



ENGLISKI JEZIK STRUKE 2

letnji semestar 2020/21.





TOPIC 1: COMPANY TYPES AND STRUCTURES

pp. 1-12



COMPANY STRUCTURES

Name and explain the following organizational structures:

TYPE 1:

pyramidal or hierarchical structure

the most common type;
the chain of command goes from
the top down and each employee
has a supervisor



Management

White-collar workers

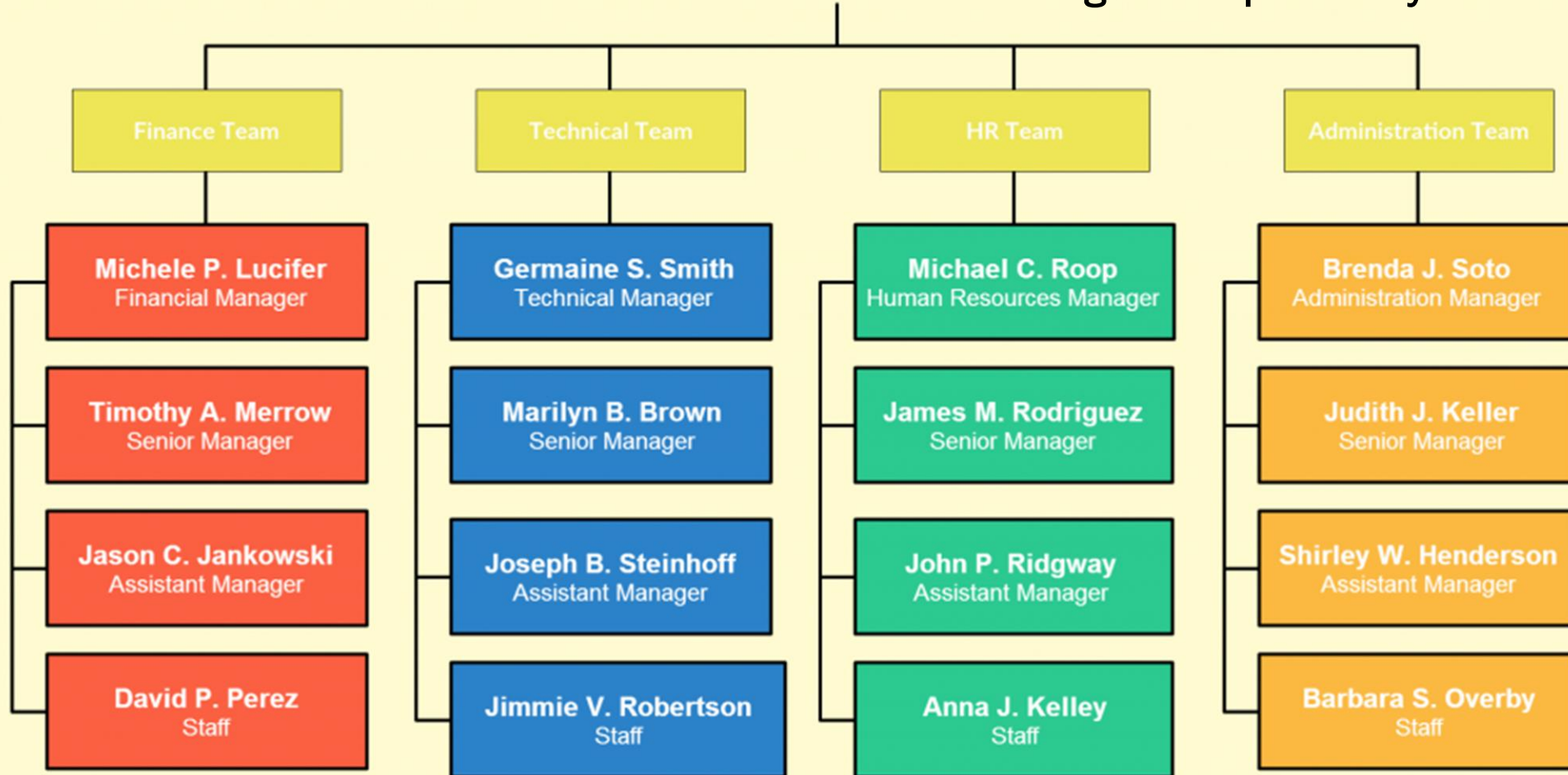
Manual/blue-collar workers

TYPE 2: functional org. structure



Miky Davis
CEO

also known as bureaucratic org. str.; based on the specialization of the workforce; each department managed independently



