Common:
1. Simple structure
2. Bureaucracy
3. Matrix Structure

Modern:
1. Team structure
2. Virtual organization
3. Boundaryless organization
SIMPLE STRUCTURE

Karakteristik:
- Low degree of departmentalization
- Wide spans of control
- Authority centralized in a single person
- Little formalization
Routine operating through specialization
Very formalized rules and regulation
Functional departments
Centralized authority
Narrow spans of control
Decision making that follows the chain of command
Matrix Structure

Desain organisasi dengan departemen yang dibentuk dari kombinasi antara fungsi dan produk
TEAM STRUCTURE

Karakteristik:
- Horizontal organization
- Breaks down departmental barriers
- Centralizes decision making
Karacteristik:
- Eliminate the chain of command
- Have limitless spans of control
- Replace departments with empowered teams
Types of Design

Mechanistic model

• High specialization
• Rigid departmentalization
• Clear chain of command
• Narrow spans of control
• Centralization
• High formalization
Types of Design

**Organic model**

- Cross-functional teams
- Cross-hierarchical teams
- Free flow of information
- Wide spans of control
- Decentralization
- Low formalization
DASAR PERTIMBANGAN

- Strategy
- Organization size
- Technology
- Environment
Organization’s Strategy

Innovation strategy
• Introduction new product

Cost-minimization strategy
• Tight cost control
• Avoidance of unnecessary innovation or marketing expenses
• Price cutting

Imitation strategy
• Move into new product/new markets after Viability has been proven
<table>
<thead>
<tr>
<th>Strategy</th>
<th>Structural Option</th>
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<tr>
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<td>Mechanistic and organic</td>
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Kasus Kelompok

Kasus: Working by the Rules
(Stephen P. Robbins, Part 4)