

# Organization



## Unit Objectives

After studying this unit, you should be able to:

- ask about and describe a company
- describe and explain a company structure
- ask about and describe a job and its responsibilities
- understand and explain a company's operation

# Listening 1

## TASK 1 Company Description



### I Warming-up

Choose either of the following companies and fill in the blanks with relevant information.

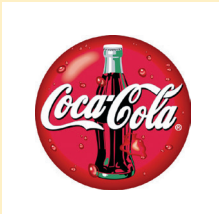


**Business**

\_\_\_\_\_

**Headquarters**

\_\_\_\_\_



**Business**

\_\_\_\_\_

**Headquarters**

\_\_\_\_\_

### II Extensive Listening

Listen to a conversation at a job fair and decide whether the following statements are true or false. Then write down the key words to support your answers.

- Benjamin Yang comes to the job fair to recruit new staff.  
 True       False  
\_\_\_\_\_
- Anna Brooks is introducing Nova to Benjamin Yang.  
 True       False  
\_\_\_\_\_

### III Intensive Listening

Listen to the conversation again and tick (✓) the correct answer to each question.

- What are Nova's products famous for?  
 A. Price and design.  
 B. Price and quality.  
 C. Design and quality.
- When was Nova established?  
 A. In 2000.  
 B. In 1990.  
 C. In 1919.
- Which of the following statements is true?  
 A. There are over 1,000 employees in Nova.  
 B. Nova covers an area of 8,000 square meters.  
 C. Nova can produce 75,000 units every month.

### IV Language Summary

Read aloud the following questions concerning company description.

- What line of business are you in?
- How long have you been in this line of business?
- How large is your company?
- Our company has more than 1,000 employees and our production and office space covers 75,000 square meters.

## TASK 2 Company Structure



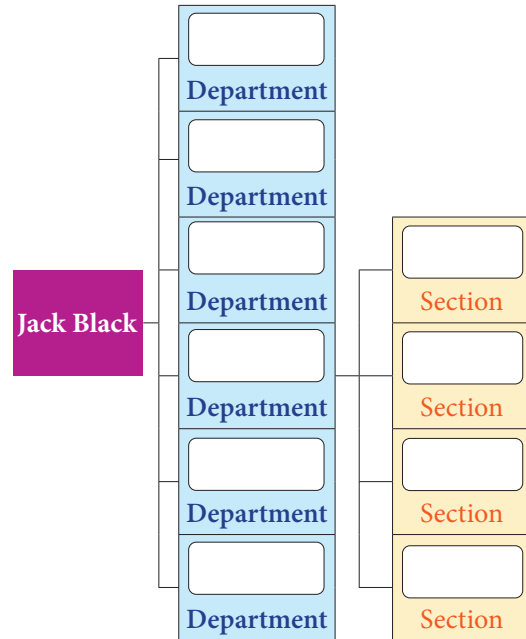
### I Warming-up

Complete the following crossword puzzle to form words that relate to departments in a company.

**CROSSWORD PUZZLE**

### III Intensive Listening

Listen to the speech again and complete the organizational structure of the company.



### II Extensive Listening

Listen to a speech by Anna Brooks and tick (✓) the correct answer to each question.

- Whom is the speech possibly for?
  - A. Visitors to the company.
  - B. New clients of the company.
  - C. New staff of the company.
- Which of the following is NOT covered in the speech?
  - A. A brief introduction to the company.
  - B. A detailed introduction to the company structure.
  - C. A bright future of the company.

### IV Language Summary

Translate the following department names into Chinese.

- Construction Department  
\_\_\_\_\_
- Engineering Department  
\_\_\_\_\_
- Strategic Planning Department  
\_\_\_\_\_
- Customer Service Department  
\_\_\_\_\_
- Public Relations Department  
\_\_\_\_\_

# Watching 1

## TASK 1 Company Description



### I Warming-up

Suppose you come across an old friend you've not seen for some time. How do you greet each other? List as many expressions as you can.



- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### II Extensive Watching

Watch a video clip of Bob and Alice, and match the names with the related information.



