

Università di Cagliari



Corso di Laurea in Economia e Gestione Aziendale

Corso di Laurea in Economia e Finanza

Lingua Inglese

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a.a. 2019/2020



ORARI	LUN.	MAR.	MER.	GIO.	VEN.
14:00-15:20	LINGUA INGLESE Corsi 1, 2, 3 CdL EGA				
	Docenti: FANCELLO Chiara – MARONGIU M. Antonietta				
	Marzo 23		Marzo 25		
	Marzo 30		Aprile 1		
	Aprile 6		Aprile 8		
	Aprile 15		Aprile 20		
	Aprile 22		Aprile 27		
	Aprile 29		Maggio 4		
	Maggio 6		Maggio 11		
	Maggio 13		Maggio 18		
	Maggio 20		Maggio 25		

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 



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
(Ex. 2 p. 10)



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

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

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- 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 (p.12)

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

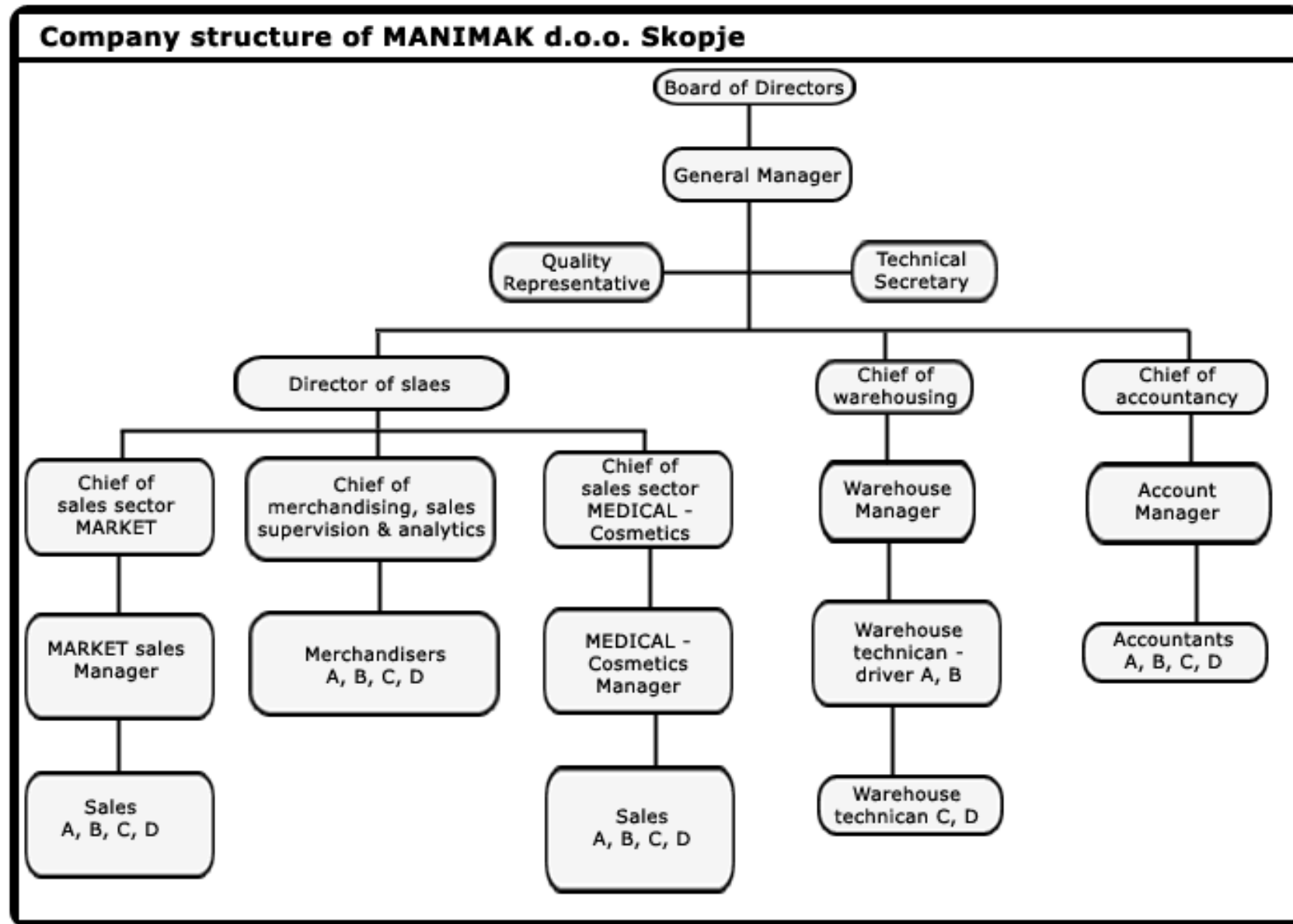
BOARD OF DIRECTORS (BOARD OF MANAGEMENT)

