

Università di Cagliari



Corso di Laurea in Economia e Gestione Aziendale
Corso di Laurea in Economia e Finanza
Lingua Inglese

Eleonora Mamusa
M. Antonietta Marongiu

a.a. 2019/2020



COMPANIES

English words connected with COMPANIES....

What words come to your mind when thinking about Companies?



COMPANIES

English words connected with COMPANIES....

Goods and services, shareholders, stockholders, stakeholders: customers, government, managers, employees, investors, suppliers; enterprise, concern, Research and Development (R&D), Marketing, Human Resources (HR), Logistics, Accountancy, Information Technology (IT), Finance, Consultancy,



COMPANIES

CORPORATIONS

ENTERPRISES

ENTREPRENEURS ⓘ

ENTREPRENEURSHIP

JOINT STOCK COMPANIES ⓘ Ltd Plc Inc

MULTINATIONALS

SUBSIDIARIES

SHAREHOLDERS ⓘ assets & liabilities

DOTCOMS, ORGANIZATIONS

BUSINESSES

CONCERNS

FIRMS

Sole trader



TYPES OF COMPANIES

A MULTINATIONAL CORPORATION

A SMALL FAMILY BUSINESS

A MEDIUM-SIZED ENTERPRISE

SMEs: Small and Medium-Sized Enterprises

A HIGH-TECH CORPORATION



Global Companies

When a company globalises it tries to choose the best method to enter the overseas markets. Some of the methods are:

ACQUISITION

JOINT VENTURE

CONSORTIUM

FRANCHISING

LICENSING

LOCAL PARTNER

SUBSIDIARY

MERGER

?

A decorative teal silhouette of a mountain range is located in the bottom right corner of the slide.

Global Companies

ACQUISITION-JOINT VENTURE-CONSORTIUM-FRANCHISING-
LICENSING-LOCAL PARTNER -
SUBSIDIARY – TAKEOVER - MERGER

A) Buying or taking over another company

B) A company partly or wholly owned by a parent company

C) Selling the right to a manufacturer's trademark

D) Giving someone the exclusive rights to sell products in a certain area

E) A person or company who cooperates with a foreign company who wishes to enter the market

F) Two or more companies join temporarily to carry out a large project

G) A group of companies in similar businesses working together.

H) The integration of two or more corporations into one

Global Companies

ACQUISITION/TAKEOVER A) Buying or taking over another company

SUBSIDIARY B) A company partly or wholly owned by a parent company

LICENSING C) Selling the right to a manufacturer's trademark

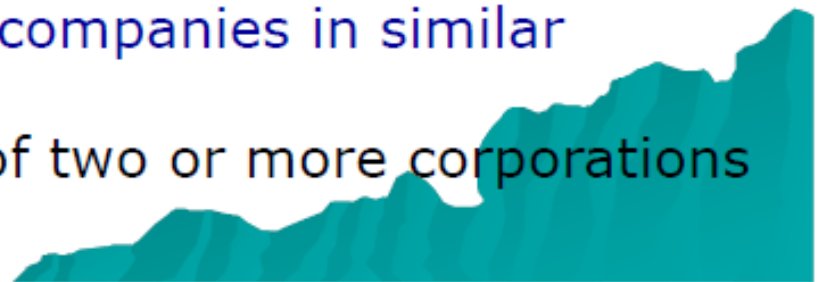
FRANCHISING D) Giving someone the exclusive rights to sell products in a certain area

LOCAL PARTNER E) A person or company who cooperates with a foreign company who wishes to enter the market

JOINT VENTURE F) Two or more companies join temporarily to carry out a large project

CONSORTIUM G) A group of companies in similar businesses working together.

