

Worksheet 2– A Company’s Organisation

1) Which of these companies would you like to work for? Why?

a family-owned company / a multinational company / your own company (be self-employed)

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

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

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

subsidiary	an office where people answer questions and make sales over the phone
factory / plant	a building from which goods or supplies are sent to factories, shops or customers
call centre	a place through which products are sold
service centre	a place where faulty products are mended
head office	a company which is at least half owned by another company
distribution centre	the main office or building of a company
warehouse	a building for storing goods in large quantities
branches / outlets	a large building or group of buildings where goods are made

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

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 _____

The money a company makes after taking away its costs is its _____

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

The employees in a particular country or business are called the _____

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

The main building or location of a large organization is its _____

The cost of a company’s shares is its _____

6) Complete the extract from a company report with appropriate words or phrases from the box in the previous exercise.

Financial performance

I am pleased to say the company has continued its excellent performance. We are changing, growing and doing well at a difficult time for the industry. _____ was €57.2 million, an increase of 15% on last year, and _____ rose by 5% to €6.4 million.

We are a highly competitive business. We have increased our _____ to 20%. Consequently our _____ has risen and is now at an all-time high of €9.6.

Increased production and strong demand have had a positive effect on our cash flow, so we are able to finance a number of new projects. We have successfully moved to our new _____ in central London. We are now planning to start full production at the recently opened Spanish _____ in October.

Finally, thanks once again to our loyal and dedicated _____. Our employees will always be our most valuable asset.

7) Complete the chart below with the information from the box. Then make sentences about the companies.

For example, Cisco Systems is an American IT company. It supplies Internet equipment.

Peugeot/ Benetton/ container ship operator/ American Express/ drug and chemical maker/ drinks supplier

Company	Main activity	Nationality
Cisco Systems	Internet equipment supplier	A _____
	Car manufacturer	F _____
Bacardi Martini		S _____
	Travel and financial services provider	A _____
Bayer		G _____
	Clothing manufacturer	I _____
Sony	Electronic goods maker	J _____
Maersk		D _____

8) What do the following departments do?

R&D: _____

Customer Service: _____

Human Resources: _____

Sales and Marketing: _____

Production: _____

Finance: _____

Administration: _____

Legal: _____

Logistics: _____

Public Relations: _____

IT: _____

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

deal with complaints : _____ operate assembly lines: _____

draw up contracts: _____ prepare budgets/ accounts: _____

carry out research: _____ keep records: _____

train staff: _____ transport goods and equipment: _____

run advertising campaigns: _____ install and maintain systems _____

issue press releases: _____

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

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

bureaucratic	caring	centralised	conservative
decentralized	democratic	dynamic	hierarchical
impersonal	market-driven	professional	progressive

13) Discuss these questions

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

Why should people in an organisation have their own office? - seniority - a need for confidentiality - the type of work they do?

14) How important are the following in showing a person's status in an organisation? Give each one a score from 1 (not important) to 5 (very important).

<input type="checkbox"/> a reserved parking space	<input type="checkbox"/> a company car	<input type="checkbox"/> more than one seat in your office
<input type="checkbox"/> an office with a window	<input type="checkbox"/> your name on your door	<input type="checkbox"/> flying business class
<input type="checkbox"/> a uniform	<input type="checkbox"/> having a secretary	<input type="checkbox"/> a company credit card
<input type="checkbox"/> a personal business card	<input type="checkbox"/> taking holidays when you like	<input type="checkbox"/> fixed working hours
<input type="checkbox"/> your own office	<input type="checkbox"/> the size of your desk	<input type="checkbox"/> more than one seat in your office

