

# COMPANY CULTURE

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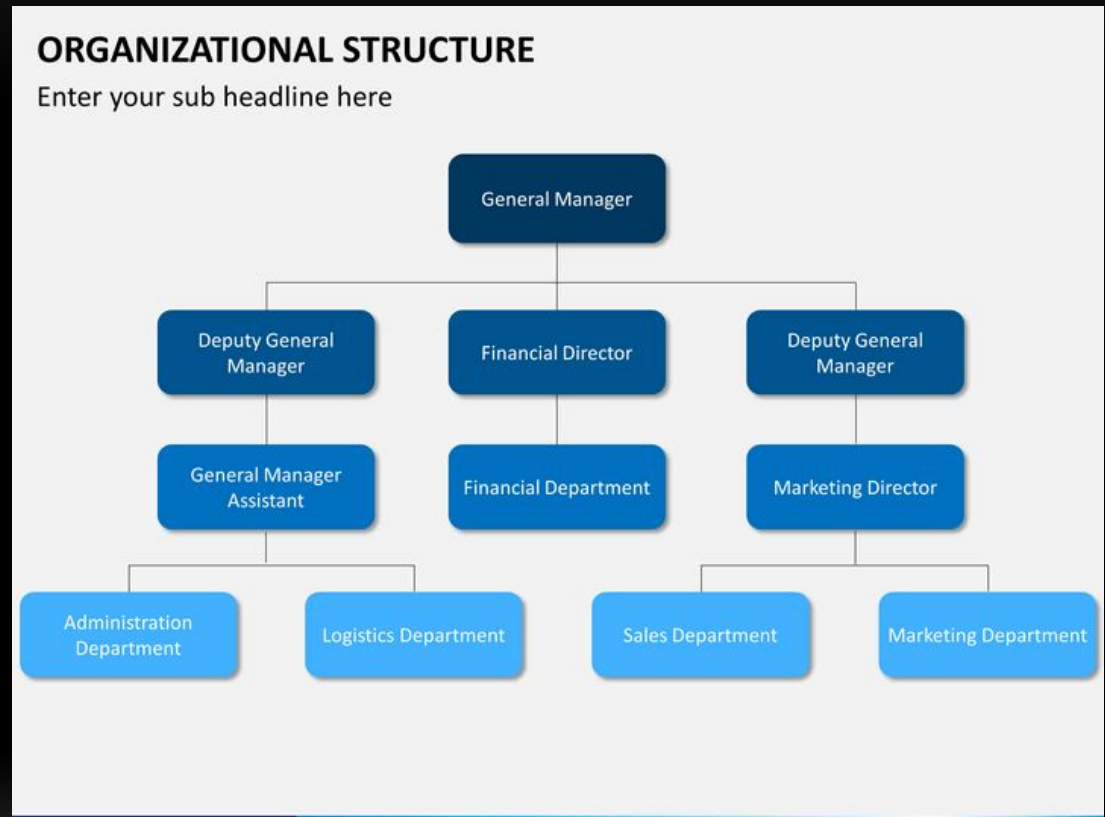
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# COLUMBIA PICTURES



# ORGANIZATIONAL STRUCTURE

- The company has the steep hierarchy
- The basis of the company consists of: Administration Department, Logistics Department, Sales Department, Marketing Department and Financial Department
- Then, there is a Marketing Director, Deputy General Manager and his assistant, and the Financial Director
- The head of the company is the General Manager
- Type of culture: The Eiffel Tower



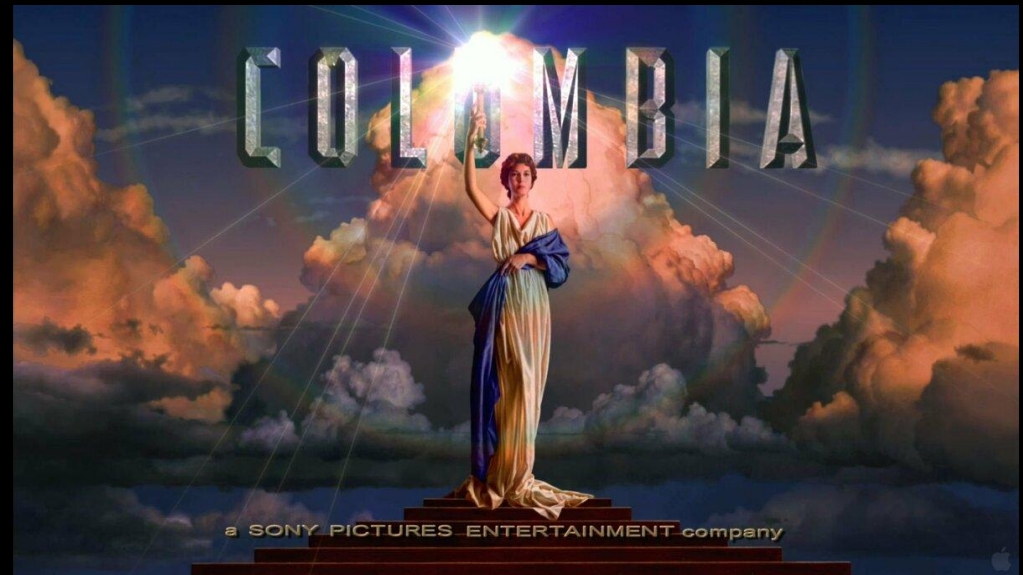
# ORGANIZATIONAL CULTURE

- 1) Company stimulates professional attitude among its employees
- 2) A workplace that offers employees realize their abilities in full measure
- 3) Office layout and official dress code for the employees
- 4) Providing employees with necessary coaching, mentoring and guidance to accomplish the assigned goals
- 5) Motivating and training the employees to manage the stress and time, what is important for improving efficiency in performing tasks



# COMPANY PHILOSOPHY

- Columbia Pictures is a film studio and production & distribution company based in Los Angeles, California, United States and was founded on January 10th 1924 nearly 100 years ago.
- Columbia Pictures is one of the leading film studios in the world and a member of the Big 5 major US film studios. Columbia was primarily responsible for distributing Disney's Silly Symphony film series and the Mickey Mouse cartoon series from 1929 to 1932.
- The Columbia Pictures logo, which features a woman carrying a torch while wearing a drape (representing Columbia, a personification of the US), during its time the logo has gone through five major revisions



# REWARD SYSTEM

- Columbia Pictures seeks for employees, who can think and act on their own, and are able to adapt to changes and make innovation
- Employees are trying to improve both individually and organizationally to ensure that every employee can develop their competency, empowering them to create careers in which they can feel a sense of their own growth
- The company itself is a place of education
- The growth of the individual and the organization as a whole will lead to the development of company
- The job itself contributes to personal growth
- Focused on development through practice at work, integrate knowledge and experience, as well as theory and firstly implementation
- The most important role of a managers and departments directors is to nurture people who can think and act on their own



THANK YOU FOR YOUR ATTENTION

