

# Companies

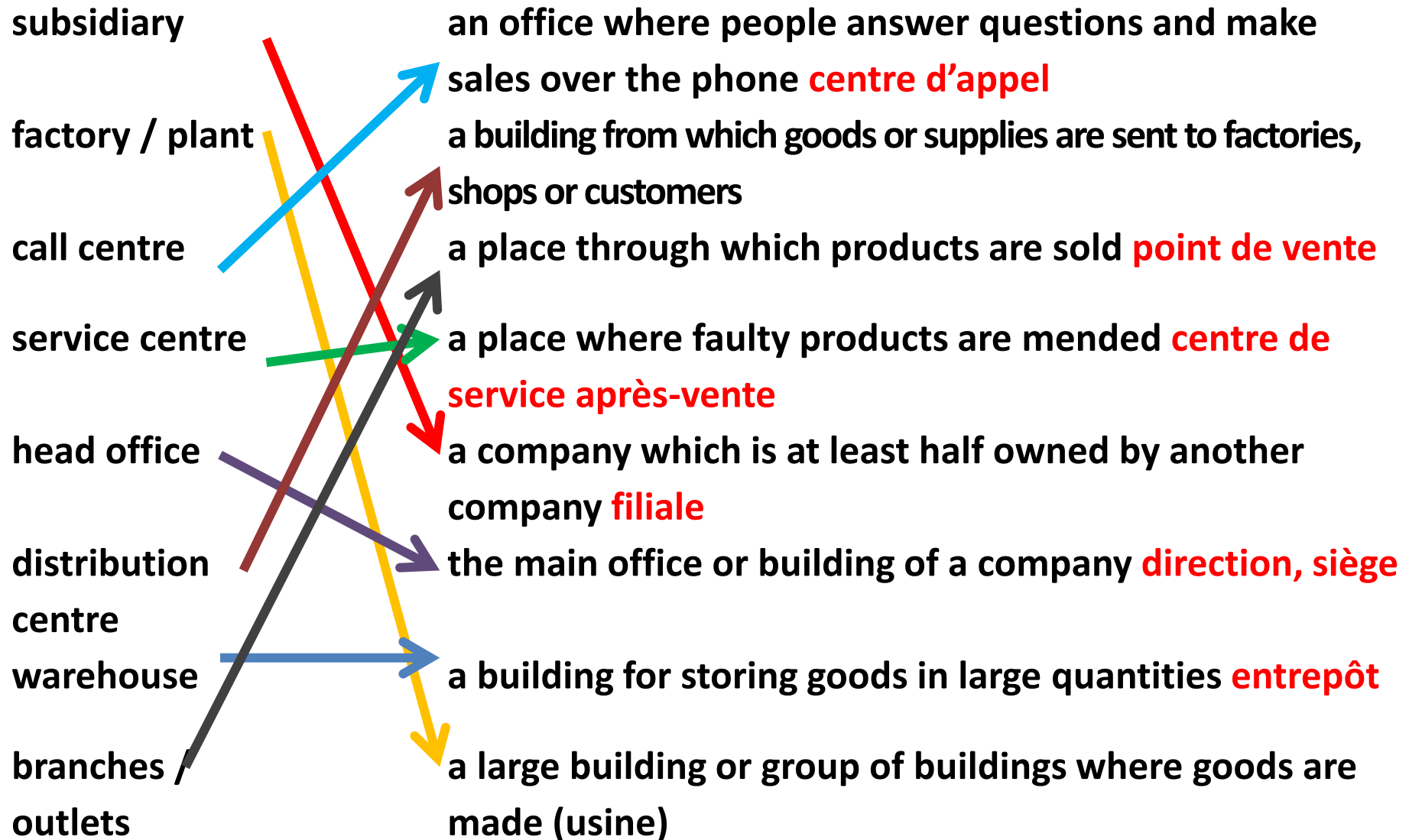
- organisation

Work environment	May be more friendly in a small family business. But some family-owned businesses are multinationals with thousands of employees, and the environment may not be that different to working in an ordinary multinational. Self-employed people working on their own sometimes complain about feeling isolated. You may feel more in control running your own company, but there again, if you have employees to look after, this can be a big responsibility.
Pay	Small family companies may or may not pay good wages and salaries. One issue here is that when multinationals come to an area with low unemployment, they may make it more expensive for firms in the area to employ people in office or factory jobs. On the other hand, some multinationals are well known for paying very low wages to people in places such as fast-food outlets. The pay of self-employed people, of course, varies enormously.
Promotion possibilities	There will be fewer opportunities for possibilities promotion in family companies, especially if family members are in key positions. Multinationals will probably offer more scope -the fast-food worker may become a branch manager and possibly go even further, but examples of top managers who have risen all the way from shop-floor level are rare.
Job security	Family companies may hesitate longer (= probability before laying people off out of a feeling of responsibility towards their employees. Multinationals have had different attitudes towards laying people off, but companies in general are probably quicker to lay people off than before.