TYPE 3:

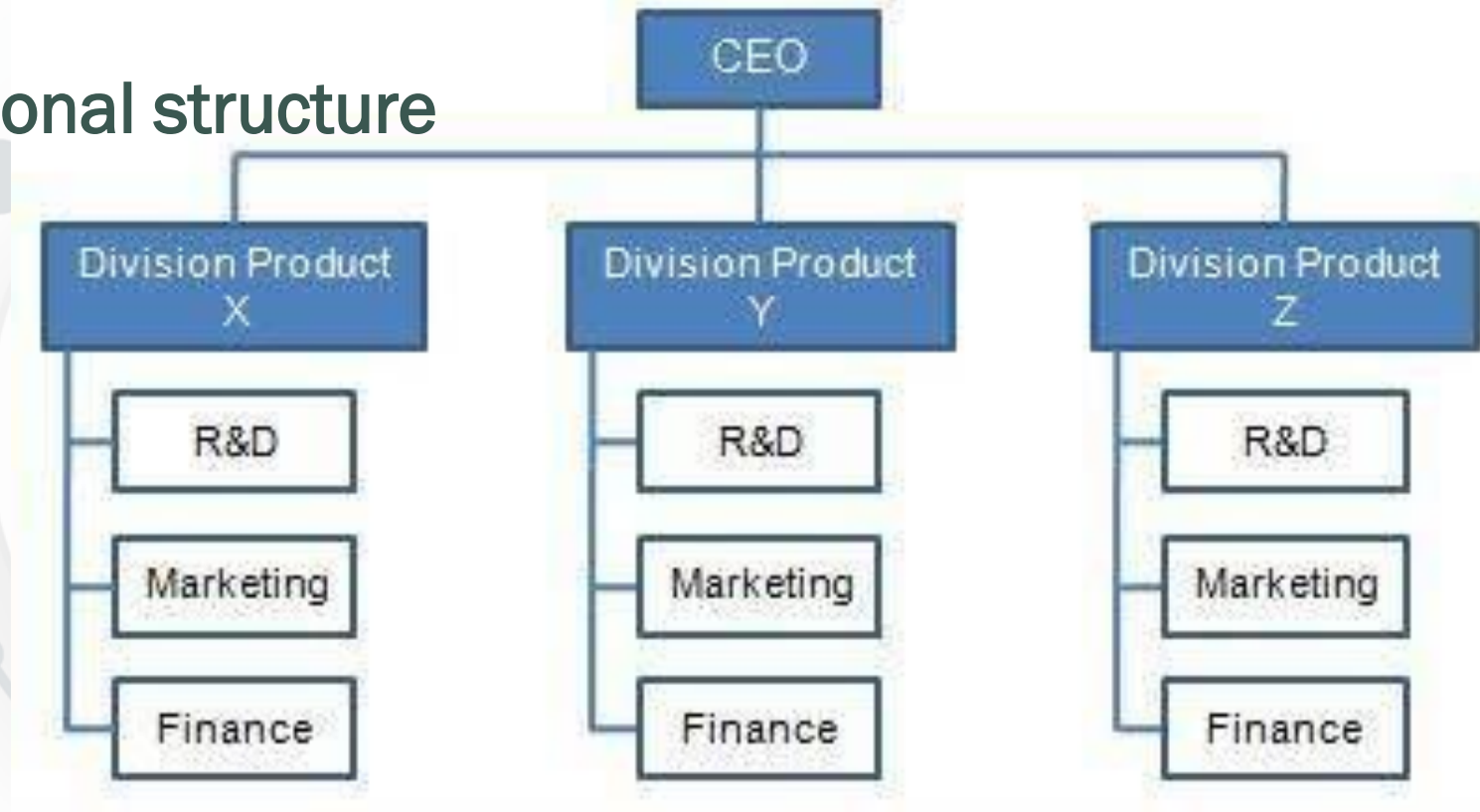
flat organizational structure



also called flatarchy (flat + hierarchy); flattens the hierarchy and chain of command; gives employees more autonomy