MANAGING DIRECTOR (CEO: CHIEF EXECUTIVE
OFFICER)

GENERAL MANAGER (JUNIOR, MIDDLE, SENIOR)



Hierarchical structure



Hierarchical structure

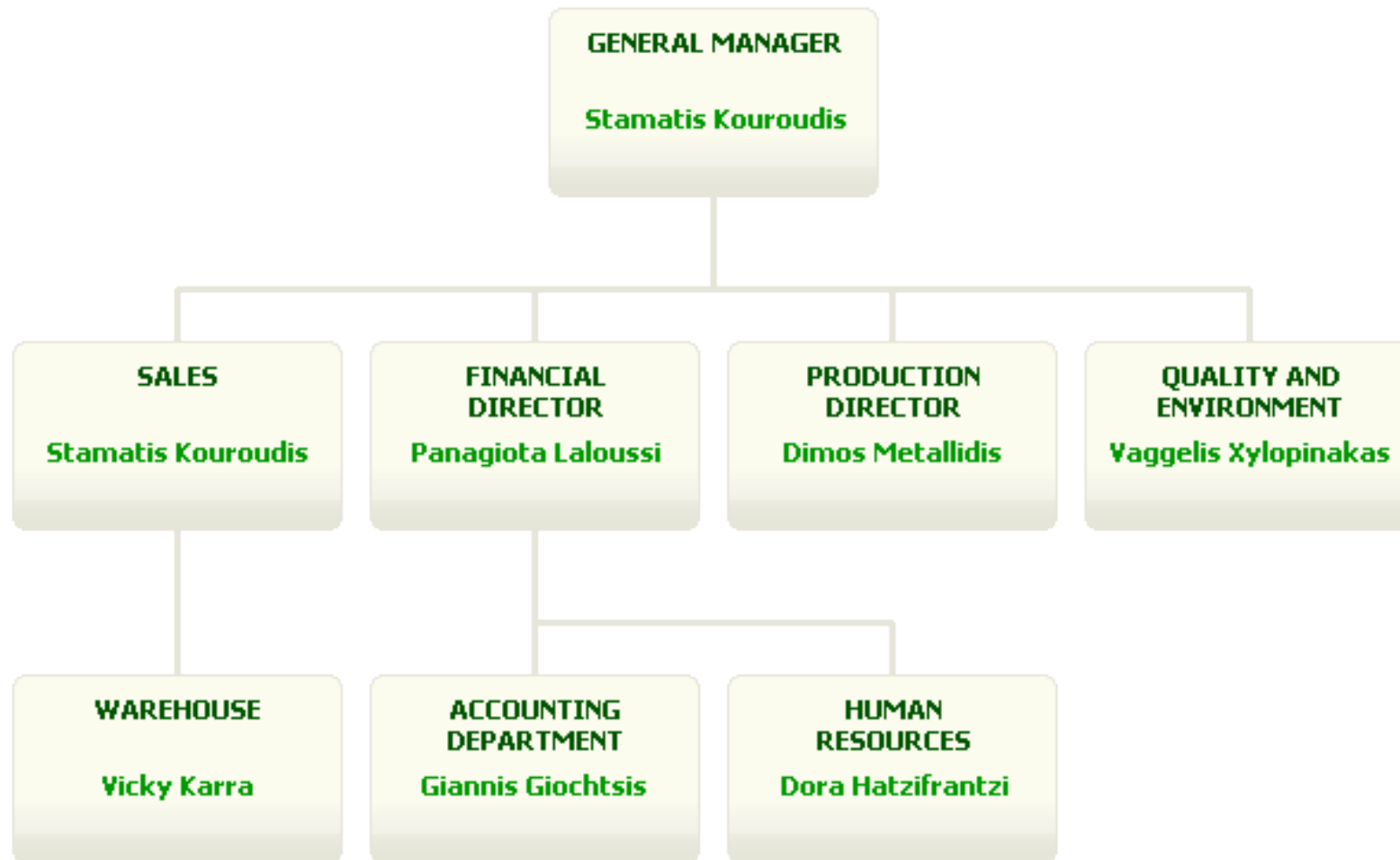
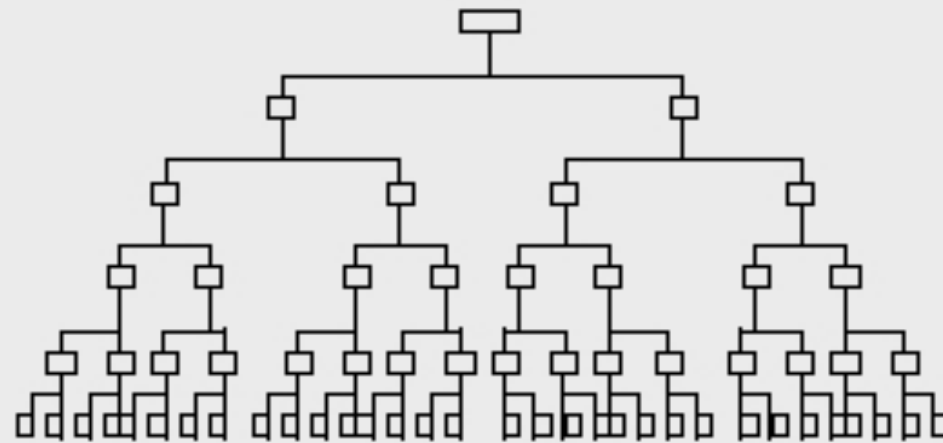
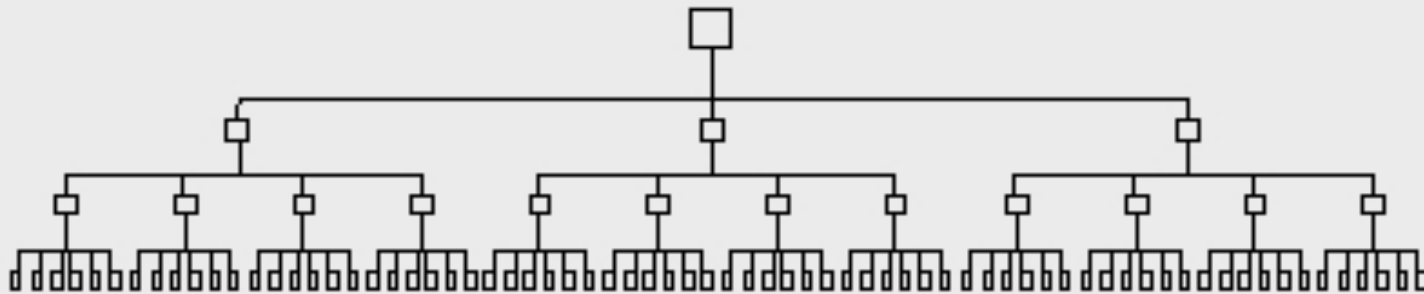


Exhibit 2: Flat vs. Tall Organizational Hierarchy

Tall Organizational Structure



Flat Organizational Structure



A matter of choice p. 9

What is this article about?

Company Structure p.8

1. Why does the author think that 'choice' will play a major role in determining the structure of tomorrow's companies?

Company Structure p.8

2 Read the text again and answer the following questions.

- 1 What were the characteristics of US corporations in the past?
- 2 What changes have occurred to those corporations?
- 3 What is meant by 'shifting from high-volume to high-value'?
- 4 What different types of future companies does the author mention?
- 5 Why does he believe there is not one definite type of future company?
- 6 What does he believe to be the key to survival for companies in future?