Bob



Alice

- will work for a big company
- worked for Otis Elevator
- a self-employed entrepreneur
- found a position at TAF

### III Intensive Watching

Watch the video clip again and complete the following form.

TAF
History Almost _____ years
Main Business Manufacturing _____
Size Over _____ employees

Bob's Company
History _____ year(s)
Main Business Importing and exporting _____

### IV Language Summary

Review the following sentences describing a company.

1. It is one of the leading manufacturers of skincare and hair care products.
2. I specialize in importing and exporting chemical products.
3. Our company was set up in the early 1990s.
4. There might be chances for us to do business together.

## TASK 2 Company Structure



### I Warming-up

Suppose you've got a part-time job. How would you greet your manager on your first day at work?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### II Extensive Watching

Alice is greeted by her manager on her first day at work. Watch the video clip and tick (✓) those that are covered in their talk.



- 1. Greetings
- 2. Company history
- 3. Company structure
- 4. Alice's salary

### III Intensive Watching

Watch the video clip again and answer the following questions.

1. Which department has Alice reported to?  
\_\_\_\_\_
2. What did the CEO do before he joined the company?  
\_\_\_\_\_
3. How many departments does the company have?  
\_\_\_\_\_
4. What is the biggest department in the company?  
\_\_\_\_\_
5. What does the Sales & Marketing Department consist of?  
\_\_\_\_\_

### IV Language Summary

Compare the meaning of the italicized words in each of the sentence pairs.

- ┌ They looked him over from *head* to foot.
- └ The sales director *heads* a team of 20 representatives.

- ┌ Put this coat over your *shoulders* in case you get cold.
- └ The local residents are being asked to *shoulder* the costs of the repairs.

- ┌ He hit me on the *nose*.
- └ The ship *nosed* its way into the harbor.

# Speaking 1

**I** Work in pairs. Complete and practice the following conversation with your partner in turn.

**A:** Good morning, Miss! I'm \_\_\_\_\_ from \_\_\_\_\_ . I was wondering if we could do business together.  
**B:** Good morning, Sir. What line of business are you in?  
**A:** We specialize in \_\_\_\_\_ .  
**B:** How long have you been in this line of business?  
**A:** \_\_\_\_\_ .  
**B:** How large is your company?  
**A:** \_\_\_\_\_ .  
**B:** \_\_\_\_\_ ?  
**A:** Our company is based in Nanjing.  
**B:** That sounds great. It's possible that we could do business together. May I have \_\_\_\_\_ so that I know how to contact you?  
**A:** Sure. Here you are.

**II** Work in pairs. Role-play a conversation between representatives from two companies looking to establish business relationships. The conversation should involve the following aspects.

- Greeting.
- Self-introduction.
- Information exchange of each other's company (business, history, size, structure, etc.).
- A wish to establish business relationships.

**III** Work in pairs. Make sentences with the help of the tips given below.

## Words

Board of Directors, Chairman of the Board, CEO, manager, company, department, section, branch

## Expressions

be headed by, be responsible for, take charge of, be divided into, be subdivided into, consist of

**IV** Work in pairs. Suppose you work in the HR Department of a company. Practice introducing your company organization to a new staff member.



# Listening 2

## TASK 1 Job Duty



### I Warming-up

Below are abbreviations for some positions. Discuss with your partner and fill in the blanks with proper words.

CEO—	Chief	Executive	Officer
CFO—			
CTO—			
COO—			

### II Extensive Listening

Match the responsibilities in the right column with the people in the left column according to the conversation you hear.



CEO

monitors a company



Director  
(of the Board)

owns a company (partly)



Shareholder

manages a company

### III Intensive Listening

Listen to the conversation again and fill in the blanks with proper words.

Directors, CEO and shareholders are confusing concepts to some people. Actually, they have different responsibilities in a company. **1** \_\_\_\_\_ own the company. They form the **2** \_\_\_\_\_ system. The CEO runs the company. If there is only one person with absolute power in a company, everyone knows the power will go to the CEO. That's too **3** \_\_\_\_\_. That's the reason for having a **4** \_\_\_\_\_, which is made up of people who are independent and **5** \_\_\_\_\_.