MERGER H) The integration of two or more corporations into one



Company Structure

STEEP(TALL) HIERARCHY: Many levels of management (hierarchical and bureaucratic organizations) ▶

FLAT HIERARCHY: More equality and flexibility

Match the words with the definitions
(p. 10 Intelligent Business)



Ex. 2 p. 10, MATCH THE WORDS WITH THE DEFINITIONS

1. bureaucracy
2. flattened hierarchy
3. standardised products
4. lifetime employment
5. merger
6. customised
7. tangible assets
8. lease

- a. Goods of the same quality and design
- b. Inflexible system of administration
- c. Rent a building on a temporary basis
- d. More middle than senior managers
- e. Buildings and machinery a company owns
- f. Permanent jobs
- g. Made for a particular user
- h. When two companies become one

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- d. (2) More middle than senior managers
- e. (7) Buildings and machinery a company owns
- f. (4) Permanent jobs
- g. (6) Made for a particular user
- h. (5) When two companies become one

Company Structure

STEEP(TALL) HIERARCHY: Many levels of management (hierarchical and bureaucratic organizations)

FLAT HIERARCHY: light organizational structure

More equality and flexibility less traditional company (p. 12).

Company divisions/departments:

IT, HR, LA, F, C

Information Technology, Human Resources, Legal Affairs, Finance, Communications

PRESIDENT-CHAIRMAN

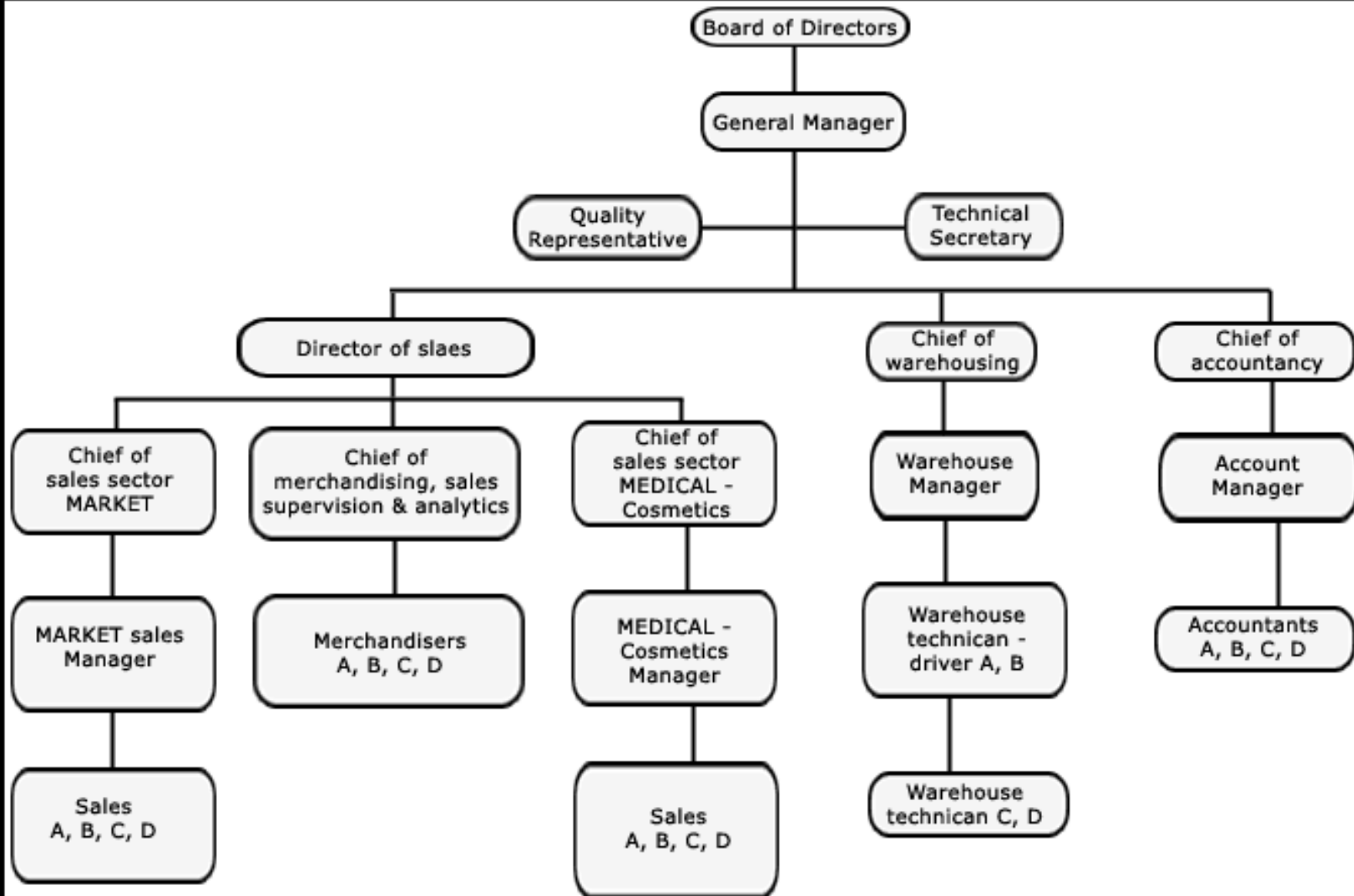
BOARD OF DIRECTORS (BOARD OF MANAGEMENT)

