

Università di Cagliari



Corso di Laurea in Economia e Gestione Aziendale

Corso di Laurea in Economia e Finanza

Lingua Inglese

Luisanna Fodde

Olga Denti

Caterina Cambosu

M. Antonietta Marongiu

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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,

A teal-colored decorative graphic consisting of several overlapping, irregular shapes that resemble a stylized mountain range or a series of peaks, located in the bottom right corner of the slide.

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 



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)



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

1. burocracy
2. flatted 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

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

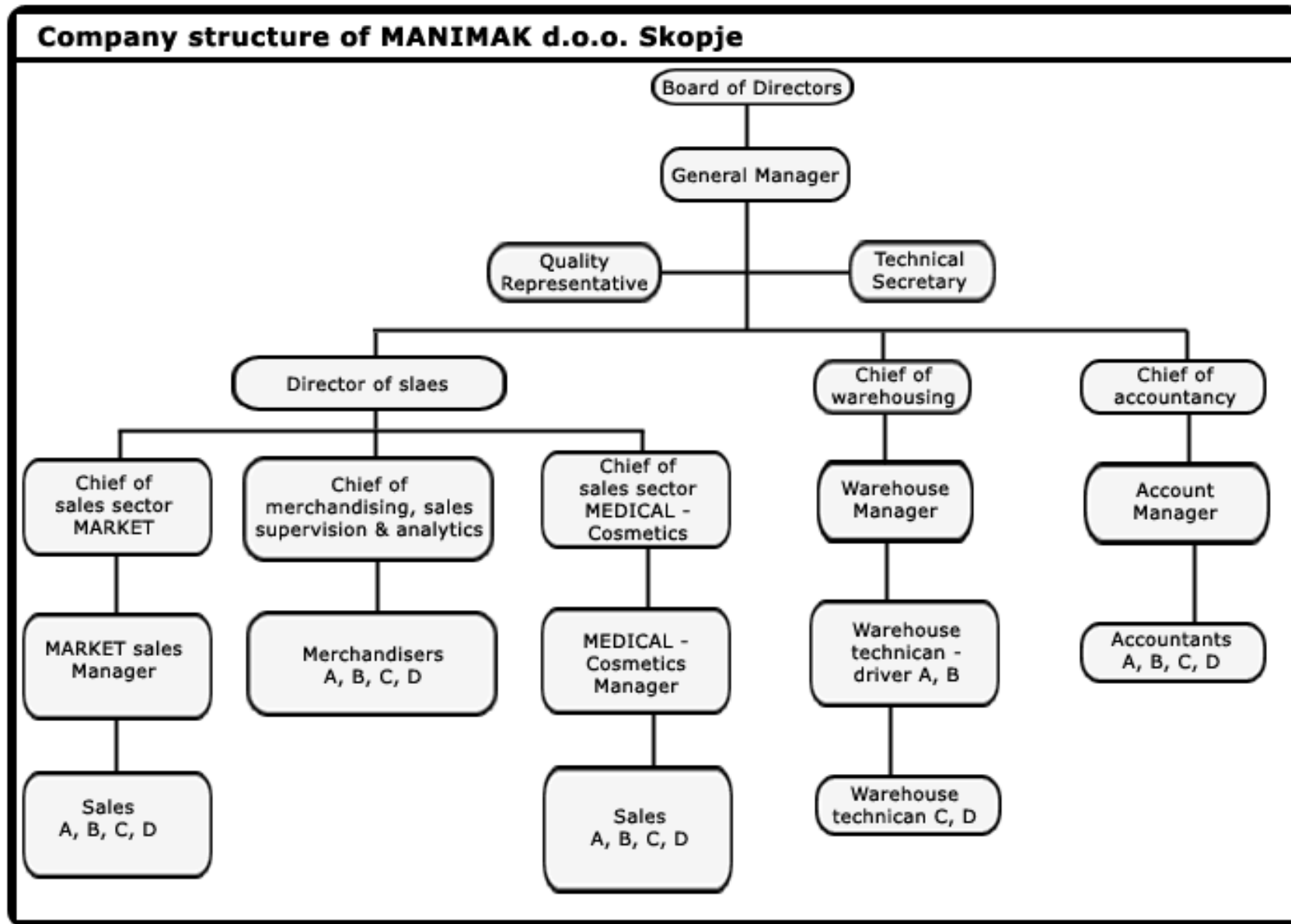
BOARD OF DIRECTORS (BOARD OF MANAGEMENT)