INTELLIGENT BUSINESS

Company Structure

A matter of choice

Unit 1 p. 9

That reliable workhorse of capitalism – the joint-stock company looks surprisingly durable. But pressure on it is increasing.

In 1967, John Kenneth Galbraith's *The New Industrial State* argued that the USA was run by a handful of big companies who planned the economy in the name of stability.

These were hierarchical and bureaucratic organizations making long runs of standardised products. They introduced "new and improved" varieties with predictable regularity; they provided their workers with lifetime employment and they enjoyed fairly good industrial relations with the giant trade unions.

That world is now dead. The US's giant corporations have either disappeared or been transformed by global competition. Most have shifted their production systems from high-volume to high-value, from standardised to customised. And they have flattened their management hierarchies. Few people these days expect to spend their lives moving up the ladder of a single organization. Dramatic changes are taking place. But where exactly are they taking

us? Where is the modern company heading?

There are three standard answers to this question. The first is that a handful of giant companies are engaged in a "silent takeover" of the world. The past couple of decades have seen a record number of mergers. The survivors, it is maintained, are far more powerful than nation states.

The second school of thought argues almost the opposite: it says that big companies are a thing of the past. For a glimpse of the future, look at the Monorail Corporation, which sells computers. Monorail owns no factories, warehouses or any other tangible assets. It operates from a single floor that it leases in an office building in Atlanta. Freelance workers are designing the computers while demand is still low.

The third school of thought says that companies are being replaced by "networks". Groups of entrepreneurs form such a network to market an idea. They then sell it to the highest bidder and

move on to produce another idea and to create another firm, with the money being supplied all the time by venture capitalists.

Another way to look at the future of the company is to focus on the environment that will determine it. That environment is dominated by one thing: choice. Technology and globalisation open up ever more opportunities for individuals and firms to collect information and conduct economic activity outside traditional structures. While the age of mass production lowered the costs of products at the expense of limiting choices, modern "flexible" production systems both lower costs and increase choice. Consumers have more choice over where they spend their money. Producers have more choice over which suppliers to use. Shareholders have more choice over where to put their money. With all that choice around, future companies will have to be very flexible in order to quickly adapt to the changing environments if they are to survive ■

Companies (Reading Comprehension) A matter of choice (p. 9)

PARA I:

-**was run**: polysemy (semantics) *to run = to manage*

PARA II:

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

PARA III: NOUNS COMBINATIONS or COLLOCATIONS

-**giant corporations** (*giant trade unions, II, giant companies, IV*)

-**Careers vs. carriers**

standardised; customised → Morphological changes

→ NOUNS → VERBS → ADJECTIVE



Companies (Reading Comprehension) A matter of choice (p. 9)

PARA IV-V

- synonyms for "takeover" and for "owns"?
to absorb/to acquire to hold/to possess
an acquisition/a purchase

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: different pronunciation

NOUN

- ◆ `Record /^lre-kərd/
- ◆ `Export /^lek-₁spɔrt/
- ◆ `Import /^lim-₁pɔrt/
- ◆ `Concern /kən-^lsə:(r)n/

VERB

- to re`cord /ri-^lkɔrd/
- to ex`port /ek-^lspɔrt/
- to im`port /im-^lpɔrt /
- to con`cern /kən-^lsə:(r)n/

same pronunciation

- ◆ `Programme /^lprəʊ.græm/ (UK) to `programme /^lprəʊ.græm/
- ◆ `Program /^lprəʊ.græm/ (US) to `program /^lprəʊ.græm/

Prefixes

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

un-

in-

dis-

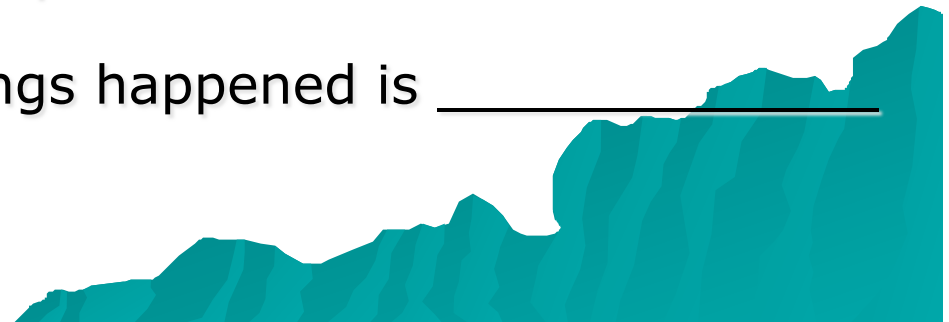
im-

- | | | | |
|--------------|----------------|--------------|-----------------|
| 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 _____



