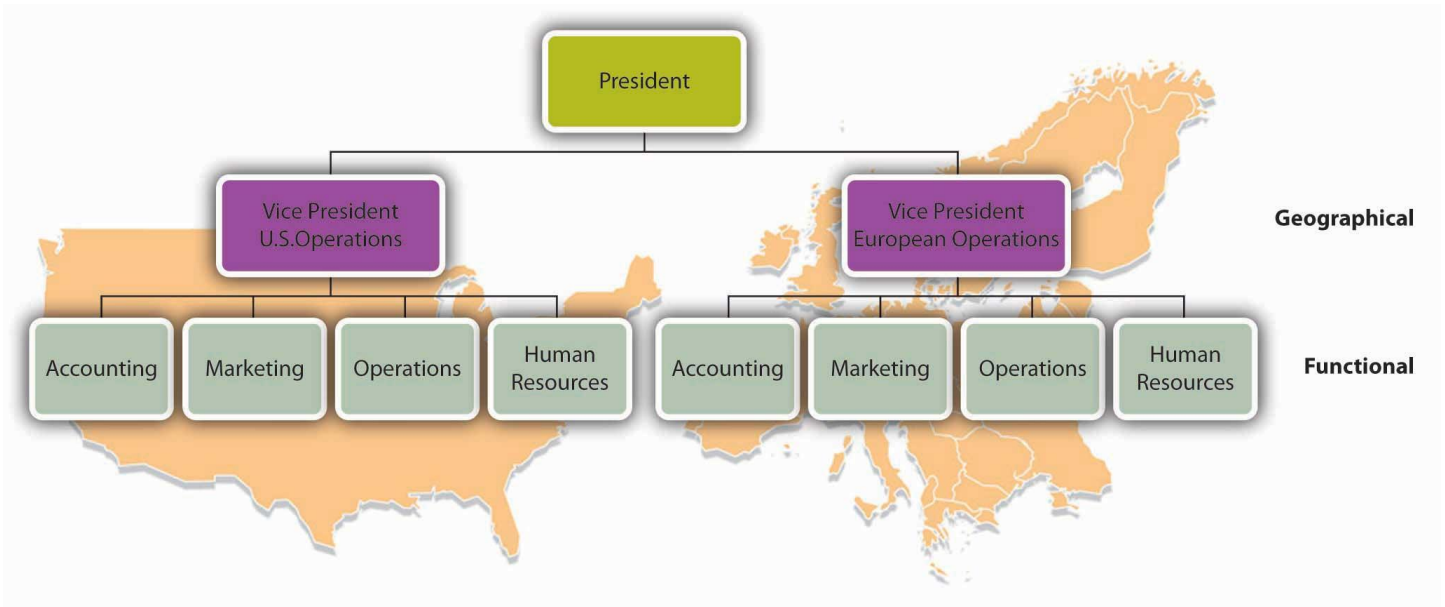


■ **By product**

- ◆ Product departments are formed by grouping jobs according to the types of _____ produced or sold.
- For example, an electronic goods manufacturers may set up different departments for each of its products such as TVs, washing machines, and air-conditioners.
- ◆ This method is often used by companies that produce or sell few / many types of products.

■ **By geographical location**

- ◆ Geographical departments are formed by grouping jobs according to _____.
 - For example, a company can set up departments for its business operations in different regions such as North Asia, South Asia and Europe.
- ◆ This method is commonly used by _____ corporations which produce and sell goods around the world.



Our organization structure

