

# 1 ORGANIZATION











## Unit Objectives

After studying this unit, you are expected to:

- acquire basic knowledge about organizational structure, department responsibilities, and job responsibilities
- master the words and expressions concerning organizations
- master the skills of greeting, making self-introduction and writing an envelope

# Warming-up

**Task 1** Look at the following logos and give the names of the countries in which the companies are headquartered.

Car Companies	Supermarket Companies	Mobile Phone Companies
 <input type="text" value="Germany"/>	 <input type="text" value="Germany"/>	 <input type="text" value="Republic of Korea"/>
 <input type="text"/>	 <input type="text"/>	 <input type="text"/>
 <input type="text"/>	 <input type="text"/>	 <input type="text"/>

**Task 2** List at least two companies for each type of the following products.



**Television Set**



**Computer**



**Sportswear**





## Reading A

# Google

Anyone who has ever used the Internet has seen Google, and many people would just “google it” when they try to find information about something on the Internet. As the world’s most popular Internet search engine, Google is one of the greatest examples of online success.

It all began in January 1996 as a research project at Stanford University by Ph.D. student Larry Page. Trying to find a better way for web users to search for relevant pages, Page had an idea that this could be achieved by examining the relationships between web pages. He thought that web pages which had the most links to them from other web pages must be the most popular. The technique appeared to be successful.

Page and his partner Sergey Brin set up their company on September 7, 1998 and registered the google.com the following week. The search engine quickly grew in popularity and in 2000 Google began to sell advertising on their website. After a few years of growth fueled by eager investors, Google went public. Many Google employees became instant millionaires.

Google has acquired YouTube.com which is the Internet’s largest video-sharing website and continues to add new features every day including tool bars, email, and advertising. Of course, with growth and success there also comes competition. Microsoft has tried to acquire Yahoo in order to compete with Google in the Internet search engine area.

In addition to its growth and popularity, Google has also been named the number one company to work for in the United States. It tends to stay away from typical office designs and tries to make the office a place where employees are comfortable and free to excel at their work.

Today, Google has become a multinational corporation in Internet-related services and products. These include search, cloud computing, software, and online advertising technologies. And it is the leader in terms of ad-based revenue on the web. The brain child of two students has become a billion-dollar company and one of the best-known trademarks in the world. Google’s history serves as a perfect model and inspiration for Internet entrepreneurs today.



## Words

online /'ɒnlaɪn/ *a.* 在线的, 联网的  
 relevant /'reləvənt/ *a.* (紧密) 相关的  
 link /lɪŋk/ *n.* 链接; 连接; 联系  
 popularity /,pɒpjʊ'lærɪti/ *n.* 普及; 大众化; 声望  
 advertising /'ædvɜ:tɪzɪŋ/ *n.* 广告; 广告业  
 website /'websaɪt/ *n.* 网站  
 fuel /'fju:əl/ *v.* 刺激; 给……提供燃料  
 investor /ɪn'vestə/ *n.* 投资者  
 employee /ɪm'plɔɪ-i:/ *n.* 受雇者, 雇员  
 acquire /ə'kwɪə/ *v.* 获得; 拥有  
 feature /'fi:tʃə/ *n.* 特色; 特点  
 typical /'tɪpɪkəl/ *a.* 典型的  
 excel /ɪk'sel/ *v.* 突出; (在某方面) 擅长  
 revenue /'revɪnju:/ *n.* 收入; 收益  
 trademark /'treɪdmɑ:k/ *n.* 商标  
 inspiration /,ɪnspɪ'reɪʃən/ *n.* 鼓舞人心的人或事物; 灵感  
 entrepreneur /,ɒntrəprə'nɜ:/ *n.* 企业家

## Phrases & Expressions

search engine 搜索引擎  
 go public (公司) 上市  
 tool bar 工具栏  
 in addition to 除……之外  
 tend to 倾向于  
 stay away from 远离  
 in terms of 在……方面  
 brain child 脑力劳动的产物  
 serve as 起……作用

## Proper Names

Google 谷歌 (美国公司, 全球知名的搜索引擎技术开发商)  
 Stanford University 斯坦福大学 (位于美国加利福尼亚州)  
 Microsoft 微软 (美国软件公司, 世界个人计算机及软件开发的先导)



## Notes

**Ph.D.:** It is the short form for “Doctor of Philosophy”, a university degree of a very high level, above MA (Master of Arts) or MSc (Master of Science), which usually takes three or more years to get.