15) Video : Understanding corporate structure

a) Comprehension questions

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? _____

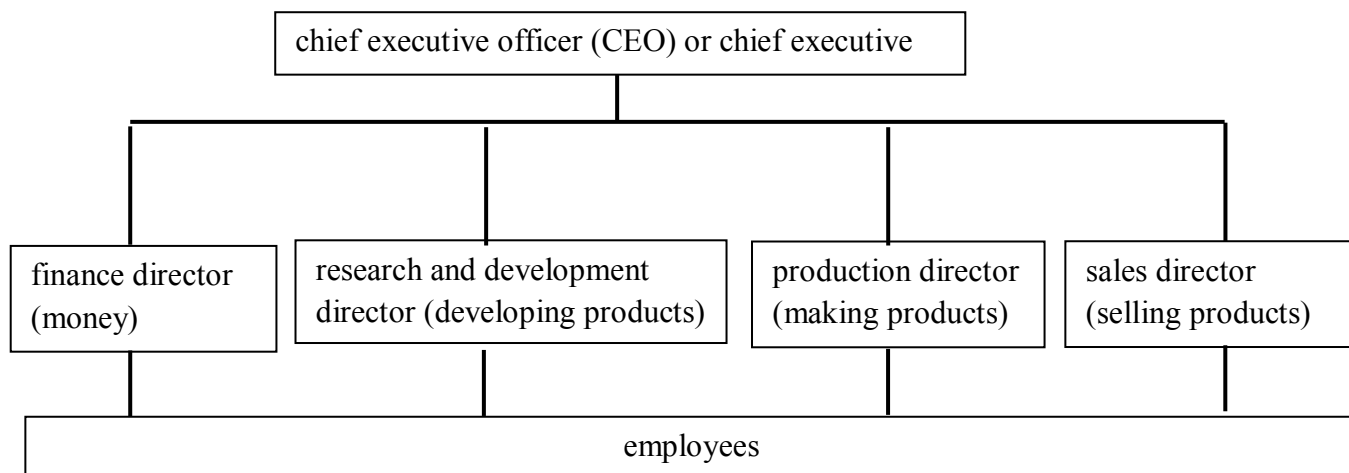
b) Fill in the blanks

All publicly traded companies have the same basic corporate structure. _____ look at Ed's carpets. Ed's name is on the _____, but his company is owned by shareholders. Ed _____ in the company, so he is one of the shareholders. If all the shareholders try to manage the company, nothing gets done, instead they _____ a management team to _____ the company for them. This team _____: a chief executive officer- CEO, a chief operating officer- COO and a chief finance officer- CFO. _____h these three, there are managers who make sure the carpets are being made and delivered every day. The management team _____ report to every shareholder, so a company board of directors is _____. Directors are elected to the board by the shareholders. A board is usually _____ of a mix of shareholders and management. The board helps direct the company's management and _____ the shareholders' _____ in the company.

16) Who's the boss?

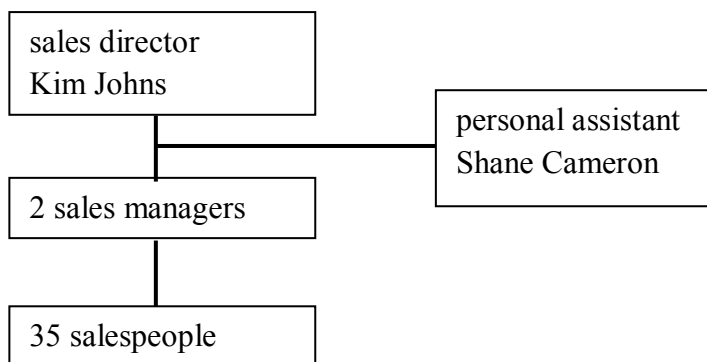
a) Managers and employees

This is part of the organization chart for Exquifoods, an American company that makes food products. The managers are responsible for different activities. For example, the research and development director is in charge of developing products.



formal: chief executive, manager / informal: boss

b) 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 opposite.

You can use the word 'boss' in a formal report.

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

If you work under someone, you are that person's boss.

PA stands for professional assistant.

Someone in charge of a department can be referred to as its header.

d) Who is in charge of the following?

making the products _____

running the whole company _____

getting the money to develop the products _____

finding customers for the products _____

thinking of new ideas for products _____

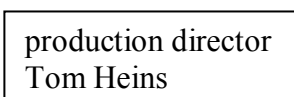
e) Draw an organization chart for the production department at Exquifoods based on this information and write sentences to describe it.

Tom Heins – production director

6 production engineers

a personal assistant – Steve Tsai

125 production workers



f) Drawing a chart

A colleague from a subsidiary abroad is going to work with you, Nathalie Berry, for a month. You need to introduce the members of the staff from top to bottom of the hierarchy, explaining their jobs, sectors of activity and responsibilities. Draw the organisation chart of the company using the information in the grid. Indicate the name and the function of each member in a box. Remember that the people at the same level should be located on the same horizontal line.

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	

17) Agree on the three most important factors from those listed below that can a company successful.

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

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.

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

IKEA manages to stay ahead of the competition by:

- _____ the market and the customer _____
- understanding how the _____ are acting
- being not only about products, but also about _____ to people's needs

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? _____

21) The world's most respected companies.

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..)

a) Work in pairs. Ask each other questions to complete the tables

b) Work in pairs

Student A : read article 1 Student B read article 2

As you read make a note of the key information about your company.

Microsoft	Toyota

Article 1: Customer service

The main factor for the success of Toyota, the number-one company for customer service, is not only its customer focus, but also its products. Toyota provides the products that customers most want to buy, and designs models that meet people's changing priorities. In particular, it has responded to the industry trend by providing smaller, more environmentally friendly cars, such as the Prius, a hybrid car with both petrol and electric engines.

However, Toyota's after-sales service too is very much appreciated. "They do everything to make clients satisfied," says one respondent.

Toyota's reward for its world-beating customer service is not just to be the world's most profitable carmaker. It is on course to become the world's biggest producer.

Three very different computer companies, fill the second, third and fourth slots - Dell, IBM and Microsoft. IBM and Dell are nominated for being customer-focused, while Microsoft scored more highly on products.

Article 2: Commitment to communities

Microsoft scores most highly in the eyes of chief executives for demonstrating commitment to, and investment in, communities.

Among the reasons they give are the work of the Bill and Mellinda Gates Foundation, the company's 'respect for local community needs and the large sums it spends on sponsorship.

'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.

Another says the autos company contributes to the protection of the environment. Third is Coca-Cola, which provides a lot of employment' and 'adapts to the culture of every country'. BP and McDonald's take fourth and fifth place, and GE comes sixth.

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.