## 2) Which business sectors would you like to work in?

- Telecommunications/Media
- Transport
- Vehicle manufacturing
- Engineering
- IT /Electronics
- Retailing
- Food and drink
- Construction
- Pharmaceutical
- Tourism
- Banking and finance
- Other

### 3) Match the words and phrases to the correct place on the diagram



**4) Listen to the comments from different places in the organisation and write them down. Then match them to the places mentioned in the previous exercise**



Stock levels have been low for two weeks now.

**- warehouse**

Why do we always have to check with the parent company before making decisions?

**- subsidiary**

Hold on a minute, please. I'll transfer you to a supervisor.

**- Call centre**

We need to deliver this consignment on Friday

**- Distribution Centre**

The production line is operating at full capacity.

**- Factory / Plant**

The Board of Directors has fixed the Annual General Meeting for Tuesday the second.

**-Head office**

Can you e-mail these sales figures through to head office as soon as possible?

**- Head office**

All our engineers are out working on repairs at the moment.

**- Service centre**

## 5) Complete the sentences below with words and phrases from the box

share price, workforce, profit, turnover, subsidiary, market share, head office

The amount of money a company receives from sales in a particular period is called \_\_\_\_\_ **turnover** \_\_\_\_\_

The money a company makes after taking away its costs is its **profits**

A company which is more than 50% owned by a parent company is called **subsidiary**

The employees in a particular country or business are called the **workforce**

The percentage of sales a company has in a particular market is its **market share**

The main building or location of a large organization is its **head office**

The cost of a company's shares is its **share price**

## 8) What do the following departments do?

- **R&D:** In R&D, people research and develop new products
- **Customer Service:** In customer service, people give help to customers and deal with their problems.
- **Human Resources:** In Human Resources, people find new employees, keep records about all the organization's employees, and help them with any problems
- **Sales and Marketing:** In Sales and marketing, people sell and advertise products, they do so by understanding what customers want, how much they will pay, etc.
- **Finance:** In finance, people are responsible for organising the financial and accounting affairs including the preparation and presentation of appropriate accounts, and the provision of financial information for managers.
- **Administration:** In administration, people manage the way the company functions
- **Legal:** In legal, people deal with everything relating to the law.
- **Logistics:** In logistics, people control stock levels, operate storage facilities and transport goods.
- **Public Relations:** In PR, people work to keep good relationships between the organization and the people outside it
- **IT:** In IT, people use computers and other electronic equipment to store and send information

## 9) Match these activities to the correct department in the previous exercise

- 
- deal with complaints **gérer les plaintes**
  - draw up contracts **rédiger les contrats**
  - carry out research **réaliser des recherches**
  - train staff **former le personnel**
  - run advertising campaigns **mener des campagnes publicitaires**
  - issue press releases **publier des communiqués de presse**
  - operate assembly lines **faire fonctionner les chaînes de montage**
  - prepare budgets/ accounts **comptes**
  - keep records **tenir les registres**
  - transport goods and equipment
  - install and maintain systems
- R&D:
  - Customer Service:
  - Human Resources:
  - Sales and Marketing:
  - Production:
  - Finance:
  - Administration:
  - Legal:
  - Logistics:
  - Public Relations:
  - IT:



**10) Listen to three people talking about their work.**  
**Which department do they work in? Choose from the**  
**departments in exercise 8.**



- Well, in some ways, it's quite a conservative company, so some of the systems are bit old-fashioned. There's still a lot of paperwork, so I suppose you could say it's very bureaucratic. I seem to spend a lot of time looking in files, both on the computer and in our paper archives.
- → **administration ( keep records)**

**10) Listen to three people talking about their work.**  
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**the departments in exercise 8.**



- Our department seems to be busy all the time. We're always getting enquiries from journalists and dealing with the broadcast media. I guess it's because we have such a high-profile boss. Although the company itself is quite hierarchical, our department is actually very democratic – everyone is an equal member of the team.