MANAGING DIRECTOR (CEO: CHIEF EXECUTIVE
OFFICER)

GENERAL MANAGER (JUNIOR, MIDDLE, SENIOR)



Hierarchical structure



Hierarchical structure

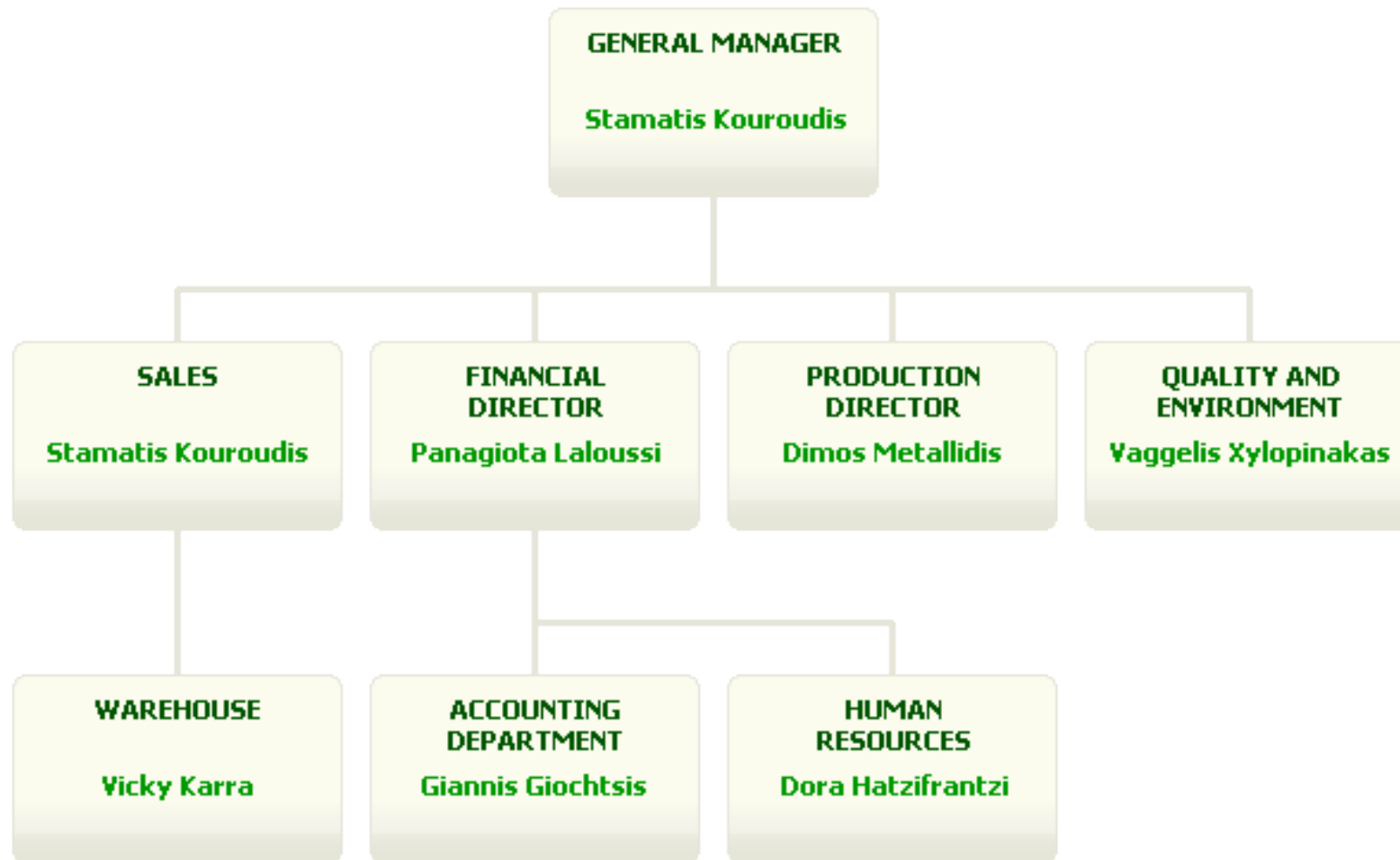
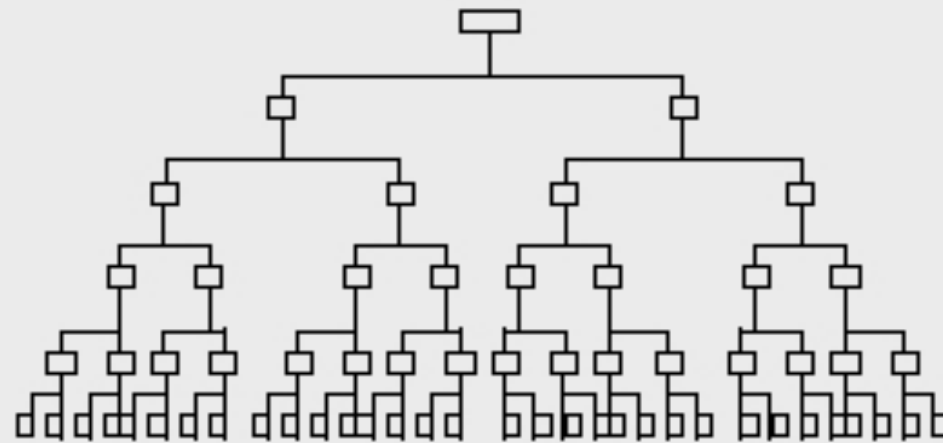
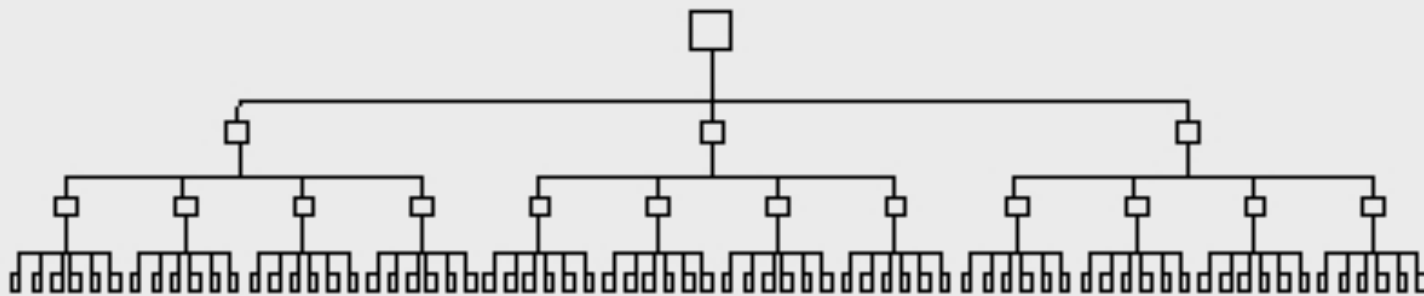


