

Organizations structure



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1. define of organization structure

- Organization structure is the manner how the decisions are made and how do they work .

Types of organization structure

- **Traditional Organizational Structure** : A traditional organizational structure, also called a hierarchical structure, is like a managerial pyramid where the hierarchy of decision making and authority flows from the strategic management at the top down to operational management and non management employees.
- **Project and Team Organizational Structures** : is centred on major products or services , each line is produced by a separate unit
- **Virtual Organizational Structure and Collaborative Work** : employs individuals, groups, or complete business units in geographically dispersed areas that can last for a few weeks or years, often requiring telecommunications or the Internet.

2. Identify value Chain

- **Value-chain**
- The value chain is a series (chain) of activities that includes (1) inbound logistics, (2) warehouse and storage, (3) production, (4) finished product storage, (5) outbound logistics, (6) marketing and sales, and (7) customer service.
- All these activities help to increase the value reveals how organizations can add value to their products and services. The value chain is a series (chain) of activities that an organization performs to transform inputs into outputs in such a way that the value of the input is increased. An organization may have many value chains, and different organizations in different industries will have different value chains.

3. Define competitive adv. And what are the competitive advs that organization gain from using I.S

- is a significant and (ideally) long-term benefit to a company over its competition, and can result in higher-quality products, better customer service, and lower costs.

- **Cost leadership:** Deliver the lowest possible cost for products and services. Wal-Mart and other discount retailers have used this strategy for years.
- **Differentiation:** Deliver different products and services.
- **Niche strategy:** Deliver to only a small, niche market. Porsche, for example, doesn't produce inexpensive station wagons or large sedans.
- **Altering the industry structure:** Change the industry to become more favourable to the company or organization.
- **Creating new products and services:** Introduce new products and services periodically or frequently. This strategy always helps a firm gain a competitive advantage, especially for the computer industry and other high-tech businesses.
- **Improving existing product lines and services :** Make real or perceived improvements to existing product lines and services.
- **Other strategies:** Some companies seek strong growth in sales, hoping that it can increase profits in the long run due to increased sales.

4. Discuss the changes process

Innovation is the application of new ideas to the products, processes, and activities of a firm, leading to increased value. Innovation is the catalyst for the growth and success of any organization. It can build and sustain profits, create new challenges for the competition, and provide added value for customers. Innovation and change are absolutely required in today's highly competitive global environment; without both, the organization is at risk of losing its competitiveness and becoming obsolete.

To stay competitive, organizations must occasionally make fundamental changes in the way they do business. In other words, they must innovate and change the activities, tasks, or processes they use to achieve their goals. **Reengineering**, also called process redesign and business process reengineering(BPR), involves the radical redesign of business processes, organizational structures, information systems, and values of the organization to achieve a breakthrough in business results. Successful reengineering can reduce delivery time, increase product and service quality, enhance customer satisfaction, and increase revenues and profitability.

In contrast to reengineering, the idea of continuous improvement (often referred to by the Japanese word (“Kaizen”)) is a form of innovation that constantly seeks ways to improve business processes and add value to products and services. This continual change will increase customer satisfaction and loyalty and ensure long-term profitability. Manufacturing companies make continual product changes and improvements. Service organizations regularly By doing so, organizations increase customer loyalty, minimize the chance of customer dissatisfaction, and diminish the opportunity for competitive inroads.

- **Outsourcing** is a long-term business arrangement in which a company contracts for services with an outside organization that has expertise in providing a specific function. Organizations often outsource a process so they can focus more closely on their core business—and target their limited resources to meet strategic goals.

- **Offshore outsourcing** (also called offshoring) is an outsourcing arrangement in which the organization providing the service is located in a country different from the firm obtaining the services. Offshoring of tasks that require significant customer interaction has led to problems due to culture and language differences for some companies.

- **Downsizing**, a term frequently associated with outsourcing, involves reducing the number of employees to cut costs. The euphemistic term “rightsizing” is sometimes also used. When downsizing, companies usually look to downsize across the entire company, rather than picking a specific business process to downsize. Downsizing clearly reduces total payroll costs, although the quality of products and services and employee morale can suffer

5. Discuss deferent approaches of change

- **Lewin's Change Model**

Kurt Lewin and Edgar Schein proposed a three-stage approach for change called Lewin's change model. The first stage, unfreezing, is ceasing old habits and creating a climate that is receptive to change. Moving, the second stage, involves learning new work methods, behaviors, and systems. The final stage, refreezing, involves reinforcing changes to make the new process second nature, accepted, and part of the job.

- **Leavitt's Diamond**

- Leavitt's diamond is another organizational change model that is extremely helpful in successfully implementing change. Leavitt's diamond proposes that every organizational system is made up of four main components—people, tasks, structure, and technology—that all interact; any change in one of these elements will necessitate a change in the other three elements. Thus, to successfully implement a new information system, appropriate changes must be made to the people, structure, and tasks affected by the new system.

6. Identify types , roles , function and careers available in the field of I.S

- **Chief Information Officer :**
- the role of the chief information officer (CIO) is to employ an IS department's equipment and personnel to help the organization attain its goals. CIOs also understand the importance of finance, accounting, and return on investment.

- **Senior IS Managers**
- A large organization may have several people employed in senior IS manage levels with job titles such as vice president of information systems, man of information systems, and chief technology officer (CTO). A central role of all these people is to communicate with other areas of the organization to determine changing business needs.

- **Operations Roles :**
- **Data center manager:** Data center managers are responsible for the maintenance and operation of the organization's computing facilities that may house a variety of hardware devices—mainframe and or supercomputers, large numbers of servers, storage devices, and networking equipment.

- **System operator:** System operators run and maintain IS equipment. They are responsible for efficiently starting, stopping, and correctly operating mainframe systems, networks, tape drives, disk devices, printers, and so on .

- **Information systems security analyst.** IS security analysts are responsible for maintaining the security and integrity of their organizations' systems and data
- **LAN administrator.** Local area network (LAN) administrators set up and manage network hardware, software, and security processes. They manage the addition of new users, software, and devices to the network. They also isolate and fix operations problems

- **Development Roles**
- **Software developer:** These individuals are involved in writing the software that customers and employees use. This includes testing and debugging the software as well as maintaining and upgrading software after it is released for operation

- **Systems analyst.** Systems analysts frequently consult with management and users, and they convey system requirements to software developers and network architects

- **Programmer.** Programmers convert a program design developed by a systems analyst or software developer into one of many computer languages. To do this, they must write, debug, and test the program to ensure that it will operate in a way that it will meet the users' needs.

- **Web developers.** These professionals design and maintain Web sites, including site layout and function, to meet the client's requirements. The creative side of the job includes creating a user-friendly design, ensuring easy navigation, organizing content, and integrating graphics and audio

- **Support**
- The support group provides customer service for the employees, customers, and business partners who rely on the firm's information systems and service to accomplish their work.
- **Database administrator.** Database administrators (DBAs) design and setup databases to meet an organization's needs. DBAs ensure that the data Bases operate efficiently, and they perform fine-tuning, upgrading, and testing modifications as needed

- **System support specialist.** These skilled specialists respond to telephone calls, electronic mail, and other inquiries from computer users regarding hardware, software, networking, or other IS-related problems or needs.

Reference :

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