Prefixes

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

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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

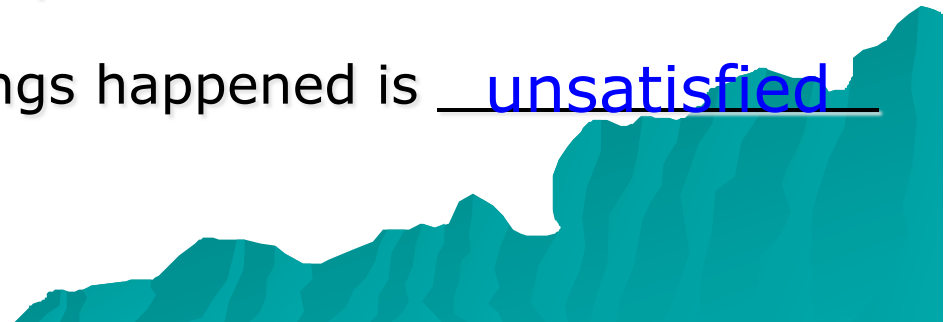
Unfriendly

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 unsatisfied



Prefixes

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

un-

1. Formal
2. Satisfied
3. Honest

unsatisfied
unfriendly
unimportant

in-

4. polite
5. practical
6. considerate

informal
inconsiderate
inefficient
inappropriate

dis-

7. friendly
8. efficient
9. important

dishonest
disrespectful

im-

10. respectful
11. patient
12. appropriate

impolite
impractical
impatient

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'sɪdɪəri/
- /'entəpraɪz/
- /'mɜ:dʒə /'mɜ:d-/

Phonetics

Match column A with column B

A

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

B

- /fɜːm /fɜːm/
- /'mɜːrdʒə /'mɜːd-/
- /'kʌmpəni/
- /,ækwɪ'zɪʃn/
- /səb'sɪdiəri/
- /'entəpraɪz/
- /ʃer'həʊldə(r)/ /
ʃeə'həʊldə(r)/

What words do you recognize?

- ◆ /'kʌmpəni/
- ◆ /ʃeə'həʊldə(r)/
- ◆ /'mɜːrdzə/
- ◆ /'strʌktʃə(r)/
- ◆ /rɪ'laɪəbl/
- ◆ /'kʌstmaɪz/
- ◆ /bjʊə'rɒkrəsi/

What words do you recognize?

- ◆ /'kʌmpəni/
company
- ◆ /ʃeə'həʊldə(r)/
shareholder
- ◆ /'mɜːdʒə/
merge
- ◆ /'strʌktʃə(r)/
structure
- ◆ /rɪ'laɪəbl/
reliable
- ◆ /'kʌstmaɪz/
customize
- ◆ /bjʊə'rɒkrəsi/
bureaucracy

What words do you recognize?

- ◆ /'feɪljə(r)/
- ◆ /'bɪznɪs/
- ◆ /'gləʊbl/
- ◆ /'dʒaɪənt/
- ◆ /'stændə(r)daɪz/
- ◆ /'haɪərəʊ(r)kɪ/
- ◆ /sək'ses/

What words do you recognize?