Exhibit 2: Flat vs. Tall Organizational Hierarchy

Tall Organizational Structure



Flat Organizational Structure



P.8 questions

1.

2.

What is this article about?

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"?

Affiliation has

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"

Untraditional/modern, fixed, higher, slowly, cease/die, submit/surrender



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 _____

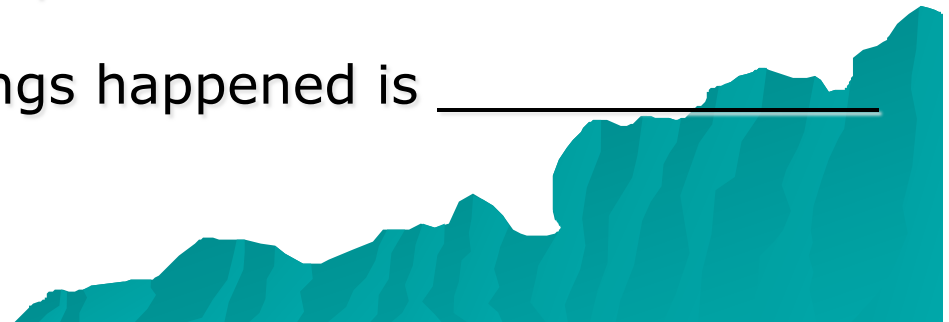
2. ... wants to do things in a hurry and finish quickly is

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 _____



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-/

What words do you recognize?