**→ Public Relations**

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**the departments in exercise 8.**



- It's a big department, and we deal with a lot of employees. It's everything from recruitment and running training courses through dealing with retirement. It's quite a progressive company, so everything is open plan – which is a bit difficult if I need to have a private meeting. There are meeting rooms, but they always seem to be busy.

→ **Human resources**

Which of the words below can describe:

a) good qualities of an organisation? 😊

b) bad qualities of an organisation? 😞

- Bureaucratic 😞
- Decentralised 😊
- Impersonal 😞
- Caring 😊
- Democratic 😊
- Market-driven 😊
- Centralised 😊 😞
- Dynamic 😊
- Professional 😊
- Conservative 😊 😞
- Hierarchical 😞
- Progressive

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- Conservative 😊 😞
- Hierarchical 😞
- Progressive 😊

**12) Look at these words used to describe organisations. Underline the stressed syllable in each word, then listen and check your answers**



- Bureau**cr**atic
- De**ce**ntralised
- Im**pe**rsonal
- **Ca**ring
- Demo**cr**atic
- **Ma**rket-driven
- **Ce**ntralised
- Dyn**am**ic
- Pro**fe**ssional
- Con**se**rervative
- Hier**ar**chical
- Pro**gre**ssive

## Find the rule:

- Bureau**cr**atic
- Demo**cr**atic
- Dyn**a**mic
- Hier**ar**chical

→ Règle fan'tastic : Avec le suffixe -ic, l'accent tombe sur l'avant-dernière syllabe.

# Do you remember this one?

- Professional

Les mots de type ION sont accentués sur la syllabe qui précède le suffixe

i

e V ( C)

u

pe'culiar, spon'taneous, e'ventual

-ia, -iac, -iad, -ial, -ian, -iar, -iate, -iel, -ient, -ier, -ies, -iet, -io, -iol, -ion, -iom, -iot, -ious, -ium, -ius, -ea, -eal, -ean, -ear, -eate, -eon, -eous, -ual, -uar, -ate, -uene, -uine, -uit, -uous.

L'accentuation reste identique si l'on ajoute un deuxième suffixe faible

--> pe'culiarly, e'ventually, spon'taneously

Exception de type ,Euro'pean: -ea, -eal, -ean, bien qu'ayant la structure ION, ont un accent sur -e- dans de nombreux mots.



# Most common stress pattern

- De**cent**ralised
- Im**per**sonal
- **Cen**tralised
- Con**ser**vative

Règle 'origin

VCV(C)# accent sur l'anté-pénultième syllabe (schéma 100) <-- cas le plus fréquent

Would you like to work in the building in the photo?  
Explain why or why not?



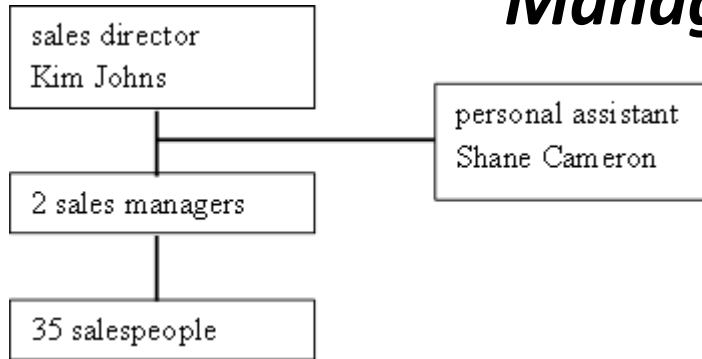
- What type of company is it?
- What do they make?
- Is Ed the only owner?
- Who is part of the management team?
- Who makes sure the products are made?
- Who elects the board of directors?

