



WHOLESALE AND RETAIL: WHRT4 LESSON 7

NOTES AND ACTIVITIES

Unit Standard 117900: Self-Development

TOPIC: Opportunities for advancement within an organisation

NB: By the end of this unit, you should be able to:

- **Discuss the hierarchy applicable to the organisation.**
- **Explain the different departments within the organisation and what their role is within the organisation.**
- **Describe how your personal ambitions and desires fit or do not fit with what the organisation has to offer.**

ORGANISATIONAL HIERARCHY

In an organizational hierarchy, employees are ranked at different levels. Starting at the bottom, the levels are listed one above the other, from the most junior employee to the most senior.

Hierarchy is a system in which people or groups are ranked one above the other according to status or authority.

THE ACTUAL NUMBER OF STAFF REQUIRED TO FILL AND PERFORM IN EACH OF THE FUNCTIONS IS DEPENDED ON:

- The number of operational functions
- The complexity of the organisation
- The skills of the staff members
- The products supplied by the business
- The services offered by the business
- The size of the business

DIFFERENT FORMS OF INTERNAL ORGANISATION

- A line organisation
- A functional organisation
- A line and staff organisation
- A committee organisation



LINE ORGANISATION

Line organisation is the simplest form. In a line organisation, a supervisor has direct supervision over a subordinate

FUNCTIONAL ORGANISATION

A functional organisation is when management is divided into different functions in the different department

Business functions are:

- Client services/ customer service
- Operations/ production
- Finance
- Human resources
- Marketing
- Administration and IT support
- Research and development

A LINE AND STAFF ORGANISATION

A line and staff organisation is a combination of line and staff structures

A COMMITTEE FORM OF ORGANISATION

A committee structure is when different committees or teams are formed to assist in the management process

Activity 1

- 1.1 What is an organisation hierarchy (3)
- 1.2 Name FOUR different forms of internal organisation can adopt (4)
- 1.3 What does the actual number of staff required to perform in each of the functions depend on? (6)

DEPARTMENT AND THEIR ROLES WITHIN THE ORGANISATION

1. HUMAN RESOURCES

The human resources department performs the following functions in a business

- Recruit staff members
- Ensures that the staff stay with the business



- Organises and ducts training
- Ensures that work conditions are in line with the Basic Conditions of Employment Act
- Handles disciplinary procedures

2. CUSTOMER SERVICES

The customer services department performs the following functions within the organisation

- Supplies the customer with information
- Gives customer support
- Gives customer after- sales support
- Gives the customer advice
- Supplies the other functions with feedback from customers

3. MARKETING AND SALES

The marketing and sales department performs the following functions with organisation:

Market research- the involves finding out what the market needs and want

Market analysis- this involves identifying who the product should be sold to, how much can be sold

Selling- this involves the organisation's products

4. RESEARCH AND DEVELOPMENT

The research and development department performs the following functions within the organisation:

- Develops new products
- Research new products
- Experiments with new ideas
- Improves the organisation
- Improves the organisation's existing products

5. ADMINISTRATION

The administration department performs the following functions within the organisation:

- Undertake the required clerical
- Oversee cleaning and maintenance operations
- Oversee security requirements



6. IT SUPPORT

- The IT support is responsible for technical support with regard to computers, the Internet and server connectivity.

7. PRODUCTION/ OPERATIONS

The production / operations department performs the following functions within the organisation:

- Purchase the right material and equipment
- Plans production schedules
- Monitors the production process
- Monitors the budgets of the production/operational function
- Monitors quality

8. FINANCE AND ACCOUNTS

The finance and accounts department performs the following functions within an organisation:

- Monitors and records cash inflow
- Monitors and records cash outflow
- Monitors and records the use of capital
- Reports on the financial status of the organisation
- Processes payments
- Invoices customers

Activity 2

- 2.1 What is the role of the human resources department within a department? (4)
- 2.2 Name FOUR functions that the customer services department performs (4)
- 2.3 Describe the role of the marketing and sales department performs (6)
- 2.4 What is the finance department responsible for (5)

ORGANISATIONAL OPPORTUNITIES FOR TRAINING AND PROMOTION

Learnerships

- A learner ship is when you study for a qualification with the Department of Labour (DOL)
- While you are studying, you work as well
- Qualifications are registered on the NQF and certified by SETA



Bursaries

- Bursary is offered to employees as well as to school leavers
- The money is used to pay for tuition and text books
- You are required to work for the company for the equivalent number of years for which you received the bursary

Internships

- Internships are individuals who have completed their theoretical studies and need to work experience to complete all the requirements of their diplomas

Apprenticeship

- Apprenticeships are in- service training for the trades people
- Tradesperson is a person who has studied to be a welder or fitter or boilermaker
- The government offers organisations incentives if they offer their staff opportunities for advancement

Activity 3

- 3.1 List training opportunities in your organisation (4)
- 3.2 Explain organisational opportunities for training and promotion (8)

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