### IV Language Summary

Fill in the blanks with proper words according to the expressions in the left column.

once a day	daily
once a week	
once a month	
once every two months	
once every three months	
once a year	
twice a year	

## TASK 2 Company Operation



### I Warming-up

Suppose you are the CEO of a company. Which department will you forward each of the following problems to?



#### Problem 1

The new product is not well received by the market.

---

#### Problem 2

The public image of the company is declining.

---

### II Extensive Listening

Listen to a conversation between Benjamin and Daphne and tick (✓) the correct answer to each question.

1. What are they talking about?  
 A. A new product.  
 B. A new project.  
 C. A newcomer.
2. Where does this conversation most probably take place?  
 A. At the office.  
 B. In a lab.  
 C. At home.

### III Intensive Listening

Listen to the conversation again and answer the following questions.

1. What is most important for designing new products?  
\_\_\_\_\_  
\_\_\_\_\_
2. When does the Production Department start the assembly line?  
\_\_\_\_\_  
\_\_\_\_\_
3. How does the QC Department collaborate with the other two?  
\_\_\_\_\_  
\_\_\_\_\_

### IV Language Summary

Review the following sentences, paying special attention to the italicized parts.

1. *First*, the R&D Department takes the responsibility for designing new products.
2. *Then* the Production Department comes in.
3. *As soon as* the design proves feasible, the Production Department starts the assembly line.



# Watching 2

## TASK 1 Job Duty



### I Warming-up

Work in pairs. Write down proper department names according to the descriptions.

- Purchasing Department  
— in charge of buying items
- \_\_\_\_\_  
— responsible for manufacturing products
- \_\_\_\_\_  
— involved in promoting and selling products

### II Extensive Watching

Bill Smith is shooting a video for his company. Watch the clip and match the people with their titles.



Bill



Victoria



Dave

Assistant Manager for International PR

Production Manager

Sales and Marketing Manager



### III Intensive Watching

Watch the video clip again and decide whether the following statements are true or false. Then write down the key words to support your answers.

1. Bill Smith is shooting the video for a very important competition.  
 True       False  
\_\_\_\_\_
2. Victoria is responsible for establishing and maintaining relationships with overseas partners.  
 True       False  
\_\_\_\_\_
3. Dave is responsible for promoting new products.  
 True       False  
\_\_\_\_\_
4. Victoria and Dave actually belong to the same department.  
 True       False  
\_\_\_\_\_

### IV Language Summary

Write a sentence describing responsibilities of a certain job following the examples given below.

#### Talking About Responsibilities

1. I'm responsible for sales and promotion of the company's products.
2. My responsibility is to establish and maintain relationships with our overseas partners.
3. Dave is in charge of the Production Department.

## TASK 2 Company Operation



### I Warming-up

Work in pairs and brainstorm as many words or phrases as possible that can be used to describe positions.

on the right side of...

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---

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### II Extensive Watching

Bill is showing Alice around the company. Watch the video clip and tick (✓) those departments that they've mentioned.



- Accounting Department
- Finance Department
- R&D Department
- Production Department
- After-sales Section

### III Intensive Watching

Watch the video clip again and decide whether the following statements are true or false. Then write down the key words to support your answers.

1. Alice can get help from Mr. Bruce Anderson if she has trouble with her work.  
 True       False

---

2. If Alice's pay doesn't come on time, she should go to the Finance Department.  
 True       False

---

3. The R&D Department is next to the photocopy room.  
 True       False

---

4. The Transport Section and the After-sales Section are responsible for dispatching and maintenance.  
 True       False

---

### IV Language Summary

Review the following sentences, paying special attention to the italicized parts.

1. Right there *at the far end of* the corridor *on the right* is the CEO's office.
2. *Next to* the photocopy room is the Finance Department.
3. *Opposite* the Finance Department is the R&D Department.