MANAGING DIRECTOR (CEO: CHIEF EXECUTIVE OFFICER)

GENERAL MANAGER (JUNIOR, MIDDLE, SENIOR)

Hierarchical structure

Company structure of MANIMAK d.o.o. Skopje



Hierarchical structure

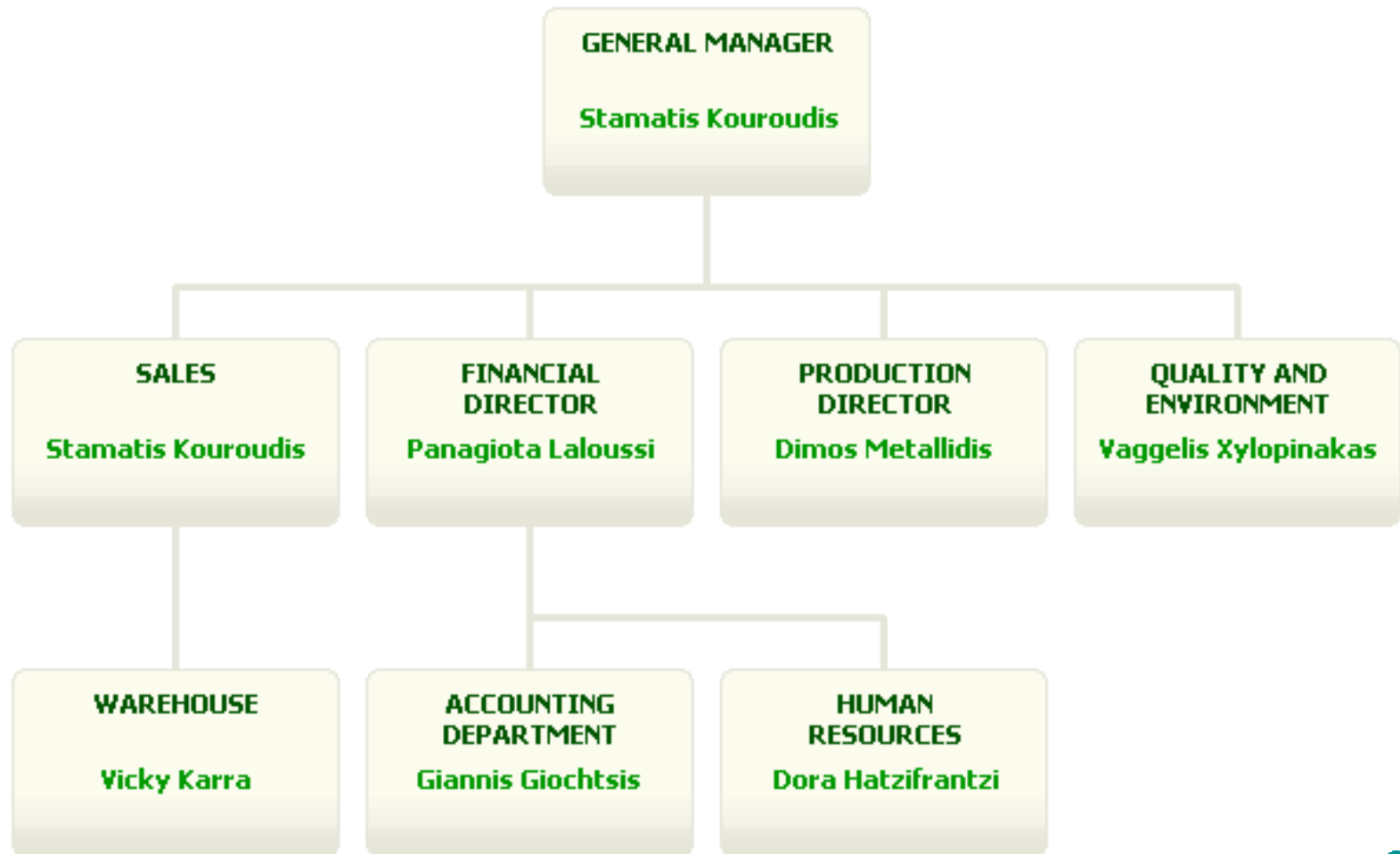
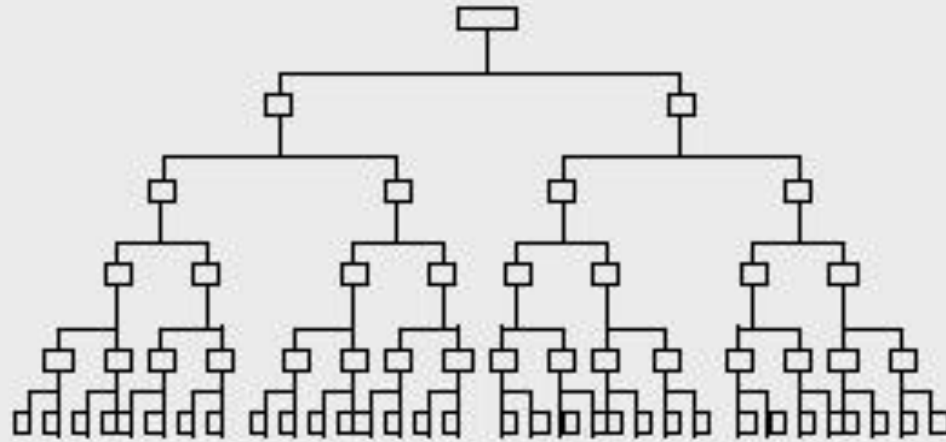
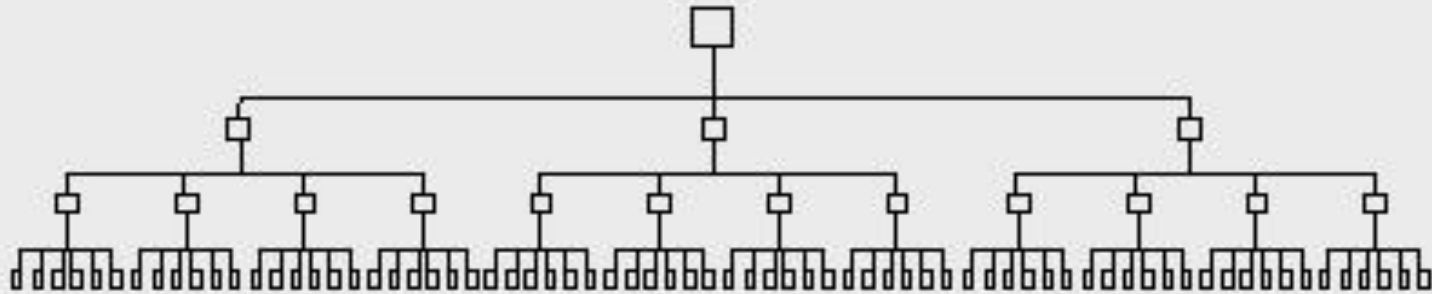


Exhibit 2: Flat vs. Tall Organizational Hierarchy

Tall Organizational Structure



Flat Organizational Structure



Companies

(Reading Comprehension)

A matter of choice (p. 9)

PARA I:

-“was run”: polysemy

PARA II:

The verb: finite and non-finite verbs (making, introduced, provided..)