TYPE 4:

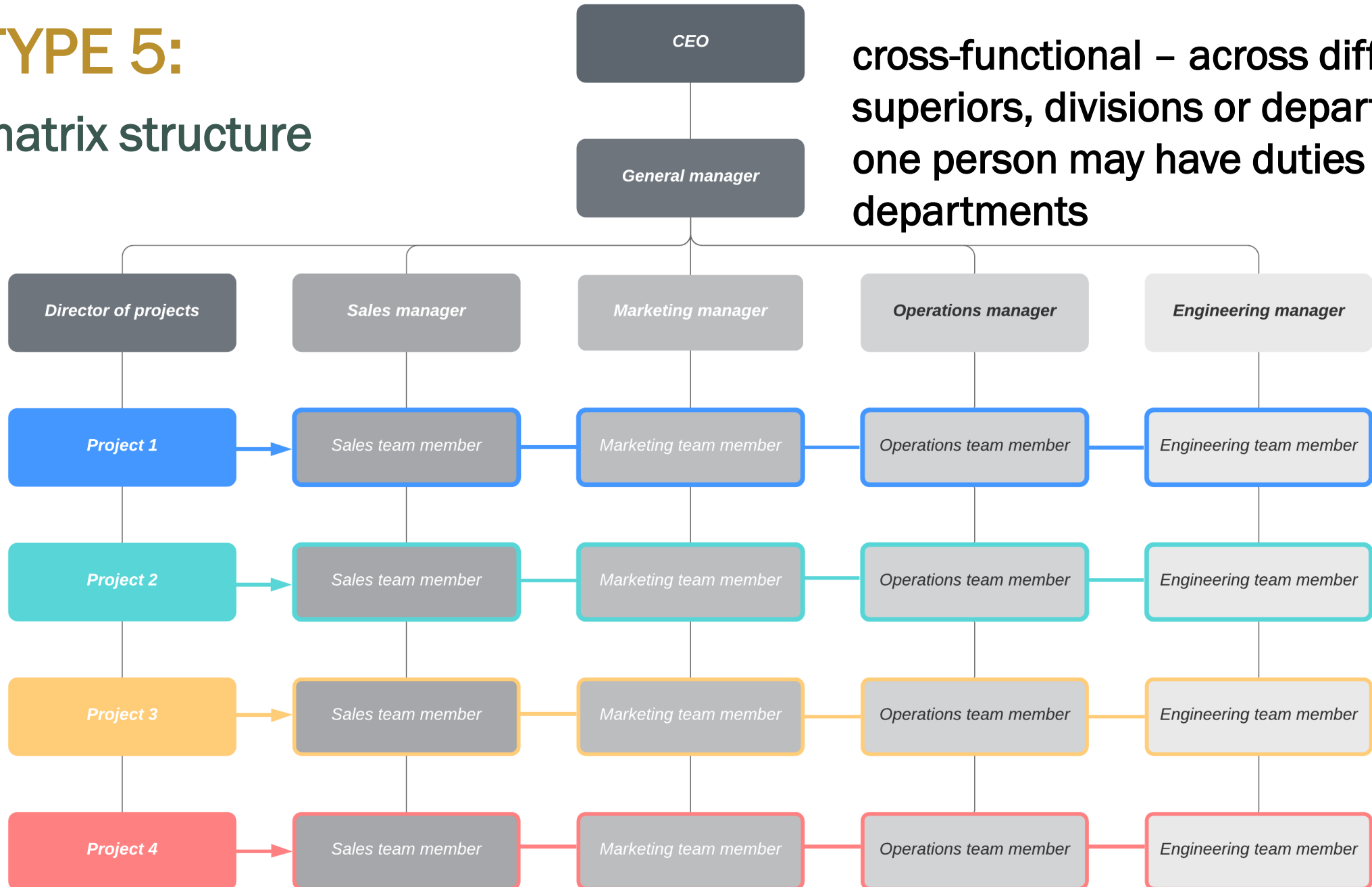
divisional
organizational structure



company's divisions have control over their own resources; division by products or geographic regions