**Larry Page & Sergey Brin:** Being the founders of Google Inc., they first met in 1995 at Stanford University in California, where they were both studying for doctorates in computer science.

**YouTube.com:** It is a video-sharing website where users can upload, view and share video clips. It was created in 2005 and bought by Google in 2006.

**Task 1** Read the passage and find out important events in the different periods of Google's history. Write down these events.

Period	Event
1996	
1998	
2000	

**Task 2** Correct the following statements according to the passage. An example has been given.

1. Google is the world's most popular ~~website~~. Internet search engine
2. Google went public before it began to sell advertising on the website. \_\_\_\_\_
3. Google is now a billion-dollar company and has been named to the Top 500 list of the world. \_\_\_\_\_
4. Google's employees work in places where typical office designs are used. \_\_\_\_\_
5. Google has become the Internet leader in terms of technology. \_\_\_\_\_

**Task 3** Suppose you are the PR manager of Google. Give a short presentation about the company. The following are for your reference.

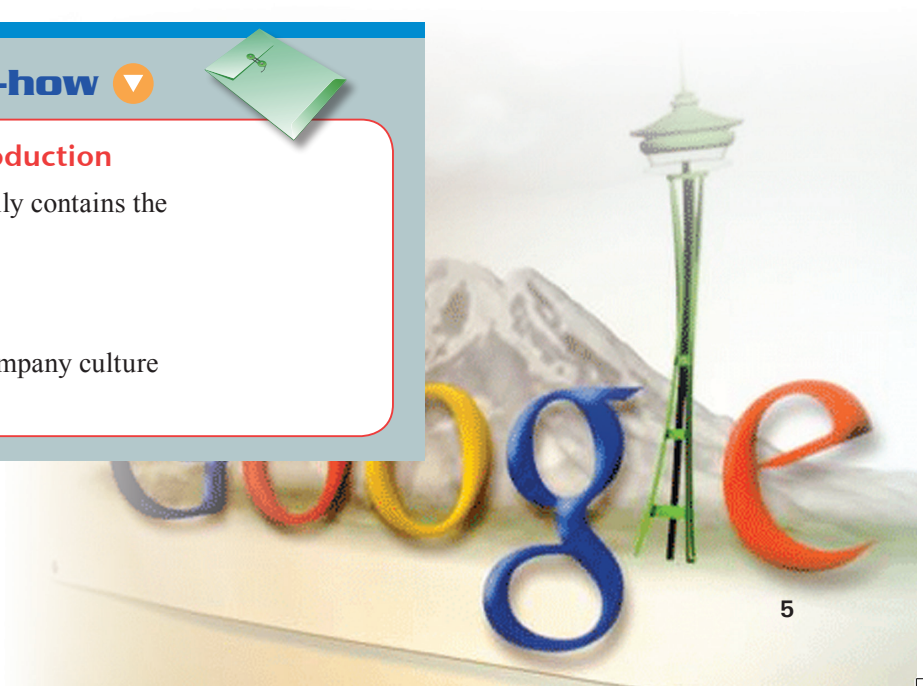
Let's first start with...  
 The company was set up...  
 It has acquired...  
 If you are interested, you can find more in...

### Business Know-how

#### Making a Company Introduction

A company introduction usually contains the following information:

- history
- number of employees
- management structure & company culture
- products or services





## Reading B

# TAF Profile



TAF Co., Ltd. was founded in the year 1990 with the objective of providing better and efficient services to the markets in the African continent and Southeast Asia.

TAF is one of the leading manufacturers of skincare and haircare products. With its own manufacturing facilities in China and the USA, the company has developed a wide range of products to meet the demands of its international customers. TAF products are extremely popular in their current markets, and the company is now looking to further expand its customer base throughout the world.

Below is the company's organization chart, including all departments and their functions.



**Board of Directors** is the governing body of the company.

**Chief Executive Officer (CEO)** works closely with the Board to provide leadership for the company.

**Administrative Department** provides support and service for the Board and the CEO.

**Production Department** is responsible for the development and manufacturing of products.

**Purchasing** is in charge of the actual buying of all items.

**Quality Control (QC)** is to ensure the products

are up to certain standards.

**Research & Development (R&D)** is responsible for looking into new products and their designs, and the improvement of existing products.

**Sales & Marketing Department** is involved in promoting and selling products.

**Accounting Department** monitors the accounts of the clients and the company.

**Human Resources (HR) Department** manages the administrative aspects of the employees.



### Words

profile /'prəʊfaɪl/ *n.* (公司) 简介; 概况  
 objective /əb'dʒektɪv/ *n.* 目标  
 efficient /ɪ'fɪʃənt/ *a.* 有效率的  
 manufacture /,mænju'fæktʃə/ *v.* 生产, 制造  
 manufacturer /,mænju'fæktʃərə/ *n.* 制造商  
 facility /fə'sɪlɪti/ *n.* (常 *pl.*) 设施; 设备  
 range /reɪndʒ/ *n.* 系列; 范围  
 expand /ɪk'spænd/ *v.* 扩大  
 base /beɪs/ *n.* 基础; 根基  
 executive /ɪg'zekjʊtɪv/ *a.* 执行的; 行政的  
 administrative /əd'mɪnɪstrətɪv/ *a.* 管理的; 行政的  
 marketing /'mɑ:kɪtɪŋ/ *n.* 市场营销  
 accounting /ə'kaʊntɪŋ/ *n.* 会计  
 purchasing /'pɜ:tʃəsɪŋ/ *n.* 采购  
 item /'aɪtəm/ *n.* 项目; 条目  
 ensure /ɪn'sʊə/ *v.* 保证  
 involve /ɪn'vɒlv/ *v.* 涉及; 包含  
 promote /prə'məʊt/ *v.* 推销, 宣传; 促进; 晋升  
 monitor /'mɒnɪtə/ *v.* 控制; 监视  
 client /'klaɪənt/ *n.* 客户

### Phrases & Expressions

look to 展望, 盼望  
 Chief Executive Officer (CEO) 首席执行官  
 up to 达到

### Notes

**organization chart:** It shows the organizational structure of a company and identifies responsibilities of each department and relationships between departments.

**Task 1** Decide whether the following statements are true (T) or false (F) according to the TAF profile.

- 1. TAF's main markets are in the American continent and Southeast Asia.
- 2. TAF is one of the leading producers of skincare and haircare products.
- 3. The company is working to reach more international customers.
- 4. R&D is responsible only for developing new products.
- 5. Administrative Department gives orders to the other departments.

**Task 2** The CEO of TAF received reports of the following incidents. Help him decide which departments should be held responsible for the problems described.

#### One

Three engineers in R&D didn't get their wages on time.

#### Two

Several customers complained about a bad smell from the company's haircare products.

#### Three

There are several spelling mistakes in the new profile on the company's website.

#### Four

Two important clients called to ask for products with new features and better designs.

# Listening & Speaking

**Task 1** Listen to the conversation between a receptionist and a visitor. Then fill in the missing information.



## VISITORS: 12th September

Visitor No.	First Name	Last Name	Company	To see
1	Maria	Smith	AGD Construction	Jamie Saunders
2	Carol	Black	Lewis Printers	Michael Cornwall
3	_____	_____	_____ Technologies	Richard Sapir

**Task 2** Mr. White is meeting with Mr. Brown from the Head Office. Listen to the conversation and match the people below with their job titles.



Mr. Brown

Sales Manager



Mary

Secretary



Mr. Walker

Production Manager

**Task 3** Listen to the conversation and decide whether the following statements are true or false. Then write key words to support your answers.



- The man is going to have a job interview in the woman's company.  
True  False   
\_\_\_\_\_
- The man is meeting with the manager of the HR Department.  
True  False   
\_\_\_\_\_
- The HR Department is on the 13th floor.  
True  False   
\_\_\_\_\_
- The conversation took place in the office of the HR Department.  
True  False   
\_\_\_\_\_





**Task 4** Listen to the conversation and choose the best answer to each question you hear.

1. A. A government office.  
B. A hotel.  
C. An insurance company.  
D. A travel agency.
2. A. Grey.  
B. Green.  
C. Red.  
D. White.
3. A. The 3rd office on the right on the 5th floor.  
B. The 5th office on the right on the 5th floor.  
C. The 3rd office on the left on the 3rd floor.  
D. The 5th office on the left on the 3rd floor.