# Speaking 2

**I** Work in pairs. Complete and practice the following conversation with your partner in turn.

**Eric:** Good morning! My name is Eric. I'm new here.

**Robert:** \_\_\_\_\_, Eric. I'm Robert.

**Eric:** Robert, \_\_\_\_\_?

**Robert:** I work in the Sales & Marketing Department.

**Eric:** Then you have to deal with people a lot.

**Robert:** Exactly! Our responsibility is to \_\_\_\_\_. Which department do you work for?

**Eric:** \_\_\_\_\_ the R&D Department. I studied industrial design when I was a college student.

**Robert:** Very creative job!

**Eric:** Yes. We are responsible for \_\_\_\_\_.

**Robert:** And, we take the responsibility to sell the products you design!

**Eric:** Right. So, we'll often cooperate in the future.

**II** Work in groups. Make up a conversation according to the following instructions.

**Student A:** manager of the Human Resources Department

**Student B:** a new staff member in the company

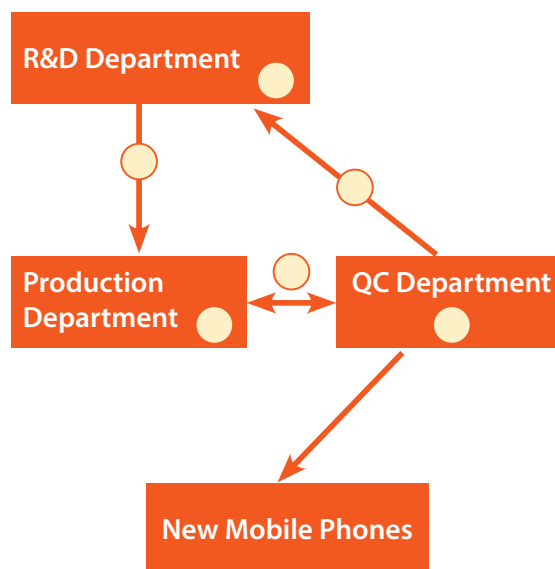
**Student C:** manager of the Production Department

**Student D:** manager of the Sales and Marketing Department

Student A shows Student B around the company, introducing Student C and Student D to him/her. When being introduced, Student C or Student D should have a brief chat with Student B, describing the responsibilities of Student C or Student D's department.

**III** Work in pairs. Put each step of the production process into the correct place on the flowchart and describe the whole process to your partner in full sentences.

1. the design proves feasible
2. designs the new product
3. problems are reported to
4. starts the assembly line
5. design problems go to
6. takes samples to the lab for testing



**IV** Work in groups. Work out a flowchart for a company and show its ordering, manufacturing and dispatch system. Show the flowchart to your classmates and explain the system.

# Project

## Project Guidelines

This project aims to go through the typical tasks related to an organization. The whole project is divided into three steps. Step One describes the company. Step Two focuses on company structure and job duties. Step Three concerns company operations.

Please follow the **TASK DESCRIPTION** to complete the project.



## TASK DESCRIPTION

### STEP One

- Organize a group of 4-6 students in your class;
- Invent a company and work out the basic elements: name, business, headquarters, size, etc.

### STEP Two

- Discuss and work out the basic structure of the company;
- Elect one member as Chairman of the Board of the company;
- The Chairman elected assigns the other members to positions in different departments of the company;
- Work out rough job specifications for each position.

### STEP Three

- Work together to draw a flowchart of the company's operations;
- Choose one representative to show the chart to the whole class and describe how the company operates.

# Self-Assessment

Rate your progress in this unit.	D	M	P	F*
I can ask about and describe a company and its structure.				
I can ask about and describe a job and its responsibilities.				
I can understand and describe a company's workflow.				
I can understand and describe a company's manufacturing, ordering and dispatch system.				

\* Distinction, Merit, Pass, Fail



## 1 New Words & Expressions

### Listening 1/ TASK 1

producer /prəʊ'dju:sə(r)/ *n.* 生产者, 制造者  
 exporter /ɪk'spɔ:tə(r)/ *n.* 出口商  
 electronics /,ɪlek'trɒnɪks/ *n.* 电子器件; 电子学  
 reputation /,repjə'teɪʃən/ *n.* 名声, 声誉  
 employee /,emplɔɪ'i:/ *n.* 受雇者  
 résumé /'rezju:meɪ/ *n.* 个人简历  
 interview /'ɪntəvjʊ:/ *v.* 采访; 面谈  
 line of business 行业; 业务范围

### