
Department of Preparatory Training

Level: 1st Year

Module: Human Engineering

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Course 1: Enterprise and Organization

Course Outline

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I – The organization

1-Definition:

The organization is a combination of human, material, financial and informational resources organized and structured according to a predetermined purpose.

2- Organization fundamental assumptions:

A- The different definitions of the organization are based on certain common assumptions:

It is postulated that an organization is constituted by an association of individuals or human group.

B- Another postulate of the organization consists in the affirmation of the existence of the goals or objectives of the organization.

C- A third postulate consists in the deliberate nature of the structures put in place to achieve the objectives.

3- Organization main characteristics:

There are three main characteristics that distinguish organizations from other human groups:

- Organizations are characterized by divisions of labour, power and responsibility. These divisions are deliberately established to achieve specific goals;
- Organizations are characterized by one or more decision-making centres that control the concerted efforts of members and direct them towards the objectives;
- Organizations are also characterized by the replacement of staff, which means that people who do not give satisfaction can be excluded and their tasks entrusted to others.

4-Formal and informal organization

A-Formal organization: corresponds to the explicit implementation of the economic function to which the organization of work must respond. It also implies a logic of coordination of efforts between the members who compose it and therefore brings together the different technical and hierarchical levels of the organization. On this level, it is represented by the organization chart and its various procedures.

B- Informal organization: Corresponds to the social function that is played within the organization. It is trained in formal organization as a system of social relations. It is based on a logic of feelings and expresses the values proper to the groups that compose it (Examples: solidarity, obedience, distinction, conflict, etc.).

II – The enterprise

1- Definition

- For economists the enterprise is the economic agent in the main function is the production of goods and services. It is also a technical unit that combines and transforms factors of production (labour, capital, energy, materials and information) into a set of products or services according to a given production process.

- For psycho-sociologists the enterprise is a social body and a system of collective action oriented towards production. It is also a place of socialization and social interaction.

2- Enterprises classification:

According to the activity of the enterprise we distinguish:

- Industrial enterprises: their mission is to produce goods.
- Commercial enterprises: they buy goods that are called goods to resell them as is, without causing them to undergo any transformations.
- Service enterprises: the mission of these enterprises is to carry out a service or to carry out certain work.
- Agricultural enterprises: their mission is to exploit the land.

3- Enterprise characteristics:

A- The enterprise is a production unit:

The activity of the enterprise consists in transforming and combining factors of production in order to produce goods and services that are intended to be sold on the market.

B- The enterprise is a human group:

The enterprise is a social unit that brings together individuals linked by a set of relations (relations in particular hierarchical but also solidarity).

The enterprise becomes an integration unit. It promotes the economic link that determines and conditions the social link.

4- Enterprise roles:

A- Economic role: The economic role of the enterprise is to produce wealth (goods and services) that allow it to ensure its sustainability.

B- Social role: The enterprise through its productive activity also ensures a social role which is manifested by:

- The supply of work which thus meets the social need.
- The production of goods and services that meet collective and social needs.

C- Technological role: the enterprise is also the place of manufacturing process. the constant use of new production techniques makes the enterprise a privileged support for the process of improvement and technological innovation.

5- Enterprise main functions:

-Technical: Responsible for production, manufacturing.

- Commercial: Responsible for purchasing and sales.
- Financial and accounting: Responsible for financing and accounts.
- Security: Responsible for protecting people and property.
- Administrative: Responsible for administration (management).

6-The enterprise environment:

The enterprise cannot be seen as an entity isolated from the environment in which it operates. The enterprise characteristics are closely related to its environment. To know the the enterprise is also to understand the environment in which it evolves (on the one hand it integrates into this environment and, on the other hand, it acts on this same environment)

The most common is to distinguish on one side the macroeconomic environment and on the other side the microeconomic environment that could be described as close or immediate environment for the the enterprise.

A- The macro-environment, or general environment, concerns political areas (government stability, fiscal policy, social protection, etc.), economic (monetary policy, inflation, etc.), socio-cultural (changes in consumers' lifestyles, tastes and needs), technological (new technological advances, speed of technological transfer, etc.), ecological (environmental protection laws, waste reprocessing, energy consumption, etc.), and legal (monopoly laws, labour law, safety standards..).

B- The micro-environment or specific environment, the microenvironment constitutes the immediate or near environment of the the enterprise; it is mainly composed of actors with whom the the enterprise is directly in contact. In another way concerns the relations of the the enterprise with its partners as: customers, suppliers, lenders and banks, associations and also with competitors.