**Task 5** Listen to the following speech twice and fill in the blanks with what you hear.



**Ladies and gentlemen:**

My name is David Truman and I am the \_\_\_\_\_ of Simons Facilities Corporation.

Thank you for inviting me to speak here today about future energy technologies. \_\_\_\_\_, let me introduce our company, SFC, to you.

Simply put, SFC is one company with two lines of \_\_\_\_\_ — power and water, and our history dates back to over 100 years ago. Today we are one of the 50 largest companies in the UK. More than 20,000 of our employees build and \_\_\_\_\_ power and water facilities in England, Scotland and Wales.

With this \_\_\_\_\_ as background, now I would like to come to the topic of my speech today: What new energy technologies are there and where can they take us?

**Task 6** Work in pairs. Introduce yourself to your partner and ask him or her questions with the useful expressions. Then complete the chart below.

1 Name

Q: \_\_\_\_\_

2 Hometown

Q: \_\_\_\_\_

3 Hobbies

Q: \_\_\_\_\_

4 Spare-time activities

Q: \_\_\_\_\_

5 Reasons for studying the major

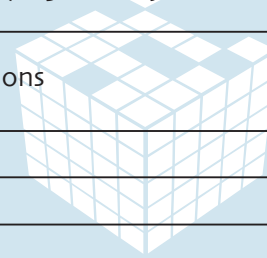
Q: \_\_\_\_\_

6 Your own questions

Q: A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_



### Useful Expressions

#### Greeting

How do you do?

I've often heard about you.

I've heard so much about you.

#### Making introduction

Allow me to introduce myself.

My name is...

I'm..., from...

#### Asking questions

Where were you born?

What do you do in your spare time?

Did you grow up here?

Why did you choose this major?

#### Ending

Nice talking to you.

It's so nice to finally meet you.

Nice to meet you, too.

It's a pleasure to meet you.

# Writing

## Envelope

**Task 1** Match the envelope items of an English letter with their typical positions.

1 the recipient's address

2 the sender's address

3 stamp

a the upper right corner of the envelope

b the upper left corner of the envelope

c the middle of the envelope

**Task 2** Read Sample 1 and answer the questions below.

1. To which city is the letter going?
2. Who wrote this letter?
3. Who is the recipient of the letter?
4. What is the recipient's address?
5. What's the business title of the recipient?
6. What is the sender's address?

### Sample 1

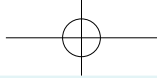


**Task 3** Read Sample 2 and complete the following sentences.

1. "c/o" on the envelope stands for "\_\_\_\_\_".
2. \_\_\_\_\_ will receive this letter.
3. \_\_\_\_\_ will open and read this letter.

### Sample 2





**Task 4** Write an envelope for your letter to Tom Jones, who works for Green Technologies as Sales Manager. The company is in New York, at No. 135 on West 20th Street. The zip code is 11001.



## Mini-project

Work in groups. Set up a company and design the “About Us” page for your company’s website. The page should include your company’s name, logo, profile, management and products. The following sample is provided for your reference.



### Sample

The screenshot shows the Johnson & Johnson website. At the top, there is a navigation menu with links for News Center, Careers, Investors, Partnering, and Contact Us. A search bar is located on the right. Below the navigation is a red banner with the Johnson & Johnson logo and links for Home, Our Products, Our Caring, and Our Company. A featured image shows three people in a laboratory setting, with a caption: "John Ferriguo, Betsy Hammonds, Dan Cassidy, USA Helped design and build the first LEED Gold-certified research laboratory." Below the image are social media and utility icons: Listen, Text Size, Text Only, Email to a Friend, Printer Friendly, RSS, and Share. The main content area is titled "Our Company" and contains the following text:

Caring for the world, one person at a time... inspires and unites the people of Johnson & Johnson. We embrace research and science - bringing innovative ideas, products and services to advance the health and well-being of people. Employees of the Johnson & Johnson Family of Companies work with partners in health care to touch the lives of over a billion people every day, throughout the world.

