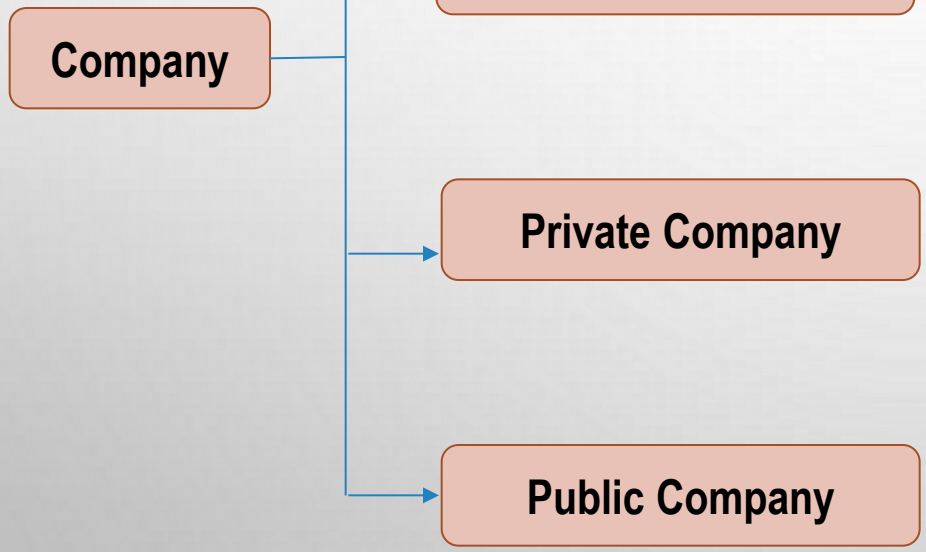
Describing Your Company



Outline

1. Types of Companies
2. Departments
3. Staff Members
   (Exercises 1, 2 & 3)
4. Company Culture
   (Exercise 4)
5. Guessing Game

1. Types of Companies (Legal structures for business)



This is a **one-person** business. **Self-employed** (business owner) or **freelancer** (working for different clients).

A **group** of people working together as **equals**, sharing both risks and profit.

The **sahres** are privately owned by **shareholders**, including the company **founder** and perhaps some close **family members** or other **associates** who provided money for the company.

Large companies listed on **Stock Exchanges**, called public because *anyone can buy their shares*. Do not confuse a state-owned enterprise with a public company.

2. Departments

Also called Units or Divisions,

The following list of departments is typical for many business – each one corresponds to a business function.

Companies also have other departments related to their own particular business activity.

An international company may also have divisions organized according to geographical area or major product lines.

Production Department

It might also include Purchasing and Quality Assurance (QA).

Operations Department

Refers to all the internal processes of a company and might include, for example, Logistics.

Sales Department

It might also include Business Development.

Customer Services Department

It might include Technical Support.

Marketing Department

This might include Market Research.

Communications Department

It refers to all promotional activities including a strong focus on PR.

Finance Department

It has many subdivisions, such as Financial Control, Treasury, Accounts and Payroll (managing salary payments).

Human Resources Department

It generally includes Training Management…

IT Department **R&D Department** **Legal Department**

3. Staff Members and Organisation Chart

CEO (Chief Executive Officer)
He or she is in charge of running the whole company.

CFO (Chief Financial Officer)

He or she is part of the senior management team.
He or she reports to the CEO and is responsible for all the financial side of the business.

Sales Director / Head of Sales / VP Sales (Vice President)

He or she liaises closely with the CMO (Chief Marketing Officer) at Head Quarters (HQ) in the States or Head Office (UK).

FORMATION LANGUES

Below this are people with job titles like ***Manager***, ***Officer***, ***Coordinator***, etc.

The words Assistant or Deputy may also occur at any level.

Senior *people at a higher level*

Junior *people at a lower level*

For example :

I'm the Business Development Officer for North Africa.

My line manager is the Sales Director.

Organisation Chart

FORMATION LANGUES

Small Business




Marketing Manager/CMO
Digital Marketing Manager
Marketing Strategist
Content Expert
Design Specialist
Social Media Executive
Marketing Analyst
SEO Specialist
Supported By
Marketing Agency
Freelancers

Large Business



Exercise 1 : Vocabulary Check
Read the following statements and choose the appropriate word(s).

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.

FORMATION LANGUES

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.

FORMATION LANGUES

Exercise 2

Complete each sentence with a verb among the following.

answers - arranges - checks - collects - deals – maintains

1. The Logistics Department …….. the transport of goods and materials.

2. Technical Support …….. specific questions from customers about how to use the product.

3. The Market Research Section …….. and analyzes information about the needs of consumers.

Exercise 2

Complete each sentence with a verb among the following.

answers - arranges - checks - collects - deals – maintains

4. The Accounts Department …….. with invoices and payments.

5. The IT Department …….. the computer network.

Exercise 3: Use the words below to complete the following text :

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 …….. Finance is about controlling the resources of a company to make sure that the business 2 …….. .

But what about Operations? The department name is less well-known, yet many large companies are run on a 3 …….. 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.

FORMATION LANGUES

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

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 ……..

Operations Managers have to 5 …….. 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 …….. new staff. In the bank it is with IT Managers who work 7 …….. to keep everything running. So the Operations Manager has to be careful not to 8 ……..

FORMATION LANGUES

4. Company Culture

The structure of a company is often closely connected to its culture. In a small company it's easier to be dynamic and innovative, whereas in a large company things are often slow-moving and bureaucratic.

Similarly, if the company is hierarchical (with many levels), then people at the bottom aren't allowed to take initiatives without permission from their seniors; decision-making and communication are top-down.

If the structure is flat (few levels), then the flow of information can be more bottom-up.

In all cases you hope that the company culture is honest, open and transparent.

FORMATION LANGUES

Exercise 4 : Read what Pieter says about company culture at his previous company and his current company.
The text has 8 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. ”

FORMATION LANGUES

5. Guessing Game

Choose one international company, brand or trademark.

Using the net, check few elements about its identity :
(HQ, Name of CEO, products, turnover, stock exchange listed…)

Then giving hints (1 key-word per hint) to help the group members find the chosen Company.

Describing Your Company

- Préparer une présentation d'environ 5 mn
- Présenter l'entreprise pour laquelle vous travaillez
- Présenter les éléments suivants :
  - Son statut
  - Ses activités
  - Son organigramme
  - Ses services
  - Ses produits / prestations
  - Son CA
  - Votre poste
  - Vos missions…
  - Challenges