PARA III:

-“giant corporations” (giant trade unions, II, giant companies, IV): NOUNS COMBINATIONS

-Careers v carriers

“standardised”; “customised”: Morphological structures:
VERBS FROM NOUNS

Companies

(Reading Comprehension)

A matter of choice (p. 9)

PARA IV-V

-What is a possible synonym for "takeover"? And a possible one for "owns"?

PARA VI

-"To market". Can you think of other English examples of words with more than one value (verb, nouns, adjectives..)??

PARA VII

- What is the opposite of: "traditional"; "flexible"; "lower"; "quickly"; "survive"; "dominate"

Words with more than a value: pronunciation

- ◆ Record to record
- ◆ Export to export
- ◆ Import to import
- ◆ Concern to concern
- ◆ Program to program

Prefixes

Add the following prefixes to the adjectives below to make words with the opposite meaning. Use a dictionary if necessary.

un-

in-

dis-

im-

1. Formal

4. polite

7. friendly

10. respectful

2. Satisfied

5. practical

8. efficient

11. patient

3. Honest

6. considerate

9. important

12. appropriate

Someone who is bad-mannered is impolite

Someone who ...

1. ... doesn't tell the truth is _____

2. ... wants to do things in a hurry and finish quickly is

3. ... doesn't like other people and doesn't want to talk is

4. ... works slowly and doesn't do their job well is _____

5. ... doesn't think about other people's needs or wishes is

6. ... isn't happy with the way things happened is

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12. appropriate

Someone who is bad-mannered is impolite

Someone who ...

1. ... doesn't tell the truth is dishonest

2. ... wants to do things in a hurry and finish quickly is impatient

3. ... doesn't like other people and doesn't want to talk is

unfriendly

4. ... works slowly and doesn't do their job well is inefficient

5. ... doesn't think about other people's needs or wishes is

inconsiderate

6. ... isn't happy with the way things happened is dissatisfied

Phonetics

Match column A with column B

A

- firm
- merger
- company
- acquisition
- subsidiary
- enterprise
- shareholder

B

- /,ækwɪ'zɪʃn/
- /'kʌmpəni/
- /fɜ:m /fɜ:m/
- /ʃer'həʊldə(r)/
/ʃeə'həʊldə(r)/
- /səb'sɪdiəri/
- /'entəpraɪz/
- /'mɜ:rdʒə /'mɜ:d-/

Phonetics

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- /'entəpraɪz/
- /ʃer'həʊldə(r)/
/ʃeə'həʊldə(r)/

What words do you recognize?

- ◆ /'kʌmpənɪ/
- ◆ /ʃeə'həʊldə(r)/
- ◆ /'mɜːrdzə/
- ◆ /'strʌktʃə(r)/
- ◆ /rɪ'laɪəbl/
- ◆ /'kʌstmaɪz/
- ◆ /'haɪərɑːkɪ/
- ◆ /sæk'ses/
- ◆ /'feɪljə(r)/
- ◆ /'bɪznɪs/
- ◆ /'gləʊbl/
- ◆ /'dʒaɪənt/
- ◆ /'stændə(r)daɪz/
- ◆ /'haɪərɑːkɪ/
- ◆ /bɪʊə'rɒkrəsi/

What words do you recognize?

- ◆ /'kʌmpənɪ/ company
- ◆ /ʃeə'həʊldə(r)/ shareholder
- ◆ /'mɜːrdʒə/ merger
- ◆ /'strʌktʃə(r)/ structure
- ◆ /rɪ'laɪəbl/ reliable
- ◆ /'kʌstmaɪz/ customize
- ◆ /'haɪərəʊ:kɪ/ hierarchy
- ◆ /sək'ses/ success

What words do you recognize?