Our Family of Companies comprises:

- The world's sixth-largest consumer health company
- The world's largest and most diverse medical devices and diagnostics company
- The world's fifth-largest biologics company
- And the world's eighth-largest pharmaceuticals company

We have more than 275 operating companies in more than 60 countries employing approximately 128,700 people. Our worldwide headquarters is in New Brunswick, New Jersey, USA.



## Language Lab

**Task 1** Match the words or phrases on the left with their meanings on the right.

1. relevant
2. link
3. entrepreneur
4. fuel
5. popularity
6. acquire
7. feature
8. excel
9. tend to
10. stay away from

- A. to make something increase
- B. closely connected or appropriate to the matter in hand
- C. to obtain something
- D. to keep one's distance from
- E. to do something very well, or much better than most people
- F. a person who sets up a business
- G. a connection between one file or section and another
- H. a part of something that is important, interesting or typical
- I. the quality of being liked or supported by a lot of people
- J. to be likely to do

**Task 2** Complete the sentences with the words or phrases from Task 1. Change the form if necessary.

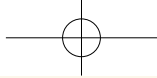
1. To become a successful \_\_\_\_\_, one should have a working knowledge about the business he or she plans to start.
2. If you click on this \_\_\_\_\_, it takes you to our flight schedule.
3. The business was \_\_\_\_\_ from Owen four years ago.
4. Summers in the north \_\_\_\_\_ be cooler and drier than in the south.
5. Once we have the \_\_\_\_\_ information, we can make a decision.
6. Swimmers have been told to \_\_\_\_\_ the beach following a shark attack last week.
7. Students with good communication skills will have a better chance to \_\_\_\_\_ at work.
8. Ever since basketball was invented, its \_\_\_\_\_ has become increasingly higher.
9. Each room in this building has its own special \_\_\_\_\_.
10. The area's rich natural resources have long \_\_\_\_\_ the Russian economy.

**Task 3** Complete the passage with the following words or phrase.

search engine   relevant  
into   with   links

Since there are now billions of web pages, it is important to know how to search effectively for information on the web. Fortunately, some powerful online tools are there to help us \_\_\_\_\_ this task. The simplest way to find information on the web is to visit a special site called \_\_\_\_\_. It is quite easy to use—you simply go to the homepage of the search engine, type a few key words \_\_\_\_\_ a form, click on a Search button, and then wait a few seconds for your results. The results are provided on your computer screen as a long list of \_\_\_\_\_ to web pages. Then you will have to look through the list to see if the links are \_\_\_\_\_ to your search.





**Task 4** Rewrite the following sentences after the models.

**Model 1:** It appeared that the technique was successful.

The technique *appeared to be* successful.

1. It appears that the wheels are going backwards when a car is speeding.

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2. It appears that everyone is talking about Google Earth these days.

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3. It appeared that no one had noticed his sadness.

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**Model 2:** Page had an idea. The idea was that this could be achieved by examining the relationships between web pages.

Page had an idea *that* this could be achieved by examining the relationships between web pages.

1. An idea is that humans might be cloned someday. Most people don't like the idea.

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2. The fact is that we don't have enough money. But you are trying to cover it up.

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3. The fact is that the goods have been damaged. We have to accept it.

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**Task 5** Translate the following into English using the given words or phrases.

1. 这一切不是一朝一夕可以实现的。(achieve)

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2. 下午六点钟左右体育馆通常很忙。(tend to)

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3. 这个地区现在不安全, 还是远离它为好。(stay away from)

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4. 就销售而言, 他们是该地区五大超市之一。(in terms of)

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5. 这间房既要作卧室又得作客厅。(serve as)

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6. 生产部负责监督这个项目的进展。(monitor)

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7. 上个月经理忙于一项对营销活动的研究工作。(be involved in)

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8. 现在许多大公司都利用网站来推销他们的产品和服务。(promote)

