

TASK DETAILS	
Modul	UNDERSTANDING BUSINESS ORGANIZATIONAL STRUCTURES
Type	TEAM
Activity Stage	ORGANIZATIONAL STRUCTURE
Department	ALL DEPARTMENT
Duration	1x SESSION, 1 LESSON HOUR

LEARNING OBJECTIVE	OUTPUT
<ul style="list-style-type: none"> Students understand the basic concepts of business organizational structure. Students are able to identify the responsibilities of each department within the organizational structure. Students practice designing an organizational structure that aligns with their business idea. 	<ul style="list-style-type: none"> Understanding of organizational structure A tailored organizational structure for the student company (PE)

INTRODUCTION

In the business world, the success of a company greatly depends on how well its organizational structure is established and implemented. An organizational structure defines how roles, authority, and responsibilities are distributed within a company. Understanding this structure helps students realize how coordination between departments contributes to operational efficiency and the achievement of business goals.

No	ACTIVITY
1	<p>Introduction to Organizational Structures</p> <p>The facilitator opens the session by explaining the concept and importance of organizational structure in a business context. Introduce four main types of organizational structures along with visual examples (which can be retrieved from the internet):</p> <ul style="list-style-type: none"> Functional Structure: Divides the organization by core functions such as marketing, finance, production, and human resources. Example: Indomaret – has separate divisions for store operations, marketing, finance, and HR coordinated from the head office. Divisional Structure: Organizes the company by product lines, geographic regions, or distinct markets. Example: Unilever – structured based on product categories (e.g., household needs, food) and regional divisions. Matrix Structure: A combination of two structures, typically functional and project-based. Employees report to both a functional manager and a project manager. Example: Google – employees may work on product development projects while remaining part of a functional division like engineering or marketing. Flat Structure: Characterized by minimal or no managerial layers. Relationships between supervisors and subordinates are more direct and horizontal. Example: Startups like Basecamp and Buffer – promote collaborative cultures and collective decision-making.

	<ul style="list-style-type: none"> • Hybrid Structure: Combines elements from two or more organizational types. Example: Amazon – uses a functional structure for central operations and a divisional structure for business units like AWS, e-commerce, and logistics.
2	<p>Introduction to the Standard Organizational Structure</p> <p>After students have a solid grasp of the structure types, the facilitator introduces the Standard Organizational Structure commonly used in businesses. The template can be downloaded from the VCI portal.</p> <p>Standard departments include:</p> <ul style="list-style-type: none"> • Finance • Marketing • Human Resources • IT & Media • Product Development • Logistics
3	<p>Department Exploration Activity</p> <p>To deepen understanding of each department's roles and responsibilities, the facilitator divides students into small groups. Each group is assigned one of the standard departments and asked to research its functions using the task sheet "Understanding the Organizational Structure" found in the Task Format section.</p>
4	<p>Group Presentations</p> <p>Each group prepares a summary of their findings and presents them to the class. The facilitator acts as a moderator, guiding the discussion to ensure that all students gain a comprehensive understanding of how departments function and collaborate within a company.</p>
5	<p>Designing a Custom Organizational Structure</p> <p>Based on their analysis, students are guided by the facilitator to design an organizational structure for their own virtual company, tailored to their business idea. Students may use the template as a starting point and adjust it as needed to fit their company's needs.</p>

REFERENCE

1. Investopedia – Types of Organizational Structures
2. Harvard Business Review – Organizational Design

TASK TEMPLATE

1. Understanding Organizational Structure – [LINK](#)
2. PE Organizational Structure – [LINK](#)