- ◆ /'feɪljə(r)/ failure
- ◆ /'bɪznɪs/ business
- ◆ /'glɒʊbl/ global
- ◆ /'dʒaɪənt/ giant
- ◆ /'stændə(r)daɪz/ standardize
- ◆ /bjʊə'rɒkrəsi/ bureaucracy

Glossary

Unit 1 Companies

asset *n* [C] something belonging to an individual or business that has value or the power to earn money: *The company has recently sold some of its assets to an Australian investor.* **attivo, bene** **Collocations** *tangible assets, intangible assets, fixed assets, liquid assets*

company *n* [C] a legally registered business. **società** There are many different types of companies: **holding company** (holds the share capital of one or more other companies) **società finanziaria di controllo, holding joint stock company** (registered company or limited company) **società a responsabilità limitata public limited or listed company società per azioni quotate in borsa** (company whose shares are traded on the stock exchange) **subsidiary** (company owned by a parent company **società madre**) **filiale** **Synonyms** **corporation** *n* [C] *AmE* **società di capitali, corporation concern** *n* [C] **gruppo business** *n* [C] **azienda**

?

competition *n* [U] rivalry between businesses that are operating in the same market: *The competition is getting tougher every year.* **concorrenza** – **compete** *v* [I] **essere in concorrenza, competere** – **competitor** *n* [C] **concorrente, competitor** – **competitive** *adj* **concorrenziale, competitivo/a** – **competitiveness** *n* [U] **competitività** **Collocations** *competitive advantage*

entrepreneur *n* [C] someone who starts a company, arranges business deals and takes risks: *Entrepreneurs have always played a key role in the economy.* **imprenditore** – **entrepreneurial** *adj* **imprenditoriale** – **entrepreneurship** *n* [U] **imprenditorialità**

freelance *n* [C] **freelance, autonomo/a** someone who works for different companies and is not employed by one. Freelancers usually receive fixed payments and not a salary: *We're going to use a freelance designer for the company website.* – **freelancer** *n* [C] **professionista freelance** – **freelance** *adj* **freelance**

hierarchy *n* [C] system of authority within an organisation: **Many Swedish firms have very flat hierarchies.** **gerarchia** – **hierarchical** *adj* **gerarchico** **Collocations** *flat hierarchy, steep hierarchy, traditional hierarchy*

merger *n* [C] the creation of a new company by joining two separate companies: *The merger will have to be approved by the authorities.* **fusione** – **merge** *v* [I,T] **effettuare una fusione**

share *n* [C] a unit of the capital of a company. Shares in listed companies can be bought and sold on the stock market: *Investors are having to pay a higher price for the company's shares.* **azione** – **shareholder** *n* [C] **azionista** **stockholder** *n* [C] US **azionista** – **shareholding** *n* [C] **partecipazione azionaria** **Synonym** **stock** *n* [C] AmE **titoli** **Collocations** *share capital, share certificate, share dealing, share issue, share price*

trade union *n* [C] an organisation that exists to protect the rights of employees in a company: *The trade union is in pay negotiations with the employer.* **sindacato** **Synonym** **labor union** *n* [C] AmE **unione dei lavoratori**



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Complete each sentence with one word from A and one from B.

A business / start / market / set / top / business

B up / job / share / idea / up / plan

- 1 Their _____ is bigger than their competitors.
- 2 He has the _____ in the company.
- 3 A _____ - _____ is a new business.
- 4 Every entrepreneur begins with a good _____.
- 5 A new company _____ in our area and we went bankrupt.
- 6 To get money from the bank, you need to show them your _____.

Complete each sentence with one word from A and one from B.

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- 1 Their **MARKET SHARE** is bigger than their competitors.
 - 2 He has the **TOP JOB** in the company.
 - 3 A **START - UP** is a new business.
 - 4 Every entrepreneur begins with a good **BUSINESS IDEA**.
 - 5 A new company **SET UP** in our area and we went bankrupt.
 - 6 To get money from the bank, you need to show them your **BUSINESS PLAN**.
- 

Underline the correct verb in brackets.