- ◆ /'feɪljə(r)/ failure
- ◆ /'bɪznɪs/ business
- ◆ /'gləʊbl/ global
- ◆ /'dʒaɪənt/ giant
- ◆ /'stændə(r)daɪz/ standardize
- ◆ /'haɪərəʊ(r)ki/ hierarchy
- ◆ /sək'ses/ success

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*



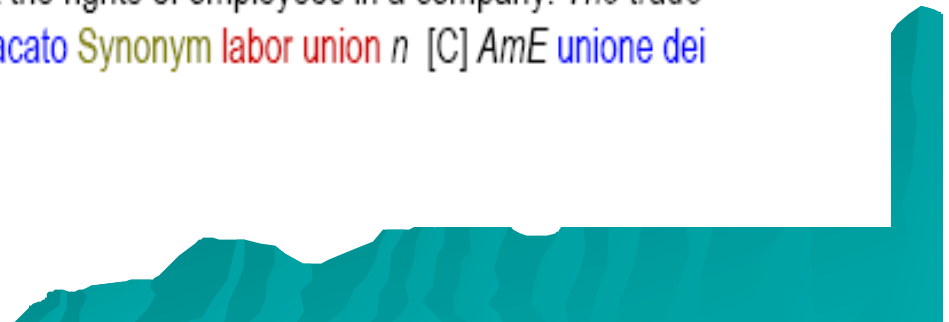
merger *n* [C] the creation of a new company by joining two separate companies: *The merger will have to be approved by the authorities.* **fusione** – **merge** *v* [I,T] **effettuare una fusione**



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.

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

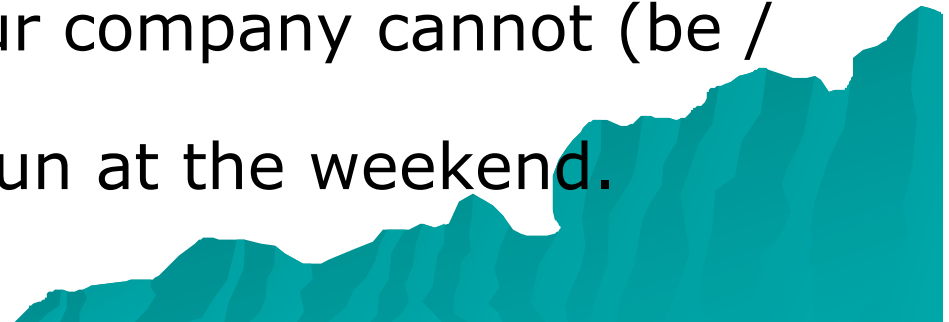
B up / job / share / idea / up / plan

- 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**.



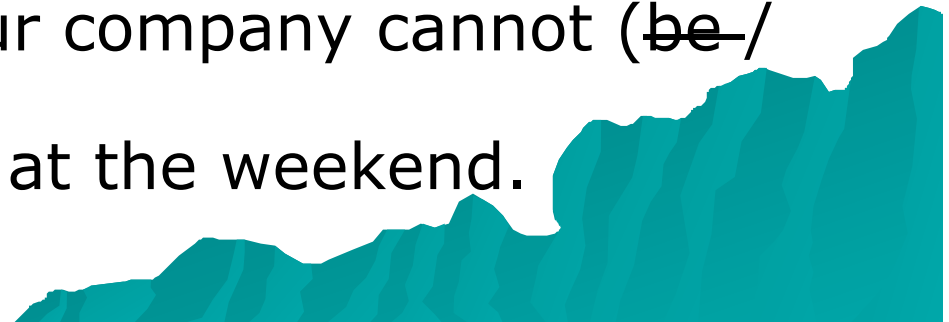
Underline the correct verb in brackets.

- 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.
- 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 / market / limited / business / company

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 / market / limited / business / company

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.

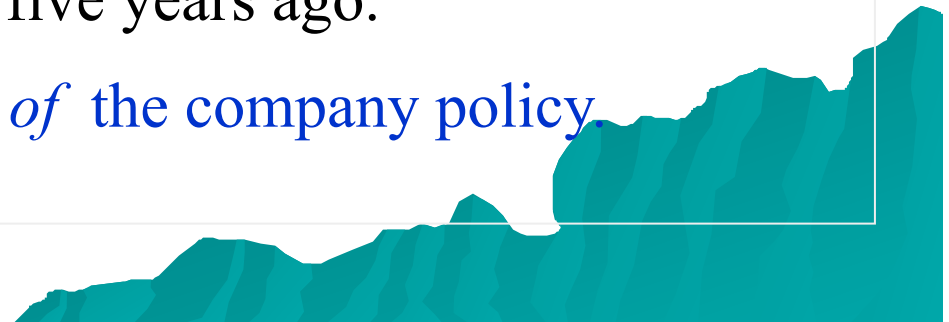
My job entails dealing *for / over / with* external auditors.