- ◆ /'kʌmpəni/
- ◆ /ʃeə'həʊldə(r)/
- ◆ /'mɜːdʒə/
- ◆ /'strʌktʃə(r)/
- ◆ /rɪ'laɪəbl/
- ◆ /'kʌstmaɪz/
- ◆ /'haɪərəʊkɪ/
- ◆ /sək'ses/
- ◆ /'feɪljə(r)/
- ◆ /'bɪznɪs/
- ◆ /'gləʊbl/
- ◆ /'dʒaɪənt/
- ◆ /'stændə(r)daɪz/
- ◆ /'haɪərəʊkɪ/
- ◆ /bɜːə'rɒkrəsi/

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*



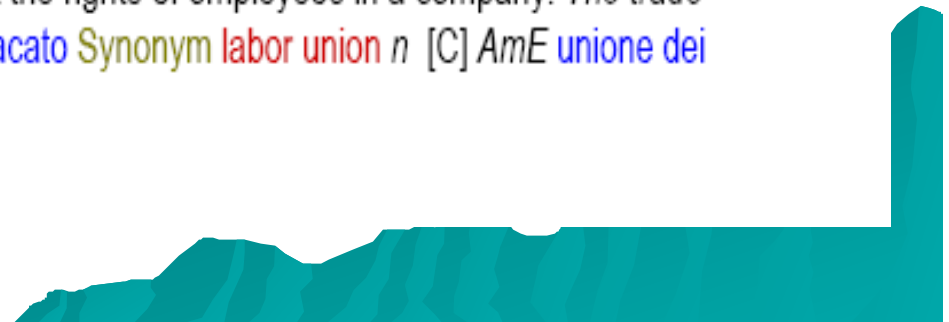
merger *n* [C] the creation of a new company by joining two separate companies: *The merger will have to be approved by the authorities.* **fusione** – **merge** *v* [I,T] **effettuare una fusione**



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**



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.

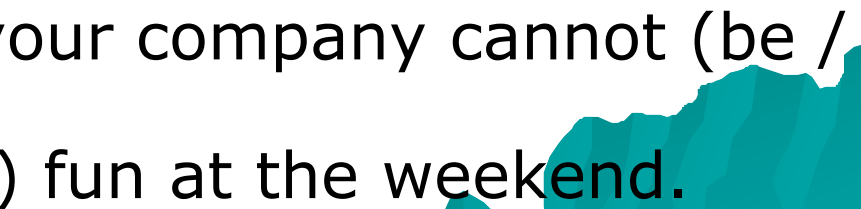
A / / / / /

B / / / / /

- 1 Their **business** **idea** 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** **plan**.
- 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 **market** **share** .



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.
 - 10 I like to (play / have) fun at the weekend.
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Group A: flattened / online / family / stock / standardised / public / tangible / trade

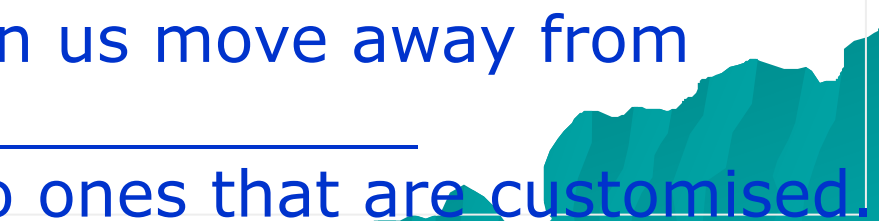
Group B: products / union / hierarchy / assets / market / limited / business / company

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 /
standardised / public / tangible / trade

Group B: products / union / hierarchy / assets /
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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 /
standardised / public / tangible / trade

Group B: products / union / hierarchy / assets /
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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 / standardised / public / tangible / trade

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

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 *to / 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.

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

More Vocabulary activities

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//////

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20 Picasso is my favourite **artIST**.

21 I'm a project **manaGER** for a mobile phone company.



22 The **foundER** of this company wants to sell it.

23 I love music and would love to be a famous **musicIAN**.

24 She's the company **lawYER**. She checks all the contracts.

25 The head **enginEER** is on the phone from the site.

Career skills

4 Underline the correct word in brackets.

26 I work (to / **as**) a designer.

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

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

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

30 What do you do (**in** / as) your job?