- 1 A successful company has to (make / do) a profit.
- 2 Can I introduce you to the man who (heads / tops) the company? This is our CEO...
- 3 I (pay / rent) an apartment in the city centre.
- 4 To grow, we need to (find / look) new opportunities in the market.
- 5 We have to increase production to (see / meet) demand.
- 6 I don't want to work for someone. I want to (have / be) my own boss.
- 7 We want to (bring / send) out a new type of smoothie next year.
- 8 Is it possible to (run / make) a business when you don't enjoy it?
- 9 To survive in business, your company cannot (be / stand) still.
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Group A: flattened / online / family / stock /
standardised / public / tangible / trade

Group B: products / union / hierarchy / assets /
market / limited / business / company

1. Our company's _____
_____ means we are less bureaucratic
and we have many more middle managers than senior
managers.

2. We're an _____
_____ that sells its products over the
internet.

3. Reports are coming in of a huge crash on the London

4. The last few years have seen us move away from
manufacturing _____
_____ to ones that are customised.

Group A: flattened / online / family / stock /
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1. Our company's **FLATTENED HIRARCHY** means we are less bureaucratic and we have many more middle managers than senior managers.
 2. We're an **ONLINE COMPANY** that sells its products over the internet.
 3. Reports are coming in of a huge crash on the London **STOCK MARKET**
 4. The last few years have seen us move away from manufacturing **STANDARDISED PRODUCTS** to ones that are customised.
- 

Group A: flattened / online / family / stock /
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5. Not many of our employees are members of a

_____ anymore.

6. Dotcoms don't really need to have any

_____ like buildings or machinery.

7. They began as a partnership but became a

_____ company three years ago.

8. We're a _____
_____ with my father as Managing
Director and myself and my brother managing the day-
to-day running of the factory.

Group A: flattened / online / family / stock /
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Group B: products / union / hierarchy / assets /
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5. Not many of our employees are members of a
TRADE UNION anymore.

6. Dotcoms don't really need to have any
TANGIBLE ASSETS like buildings or machinery.

7. They began as a partnership but became a
PUBLIC LIMITED company three years ago.

8. We're a **FAMILY BUSINESS** with my father as
Managing Director and myself and my brother
managing the day-to-day running of the factory.

Underline the correct word in *italics*.

I'm ultimately responsible *for / under / of* 15,000 employees worldwide.

He's in charge *for / to / of* the Eastern Division.

They report *for / to / of* me on a daily basis.

As head of finance, I have ten accountants working *to / under / of* me.

My job entails dealing *for / over / with* external auditors.

My boss likes to be involved *for / in / with* every decision.

I don't work *under / under / for* that company anymore.

The company was set *up / in / under* five years ago.

She oversees every aspect *for / with / of* company policy.

Underline the correct word in *italics*.

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MORE VOCABULARY ACTIVITIES

Complete the sentences with these words.

operates / sells / provides / develops / designs / manufactures

- 1 Our retailer _____ the products.
- 2 Frognation creates, develops and _____ video games.
- 3 Citibank _____ banking services.
- 4 It _____ the products in the factory.
- 5 He designs and _____ software with a team at Microsoft.
- 6 General Electric _____ in more than 100 countries worldwide.

Write the last three letters in each word.

- 7 This is my part_____ We started the company together.
- 8 Can you call the software develo_____? There's another problem with this new software.
- 9 He has a meeting with the sales representat_____ from our supplier.
- 10 Picasso is my favourite art_____.
- 11 I'm a project mana_____ for a mobile phone company.

12 The four _____ of this company wants to sell it.

13 I love music and would love to be a famous music _____.

14 She's the company law _____. She checks all the contracts.

15 The head engine _____ is on the phone from the site.

CAREER SKILLS

4 Underline the correct word in brackets.

16 I work (to / as) a designer.

17 My main role is (to / for) sell our services.

18 What kind of company do you work (as / for)?

19 I'm responsible (for / as) managing projects.

20 What do you do (in / as) your job?




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Write the last three letters in each word.

- 17 This is my part**NER**. We started the company together.
 - 18 Can you call the software develo**PER**? There's another problem with this new software.
 - 19 He has a meeting with the sales representati**IVE** from our supplier.
 - 20 Picasso is my favourite art**IST**.
 - 21 I'm a project mana**GER** for a mobile phone company.
- 

22 The found**DER** of this company wants to sell it.

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