TYPE 5: matrix structure

cross-functional – across different superiors, divisions or departments; one person may have duties in more departments



Match the terms in the box below with their definitions.

chain of command lines of responsibility spans of control Board of Management

- 1 Handing decision making from the higher levels of an organization to lower ones. *chain of command*
- 2 The number of people a manager can effectively manage in a particular situation. *spans of control*
- 3 The specification of individual employees' responsibilities for particular aspects of work and of their management responsibilities and who they report to in the organization. *lines of responsibility*
- 4 A committee of members elected by the shareholders to manage and oversee the company. *Board of Management*



TYPES OF COMPANY

Match company types with their definitions.

This is a one-person business. The person may describe themselves as '**self-employed**' (e.g. the owner of a small shop) or as a '**freelancer**' if they are a professional who works for different clients.

The shares of the company are **privately owned**, usually by a small number of people

A group of people who work together as equals, share the risks and the profits.

These are the large companies listed on stock exchanges like Apple and Toyota Motor. Anyone can buy their shares.

DO NOT CONFUSE A **STATE-OWNED ENTERPRISE** WITH A PUBLIC COMPANY.

public company (BrE)/ Corporation (AmE)

sole trader (BrE)/ sole proprietor (AmE)

private company

partnership

1.4 Read what Pieter says about company culture at his previous company and his current company. The text has eight wrong words. Find them and correct them.

“ In my last job I worked for a large telecommunications company. It used to be the **estate-owned monopoly**, but they privatized it in the nineties. Unfortunately, the **cultural** there hasn't really **changed**. Decision-making is very slow-moving and **bureaucracy** - everything has to be agreed all the way up the chain before action can be taken.

I didn't really like working there, and I moved to a smaller competitor two years ago. It's much better now - I have more **responsible** because my boss trusts me and he **relegates** a lot of interesting projects to me. Everybody knows what is going on and can make a contribution - communication works well in both directions, both **bottom-down** and **top-up**. It's a dynamic, **innovation** company and we're growing fast. I hope to continue working here for several more years.

”

1. state-owned enterprise

2. culture

3. bureaucratic

4. responsibilities

5. delegates

6. bottom-up

7. top-down

8. innovative



PEOPLE IN A COMPANY

payroll

head office or headquarters (HQ)

labor unions (AmE) = trade unions (BrE)

*a strike, stoppage, walk-out
a go-slow
an overtime ban*



white-collar workers
=
administrative, office
workers

blue-collar workers
=
manual workers

Corporate titles



Chairman/chairwoman
Managing director
Chief executive

CFO/Finance director

Marketing director

IT director

Research director

*What are their
American
correspondents?*

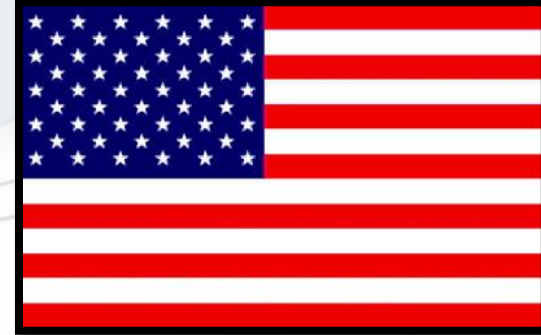
Generalni direktor

Komercijalni/finansijski
direktor

Direktor marketinga

Direktor IT sektora

Direktor istraživanja



President

CEO
COO

CFO

VP of marketing

VP of IT

VP of research

Use these words and phrases to complete the sentences.

is part of

at a lower level

is in charge of

at a higher level

runs

reports to

liaises closely with

- 1) The Chief Executive Officer (CEO) _____ the company.
- 2) The Chief Financial Officer (CFO) _____ the senior management team.
- 3) The CFO _____ the CEO.
- 4) The CFO _____ all the financial aspects of the business.
- 5) The Sales Director for Sweden _____ the Chief Marketing Officer in the States.
- 6) Senior people _____ make important business decisions.
- 7) Junior people _____ perform every day duties.



LISTENING

Watch / listen to the video and fill in the blanks.

