Subject: economic English

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Level: 2nd year license

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Company structure :

 Most organizations have a hierarchical or pyramidal structure, with one person or a group of people at the top, and an increasing number of people below them at each successive level. There is a clear line or chain of command running down the pyramid. All the people in the organization know what decisions they are able to make, who their superior (or boss) is (to whom they report), and who their immediate subordinates are (to whom they can give instructions).

 Some people in an organization have colleagues who help them: for example, there might be an Assistant to the Marketing Manager. This is known as staff position: its holder has no line authority, and is not integrated into the chain of command, unlike, for example, the Assistant Marketing Manager, who is number two in the marketing department. Yet the activities of most companies are too complicated to be organized in a single hierarchy. Shortly before the First World War, the French industrialist Henry Fayol organized his coalmining business according to the functions that it had to carry out. He is generally credited with inventing functional organization. Today, most large manufacturing organizations have a functional structure, including (among others) production, finance, marketing, sales, and personnel or human resources departments. This means, for example, that the production and marketing departments cannot take financial decisions without consulting the finance department.

 Functional organization is efficient, but there are two standard criticisms. Firstly, people are usually more concerned with the success of their department than that of the company, so there are permanent battles between, for example, finance and marketing, or marketing and production, which have incompatible goals. Secondly, separating functions is unlikely to encourage innovation. Yet for a large organization manufacturing a range of products, having a single production department is generally inefficient. Consequently, most large companies are decentralized, following the model of Alfred Sloan, who divided General Motors into separate operating divisions in 1920.

Activity 01:

Match the departments on the left with the correct definition on the right.

1.sales A. is responsible for manufacturing goods

2. purchasing B. deals with recruiting new staff

3.planning C. deals with invoices and payments

4. research and development D. handles advertising and new product

 launches

5. quality control E. buys in products and services

6. production F. tries to develop new products

7. personnel G. makes sure that standards are maintained

8.finance H. persuades people to buy the company ‘s

 products

9. distribution I. sets out a strategy for the company’s future

10. marketing J. transports goods to different places

*Grammar: How much vs. How many*

The choice between much and many depends on the noun it is describing.

 Much is used to describe mass nouns or noncount nouns like juice, rice, patience, and happiness. When using much, the noun will always be singular; it cannot be plural.

 Many is used to describe count nouns or nouns that can be counted like books, ideas and items. When using many, the noun will always be plural

|  |  |  |
| --- | --- | --- |
| How many?  | countable plural nouns | How many presentations? How many reports? |
| How much? | uncountable nouns | How much time? How much water? |

Activity 02:

1) How much pocket money do you get per week?

2) How many reports were stolen last year?

3) How many coins did you find yesterday?

4) The company doesn’t have much money left.

5) How many times have they discussed this project?

6) Are there many important jobs left to do?

7) How much time will you need to complete the project?

8) Our biggest customers didn’t purchase much machinery from us last year.