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

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* the company policy



Underline the correct word in italics.

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

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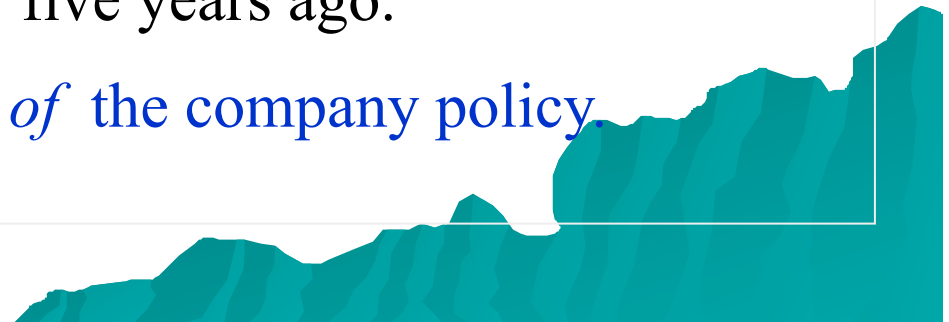
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More Vocabulary activities

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.



More Vocabulary activities

Complete the sentences with these words.

operates / sells / provides / develops / designs / manufactures

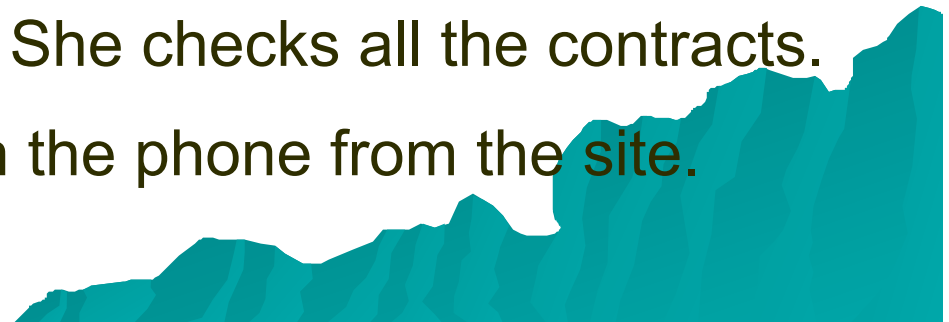
1. Our retailer *sells* the products.
2. Frogation creates, develops and *designs* video games.
3. Citibank *provides* banking services.
4. It *manufactures* the products in the factory.
5. He designs and *develops* software with a team at Microsoft.
6. General Electric *operates* in more than 100 countries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



More Vocabulary activities


Write the last three letters in each word.

1. This is my part_____ We started the company together.
2. Can you call the software develo_____? There's another problem with this new software.
3. He has a meeting with the sales representat_____ from our supplier.
4. Picasso is my favourite art_____.
5. I'm a project mana_____ for a mobile phone company.
6. The foun_____ of this company wants to sell it.
7. I love music and would love to be a famous music_____.
8. She's the company law_____. She checks all the contracts.
9. 25 The head engin_____ is on the phone from the site.



More Vocabulary activities

Write the last three letters in each word.

1. 17 This is my part**NER**. We started the company together.
 2. 18 Can you call the software develo**PER**? There's another problem with this new software.
 3. 19 He has a meeting with the sales representat**IVES** from our supplier.
 4. 20 Picasso is my favourite art**IST**.
 5. 21 I'm a project mana**GER** for a mobile phone company.
 6. The foun**DER** of this company wants to sell it.
 7. I love music and would love to be a famous music**IAN**.
 8. She's the company law**YER**. She checks all the contracts.
 9. 25 The head engin**EER** is on the phone from the site.
- 

Career skills

Underline the correct word in brackets.

1. I work (to / as) a designer.
2. My main role is (to / for) sell our services.
3. What kind of company do you work (as / for)?
4. I'm responsible (for / as) managing projects.
5. What do you do (in / as) your job?



Career skills

Underline the correct word in brackets.

1. I work (~~to~~ / as) a designer.
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