1. Meet Nancy. She's the CEO of Awesome Corp, a company with 35 employees.
2. Jim is Nancy's second-in-command and reports directly to her.
3. Jim oversees a wide variety of areas, including production, sales and marketing.
4. Simply put, Mutly is responsible for the financial health of the company.
5. Nancy, Jim and Mutly are Awesome Corp's executive team.
6. Let's take a look at the Financial Department
7. Layla manages accounts receivable – that's the money coming into the from its customers.
company
8. She makes sure invoices get issued and that Awesome corp. gets paid on time.
9. Thomas is Layla's peer - they are likely to receive comparable compensation.
10. Thomas handles accounts payable and the company's taxes.
11. Susan makes sure that the company always has sufficient resources and that service contracts are up-to-date.
12. She frequently scouts new vendors.
13. Decision making power flows from the top to the bottom, with a greater concentration at the top.

1.1 Underline the correct word in italics.

- 1 My brother is a plumber. He's *autonomous / self-employed*.
- 2 The people who own a private company might include the founder of the company, some family members, and perhaps a few business *associates / companions*.
- 3 In a public company anybody can buy the *actions / shares*.
- 4 A public company is *listed / posted* on a stock exchange.
- 5 Our railways were recently privatized. I think the service was better before, when they were a *public company / state-owned enterprise*.
- 6 The Purchasing Department is responsible for *buying parts and raw materials / making the final product*.
- 7 If you have a complaint, please contact *Consumer Services / Customer Services*.
- 8 All recruitment and selection is done by our *Human Relations / Human Resources Department*.
- 9 Innovation is the key to our success and we have recently expanded the *Research and Design / Research and Development Department*.

- 10 In the Legal Department we have three *lawyers* / *advocates* trained in commercial law.
- 11 It's the CEO's job to *control* / *run* the company.
- 12 Our Business Development Officer is *responsible for* / *the responsible for* finding new business opportunities.
- 13 I can't take that decision. It will have to be referred to *higher people* / *more senior people*.
- 14 That decision will have to be taken at *a higher level* / *a more superior level*.
- 15 In the department there are six Sales Representatives and their *line director* / *line manager*.
- 16 The Sales Department has *to liaise* / *liaison* closely with Marketing.
- 17 She *is part of* / *makes part of* a team of designers.
- 18 I am the Financial Controller, and I *relate directly* / *report directly* to the Finance Director.

1.2 Complete each sentence with a verb from the box.

answers *arranges* *checks*
collects *deals* *maintains*

- 1 The Quality Assurance Section checks that the products have no defects.
- 2 The Logistics Department arranges the transport of goods and materials.
- 3 Technical Support answers specific questions from customers about how to use the product.
- 4 The Market Research Section collects and analyzes information about the needs of consumers.
- 5 The Accounts Department deals with invoices and payments.
- 6 The IT Department maintains the computer network.

1.3 Complete the text about operations with the words and phrases in the box.

back-office functions *behind the scenes*
day-to-day basis *liaise closely* *makes a profit*
meet their needs *recruit* *step on anyone's toes*

Everyone knows the functions of company departments such as Marketing and Finance. Marketing is about promoting the company, and making sure that customers can find products that ¹ *meet their needs*. Finance is about controlling the resources of a company to make sure that the business ² *makes a profit*.

But what about Operations? The department name is less well known, yet many large companies are run on a ³ *day-to-day basis* by Operations Managers.

Operations is about the internal processes of a company. In a manufacturing company an Operations Manager will make sure the production process is running smoothly. In a hotel they are responsible for bookings, front desk, maintenance, etc. In a bank they look after the administration of accounts and other ⁴ *back-office functions*.

Operations Managers have to ⁵ *liaise closely* with people from other departments. In the factory, it is with Purchasing Managers who buy the raw materials. In the hotel, it is with Human Resources Managers who ⁶ *recruit* new staff. In the bank it is with IT Managers who work ⁷ *behind the scenes* to keep everything running. So the Operations Manager has to be careful not to ⁸ *step on anyone's toes*.



HOMework

Use the following words to form the organizational structure of FON

- Consists of
- Is composed of
- Contains
- Is made up of
- Includes
- Is divided into