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## Self-study Room

### Basic Sentence Patterns (基本句型)

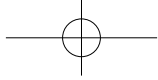
序号	句型	例句	
1	S + Vi. (主语+不及物动词)	1) S + Vi. 2) S + Vi. + Adverbial (状语) 3) S + Vi. + Prep. Phrase (介词短语) 4) S + Vi. + Infinitive (不定式) 5) S + Vi. + Participle (分词)	a. Time flies. b. Birds sing beautifully. c. They went on holiday. d. We stopped to have a rest. e. She'll go swimming.
2	S + Vt. + O (主语+及物动词+宾语)	1) S + Vt. + N./Pron. (名词/代词) 2) S + Vt. + Infinitive (不定式) 3) S + Vt. + Gerund (动名词) 4) S + Vt. + Clause (从句)	a. We like English. b. She wants to help him. c. They enjoy living here. d. I think (that) he is right.
3	S + Lv. + P (主语+系动词+表语)	1) S + Lv. + N./Pron. 2) S + Lv. + Adj. (形容词) 3) S + Lv. + Adv. (副词) 4) S + Lv. + Prep. Phrase 5) S + Lv. + Participle	a. The compass is mine. b. The secretary is efficient. c. The power is off. d. He looks in good health. e. My favorite sport is swimming.
4	S + Vt. + Io. + Do. (主语+及物动词+间接宾语+直接宾语)	1) S + Vt. + N./Pron. + N. 2) S + Vt. + N./Pron. + to/for-Phrase	a. I sent him a fax. b. I sent a fax to him. c. I bought Mary a book. d. I bought a book for Mary.
5	S + Vt. + O + Co. (主语+及物动词+宾语+宾语补足语)	1) S + Vt. + N./Pron. + Adj. 2) S + Vt. + N./Pron. + Prep. Phrase 3) S + Vt. + N./Pron. + Infinitive 4) S + Vt. + N./Pron. + Participle 5) S + Vt. + N./Pron. + Wh-infinitive 6) S + Vt. + N./Pron. + Clause	a. Do I make myself clear? b. She always keeps everything in good order. c. We want you to go there. d. We listened to him singing. e. The supervisor shows me what to do next. f. Tom told me that the film was great.

#### Tips

#### 【句子成分】

英语句子成分 (Members of the Sentence) 主要有五种: 主语S、谓语动词V (系动词Lv)、补语C (主语补语Cs, 宾语补语Co)、宾语O (直接宾语Do, 间接宾语Io) 和表语P。





**Task 1** Mark the following sentences with 1, 2, 3, 4 or 5 according to the five sentence patterns in the left table.

1. He came to help me with my math. (      )
2. I forced myself to get up this morning. (      )
3. I hope to see you again soon. (      )
4. We should remain modest and prudent at any time. (      )
5. This kind of food tastes terrible. (      )
6. The picture looks more beautiful at a certain distance. (      )
7. They told me that he often lies. (      )
8. People tend to need less sleep as they get older. (      )
9. I'll offer you a good chance. (      )
10. You must present your passport to the customs office. (      )

**Task 2** Translate the following into English.

1. 莎丽想先把报告拿给经理看看。  
\_\_\_\_\_
2. 他接受了买台新车的建议。  
\_\_\_\_\_
3. 公司的这条规定只对新员工适用。  
\_\_\_\_\_
4. 他听见有人叫他的名字。  
\_\_\_\_\_
5. 琳达为她的女儿做了一个生日蛋糕。  
\_\_\_\_\_
6. 我们相信真理。  
\_\_\_\_\_
7. 别担心, 你会很快领到薪水的。  
\_\_\_\_\_
8. 太阳每天早上升起。  
\_\_\_\_\_



**Key**

8. The sun rises every morning.  
7. Don't worry; you will get your salary very soon.  
6. We believe in truth.  
5. Linda made a birthday cake for her daughter.  
4. He heard someone call his name.  
3. This rule of the company is only for newcomers.

**Task 1**

1. (1) 2. (5) 3. (2) 4. (3) 5. (3)  
6. (3) 7. (5) 8. (2) 9. (4) 10. (4)

**Task 2**

1. Sally wants to show the report to the manager first.  
2. He accepted the advice to buy a new car.

## Unit File

### Vocabulary

accounting	achieve	acquire	brain child	excel	executive
expand	fuel	feature	go public	in terms of	instant
involve	look to	manufacture	marketing	monitor	profile
promote	purchasing	relevant	typical		

### Listening and Speaking

Greeting and making self-introduction

### Guided Writing

Writing an envelope

### Mini-project

Designing a web page

### Grammar

Basic Sentence Patterns

*Look back through this unit. Find more words and expressions that you think are useful.*