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1. Introduction:

This report will briefly describe and explain the nature of the organization and analyze the organization in structures, culture and power different areas as well as evaluate the organization's performance. At the end, there will be a conclusion and recommendation. Our group observed a bar, which is called Chamberlain bar. This bar is a University Bar that located near the Glan Eyre Halls Complex.

2. Background to the organization:

Chamberlain bar set by students and run by students that consists of 1 licensee and 23 staffs which has very few overheads so enjoys the ability to experiment with what facilities it offers to students, the one condition being it breaks even at the end of the year. It has a very low staff turnover during the year as well. It is a non-profit organization with the objective to provide employment to some local University students also provides low priced alcohol in a fun, relaxed, social environment to the other students

3. Major Organizational Stakeholders:

The location of the bar is near the university halls. Therefore, the major organizational stakeholders of this organization are the university students who live near the Glan Eyre Halls Complex. Another major one is the bar employees some local university students.

4. Organizational Analysis:

4.1 Structures:

There are many forms of organizational structure, and these are Functional, Divisional, Matrix and Teams, Networks and other forms. Furthermore, these forms are formal which are suitable for big firms. However, according to the observation of Chamberlain Bar, it has a flat structure which means "Few different levels or ranks within the total, and the jobs tend to be concentrated at lower levels." (Richard, 2003) Nevertheless, the organizational structure usually consists hierarchy, division of labour, vertical and horizontal co-ordination four elements. The flat structure consists one element is hierarchy which is a short distance between top and bottom. Moreover, the low-level jobs take the responsibilities for the organization, which also plays an important role in the organization gaining targets. However, the promotion is limited. According to the group observation in chamberlain bar promotion cannot be achieved. Whereas, the advantage of this structure is that there are few channels for managers to pass through messages to staffs.

Culture:

The organizational culture consists four varieties of culture, which are power culture, rate culture, task culture and person culture. Power culture is usually found in small organizations, family business, entrepreneurial. Therefore, in my opinion the chamberlain bar has a power culture. The power culture is like a spider's web, which means, "The main relationship between the subordinates is with the center (Richard, 2002). The relationship may terminate because of people who are at the power of the center loose confidence". For instance, in the chamberlain bar, if the manager lost the confidence, the relationship between the manager and the staffs will not exist any more. On the other hand, the power culture is quite flexible. The relationship between managers and staffs can change reactively.

Power:

Power that is "The capacity of individuals to overcome resistance on the part of others, to exert their will and to produce results consistent with their (own) interests and objectives"(Boddy, 2002). Consisting of legitimate power, reward power, coercive power, expert power, referent power and information power six sources. In my opinion, chamberlain bar has the referent power because of other staffs like the manager of the bar.

4.2. Evaluation of managerial performance:

According to the observation, there is lively atmosphere. Every staff in this bar is enthusiastic and there is a good relationship between the manager and staff. This bar receives special discounts from drinks manufacturers, as it is their philosophy that attracts a large number of clients. The bar lies in three halls of residence situated at Glen Eyre so there are massive customers as well as the bar has a regular client base because of its location. Also, there are some sports facilities such as Pool tables and a large TV screen that have a good facility. Therefore, the organization of this bar was well managed.

4.3 Ethical issues and scope for CSR:

Ethics of business are concerned about how much values and beliefs that operate in business. The business ethics make decision about the actions of the organization are right or wrong in certain circumstances. For example, there are disabled ramp and toilet in the Chamberlain bar in order to have the equal opportunities.

Corporate Social Responsibilities (CSR) that considers to whom a company is responsible (Handy, 1993). There are some scopes for CSR. Such as the CSR can help a business about the laws and regulations as well as the usefulness for the social societies. For instance, the self-regulation of the chamberlain bar is wrong, the student union or university of Southampton can help the organization.

4.4 Potential Organizational Failure:

According to the observation, there are three weaknesses in the bar. Firstly, chamberlain bar is the most attractive venue available and tend to rely only on offering cheap drinks in order to attract customers. This result in having poorly furnished Secondly, because the bar has used little promotional literature to advertise the place therefore it solely attracts the regular clients .As a result of this it has the

poor promotion. Because of the staff and management receive the same wages no matter what the turnover of the bar is, so the third weaknesses is no incentive to maximize the profits as its weaknesses. These three weaknesses will be the potential organizational failure of the bar in the future.

5. Conclusions and Recommendations:

As can be seen, Chamberlain bar is already a successful organization with a strong staffs and both of them have similar agendas to the bar. As well as all the staff and management work in a fun, social, relaxed environment that result in a very low staff turnover throughout the year.

However, if the organization take some opportunities. Such as, having more themed nights as these can maximize the capacity, the bar can increase its revenue and improve the bar's reputation by allowing private functions to take place there. As indicated before, though there are some sports facilities such as the pool tables if the bar can expand its area then the bar could adopt a more sporty theme.

We all know that at the end of having heavy drinks we want to have some food if the bar could take this advantage of this opportunity, this will inevitably increase revenues however it maybe too difficult to implement because the bar does not currently have any kitchen facilities that would require considerable investment.

If a box could place in the bar which customers can provide their suggestions for improvements, this would be an effective way to have the feedback from the customer. Then the management could meet and discuss the suggestions and see how they could be implemented in so that they make the bar more popular.

6.0 References:

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