**Topic:**Organizational culture and structure

**Paper details:**

In this project, you will view a video and discuss the organizational culture and organizational structure of the assigned organization. Outcome Met by Completing This Assignment organize human, physical, and financial resources for the effective and efficient attainment of organizational goals How to Set Up the Paper Create a Word or Rich Text Format (RTF) document that is double-spaced, Times New Roma, using 12-point font. The final product will be 3-4 pages in length, excluding the title page and reference page. Write clearly and concisely. Provide a title page with a title, your name, course and section number and the instructor's name. Instructions: You have been hired as an associate for a software company that offers support solutions and customer service to more than 500 businesses in the United States. The company has recently started to experience significant growth and will need to hire many new associate positions. Your manager, Jack Nyugen, has asked you to help create a recruiting video for the company that emphasizes the company as having a positive corporate culture in which employees live the company's core values and like coming to work. Jack provides you with a recruiting video for Zendesk, a favorite company of his, and has asked you to view the video to gain an understanding of the concepts, organizational culture and organizational structure. Jack knows the value of seeing is believing, but also knows the value in a person who is able to articulate what is seen. Jack has asked you to view the video on Zendesk: https://youtu.be/l0uaSU6IVN4. (You may need to right click on the link and open in a new window.) After viewing the video, you will write a report addressed to Jack and will use only the Zendesk video and course materials (week 1, 2, 3, & 4). If external sources are used, the information will not be included in the grading. Use the following headings and instructions to complete the project: Introduction Write an Introduction paragraph. The Introduction paragraph is the first paragraph of the paper and describes to the reader the intent of the paper, explaining the main points covered in the paper and using a thesis statement. This intent should be understood prior to reading the remainder of the paper so the reader knows exactly what is being covered in the paper. Organizational Culture Define organizational culture. 1). Discuss the seven dimensions of organizational culture. 2). Describe what ZenDesk’s organizational culture looks like by presenting examples for each dimension descriptor. Use the specific facts from the video and use the course material to support your description of ZenDesk’s organizational culture. This means you will use the video facts and make connections to organizational culture as it relates to each dimension descriptor. Competitive Advantage Discuss how ZenDesk uses its corporate culture to create a competitive advantage. Make sure to correctly make connections between the video information and the course materials. Organizational Structure Define organizational structure. Identify and discuss ZenDesk’s organizational structure from what you see in the video and use the course material to support your description of the structure. Make sure to use examples from the video. Conclusion Create a concluding paragraph. The Conclusion summarizes the main topics discussed in the paper. References Review the Paper Read the paper to ensure all required elements are present. The following are specific requirements that you will follow. Use the checklist to mark off that you have followed each specific requirement. Checklist Specific Project Requirements 1 Proofread your paper 2 Read and use the grading rubric while completing the report to ensure all requirements are met that will lead to the highest possible grade. 3 Third person writing is required. Third person means that there are no words such as “I, me, my, we, or us” (first person writing), nor is there use of “you or your” (second person writing). If uncertain how to write in the third person, view this link: http://www.quickanddirtytips.com/education/grammar/first-second-and-third-person. 4 Contractions are not used in business writing, so do not use them. 5 Paraphrase and do not use direct quotations. Paraphrase means you do not use more than four consecutive words from a source document. Removing quotation marks and citing is inappropriate. Instead put a passage from a source document into your own words and attribute the passage to the source document. There should be no passages with quotation marks. Using more than four consecutive words from a source document would require direct quotation marks. Changing words from a passage does not exclude the passage from having quotation marks. If more than four consecutive words are used from source documents, this material will not be included in the grade. 6 You are expected to use the research and weekly course materials to develop the analysis and support the reasoning. There should be a robust use of the course material. Material used from a source document must be cited and referenced. A reference within a reference list cannot exist without an associated in-text citation and vice versa. Changing words from a passage does not exclude the passage from having quotation marks. 7 Use in-text citations and provide a reference list that contains the reference associated with each in-text citation. 8 You may not use books in completing this problem set unless part of the course material. Also, do not use a dictionary, Wikipedia or Investopedia or similar sources. 9 Provide the page or paragraph number in every in-text citation presented. Since the eBook does not have page numbers, include the chapter title and topic heading. If using a video, provide the minutes and second of the cited material.