All publicly traded companies have the same basic corporate structure. **Let's** look at Ed's carpets. Ed's name is on the **building (bâtiment)**, but his company is owned by shareholders. Ed **holds stock (détient des titres)** in the company, so he is one of the shareholders. If all the shareholders try to manage the company, nothing gets done, instead they **hire (embaucher)** a management team to **run** the company (**diriger l'entreprise**) for them. This team **includes (inclut)**: a chief executive officer- CEO, a chief operations officer- COO and a chief finance officer- CFO. **Underneath (sous)** these three, there are managers and employees who make sure the carpets are being made and delivered every day. The management team **can't** report to every shareholder, so a company board of directors is **created**. Directors are elected to the board by the shareholders. A board is usually **made up (composer, constituer)** of a mix of shareholders and management. The board helps direct the company's management and **protects** the shareholders' **investment** in the company.

# Translate

- les actionnaires qui possèdent cette entreprise ont nommé une équipe de direction présidée par un PDG ,lui-même secondé par un directeur général et un directeur financier.
- *the shareholders who own this company named a management team chaired by a CEO , himself assisted by a COO and a CFO.*
- Le conseil d'administration composé, en principe, à la fois d'actionnaires et de membres de l'équipe de direction décide des futurs investissements de l'entreprise.
- *The board of directors which usually includes shareholders as well as members of the management team decides the firm's future investments.*

# Managing departments



- Kim Johns is the sales director at Exquifoods – he is the head of the sales department. There are 38 people who work under Kim – 2 sales managers, 35 salespeople and his personal assistant (PA), Shane Cameron. Shane helps Kim with his work. For example, Shane is responsible for organizing Kim’s meetings.

## *c) Correct these statements about expressions from A and B .*

You **can't** use the word 'boss' in a formal report.

The person in charge of sales in a company is the **sales** director.

If you work under someone, **that person is your** boss.

PA stands for **personal** assistant.

Someone in charge of a department can be referred to as its **head**

d) Who is in charge of the following?

making the products \_\_the production director\_\_\_\_

running the whole company\_\_the CEO\_\_\_\_

getting the money to develop the products \_the  
finance director\_\_\_\_

finding customers for the products\_\_the sales  
director\_\_\_\_

thinking of new ideas for  
products\_\_\_\_\_

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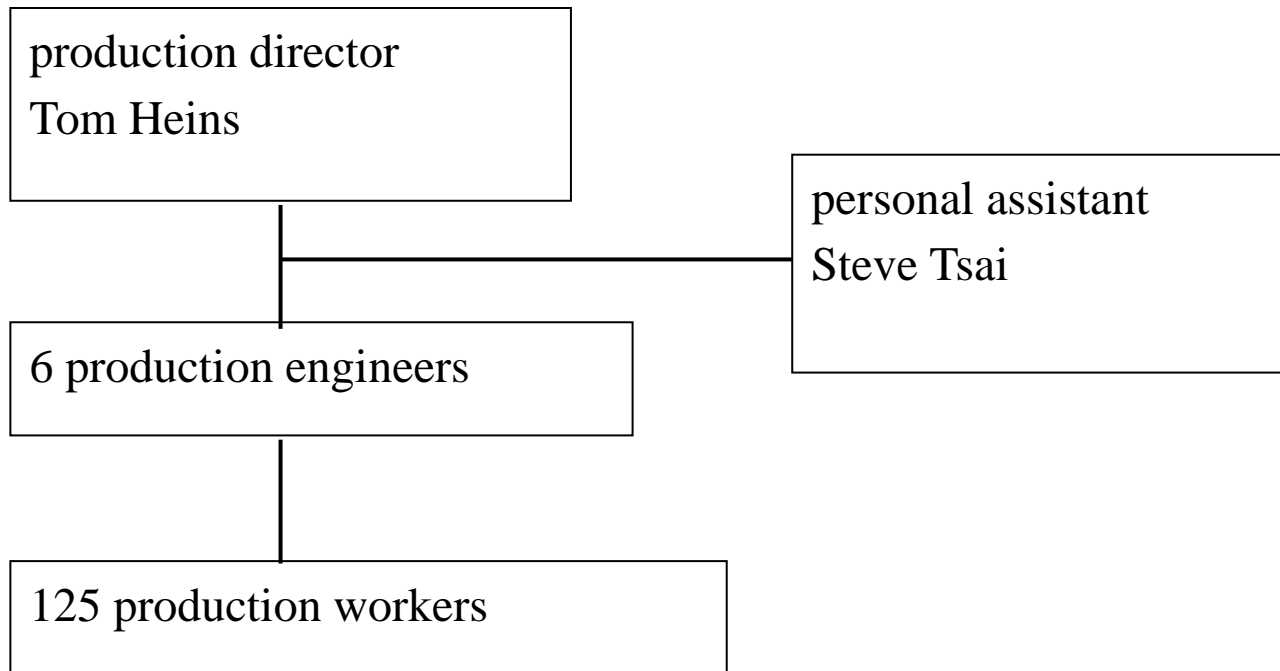
getting the money to develop the products \_the  
finance director\_\_\_\_

finding customers for the products\_\_the sales  
director\_\_\_\_

thinking of new ideas for products\_\_the R&D  
director\_\_\_\_

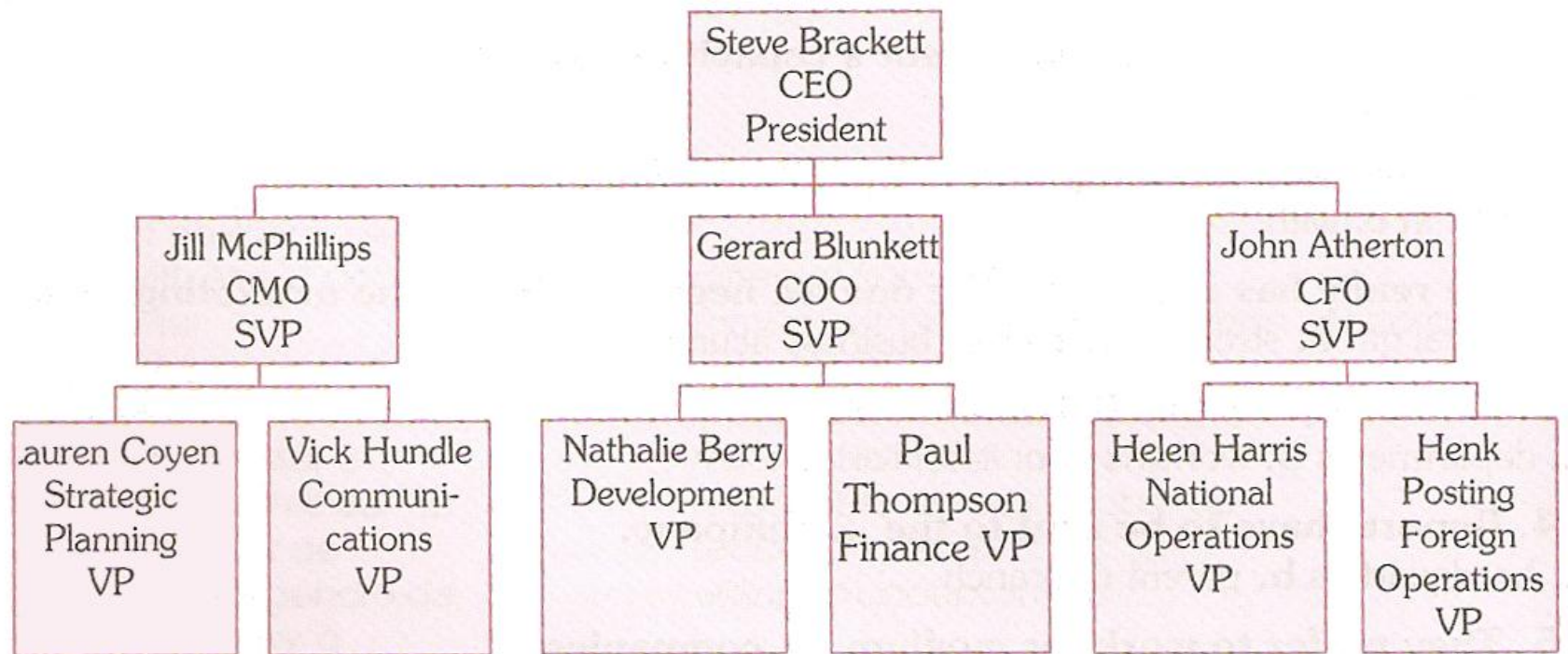


***Draw an organization chart for the production department at Exquifoods based on this information and write sentences to describe it.***



Tom Heins is in charge of production. Approximately 130 people work under him – 125 production workers, six production engineers and his personal assistant, Steve Tsai.

First name and surname	function	Hierarchical level	Direct superior	Direct subordinates
Steve Brackett	CEO	President		Jill McPhillips , Gerard Blunkett John Atherton
Jill McPhillips	CMO	SVP	Steve Brackett	Lauren Coyen, Vick Hundle
John Atherton	COO	SVP	Steve Brackett	Helen Harris, Henk Posting
Gerard Blunkett	CFO	SVP	Steve Brackett	Nathalie Berry, Paul Thompson, Jean Brooks
Lauren Coyen	Strategic planning	VP	Jill McPhillips	
Vick Hundle	Communications	VP	Jill McPhillips	
Helen Harris	National operations	VP	John Atherton	
Henk Posting	Foreign Operations	VP	John Atherton	
Nathalie Berry	Development	VP	Gerard Blunkett	
Paul Thompson	Finance	VP	Gerard Blunkett	



- Furniture store
- Low-cost
- Simple
- Modern
- Flat-packs
- Put together



**18) Peter Jekelby, IKEA's UK deputy Country Manager,**  
**talks about four factors that make IKEA a successful**  
**company.** Listen and number the four factors in the  
previous exercise in the order in which he mentions  
them.

	focusing on how to increase market share		responding to the needs of the workforce
<b>2</b>	having a strong company culture	<b>4</b>	having user-friendly packaging
<b>3</b>	having good designers who also understand production	<b>1</b>	starting with a simple business idea that is easy to understand.

- I: What are the factors that make IKEA such a highly successful company?

PJ: I think for IKEA it starts with a very simple, straightforward business idea that is easy to understand, easy to work with, both for customers as well as co-workers actually. Added to that, we have a strong culture in the company that links this together. I think that's one of the big reasons for us being successful worldwide.

We have designers who are not only good on designing good-looking products, they understand production, they're working closely with our trading offices around the world, they're going into suppliers, developing with suppliers products in the production line. Then, from there on, it's about the packaging, how we transport, flat packages, how we bring it into the store, easy to put on the shelf; and then of course, for the customer, easy to bring home.

**19) Listen to the second part of the interview and complete these notes.**

IKEA manages to stay ahead of the competition by:

**Understanding** the market and the customer needs.

understanding how the **competitors** are acting being not only about products, but also about **offering solutions** to people's needs

- I: How do you stay ahead of the competition in your business?

PJ: That again is linked to understanding the market, the customer needs, the trends about that, how people live; of course, also understanding how the competitors are acting, what is going on in the market, price developments, new ways of meeting the customer and being aware of the the trends and how we tackle that. But I think by the end of the day, I think IKEA- we are not only about products, we are about offering solutions to people's needs and understand that actually we can be very smart and make it practical and not only again good-looking furniture.



- PJ: I think again, er, stay true to yourself; be aware of the market you enter into, but still build on your strengths; don't complicate it, in that sense, but still find this kind of combination of, er, we are IKEA in this case, and this is the local market. Where is the difference, what do we need to adjust and adopt; what do we need to understand? And then, er, have an offer that fits that.

**20) Listen to the final part and decide which of the following was the interviewer's question.**

- What new projects are you currently involved in?
- How can you keep up your performance at such a difficult time for the economy?
- What are the things a successful international business must do?
- Where are you planning to expand in the next five years?

- In a survey for the Financial Times, 1,000 respondents (all of them Chief executive officers) across 25 countries identified the companies they respect the most and gave the reasons of their choices. The criteria used for ranking include, among others, innovation, shareholder value, customer service and community commitment (i.e. supporting the community by creating jobs, protecting the environment, giving money to charity, etc..)

**Community commitment**

Rank	Name	Country	Sector
1	Microsoft	USA	IT
2	Toyota	Japan	Engineering
3	Coca-Cola	USA	Food/Beverage
4	BP	UK	Energy/ Chemicals
5	McDonald's	USA	Media/Leisure
6	General Electric (GE)	USA	Electrical/ Electronics
7	IBM	USA	IT
8	Johnson & Johnson	USA	Healthcare
9	Disney	USA	Media/Leisure
10	Unicef	USA	

**Customer service**

Rank	Name	Country	Sector
1	Toyota	Japan	Engineering
2	Dell	USA	IT
3	IBM	USA	IT
4	Microsoft	USA	IT
5	Disney	USA	Media/Leisure
6	Southwest Airlines	USA	Transport
7	Wal-Mart	USA	Retail
8	McDonald's	USA	Media/Leisure
9	General Electric (GE)	USA	Electrical/ Electronics
10	BMW	Germany	Engineering

- Were you surprised at the results?
- Were there any companies that you expected to see, but didn't?
- Or companies that you were surprised to see?
- <http://www.ritholtz.com/blog/2011/02/100-most-respected-companies/>

# Identify the different tenses

- *They do everything to make clients satisfied," says one respondent.*
- *'Bill Gates' contributions to charity have dramatically changed the image of Microsoft,' says one CEO*
- *Toyota, in second place, has 'a commitment to train local suppliers and employees.' says another respondent*
- *The next generation of respected companies, says one CEO, will be those that develop environmental technology and medical treatments for global use and that contribute to world peace and safety*

The present perfect simple expresses an action that is still going on or that stopped recently, but has an influence on the present. It puts emphasis on the result.

### Form of Present Perfect

	Positive	Negative	Question
<b>I / you / we / they</b>	I have spoken.	I have not spoken.	Have I spoken?
<b>he / she / it</b>	He has spoken.	He has not spoken.	Has he spoken?

### Exceptions in Spelling when Adding 'ed'

Exceptions in spelling when adding *ed*

after a final *e* only add *d*

final consonant after a short, stressed vowel

or / as final consonant after a vowel is doubled

final *y* after a consonant becomes *i*

Example

love – loved

admit – admitted

travel – travelled

hurry – hurried

## **Use of Present Perfect**

puts emphasis on the result

Example: She *has written* five letters.

action that is still going on

Example: School *has not started* yet.

action that stopped recently

Example: She *has cooked* dinner.

finished action that has an influence on the present

Example: I *have lost* my key.

action that has taken place once, never or several times before the moment of speaking

Example: I *have never been* to Australia.

## **Signal Words of Present Perfect**

already, ever, just, never, not yet, so far, till now, up to now



The past perfect simple expresses an action taking place before a certain time in the past.

## Form of Past Perfect Simple

	Positive	Negative	Question
<b>no differences</b>	I had spoken.	I had not spoken.	Had I spoken?

For irregular verbs, use the past participle form (see [list of irregular verbs](#), 3rd column). For regular verbs, just add *ed*.

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- **Use of Past Perfect**
- action taking place before a certain time in the past (putting emphasis only on the fact, not the duration)  
Example: Before I came here, I *had spoken* to Jack.
- Conditional Sentences Type III (condition that was not given in the past) Example: If I *had seen* him, I would have talked to him.
- **Signal Words**
- already, just, never, not yet, once, until that day (with reference to the past, not the present)
- If-Satz Typ III (If I had talked, ...)

## Statements

When transforming statements, check whether you have to change:

- pronouns
- present tense verbs (3rd person singular)
- place and time expressions
- tenses (backshift)

Type

Example

**direct speech**

“I speak English.”

**reported speech  
(no backshift)**

He says that he speaks English.

**reported speech  
(backshift)**

He said that he spoke English.

## Direct Speech

Simple Present

Present Progressive

Simple Past

Present Perfect Simple

Past Perfect Simple

Past Progressive

Present Perfect Progressive

Past Perfect Progressive

Future I (going to)

Future I (will)

Conditional I (would)

## Reported Speech

Simple Past

Past Progressive

Past Perfect Simple

Past Perfect Progressive

was / were going to

Conditional I (would)

## Backshift

You must change the tense if the introductory clause is in Simple Past (e. g. *He said*). This is called *backshift*.

Example

He said, "I am happy." – He said that he was happy.

The verbs *could*, *should*, *would*, *might*, *must*, *needn't*, *ought to*, *used to* do not normally change.

# Backshift

- They do everything to make clients satisfied," says one respondent.
- One respondent said that they did everything to make clients satisfied.
- 'Bill Gates' contributions to charity have dramatically changed the image of Microsoft,' says one CEO
- A CEO said that 'Bill Gates' contributions to charity had dramatically changed the image of Microsoft
- Toyota, in second place, has 'a commitment to train local suppliers and employees.' says another respondent
- Another respondent said that Toyota, in second place, had a commitment to train local suppliers and employees
- The next generation of respected companies, says one CEO, will be those that develop environmental technology and medical treatments for global use and that contribute to world peace and safety
- One CEO said that the next generation of respected companies would be those that developed environmental technology and medical treatments for global use and that contributed to world peace and safety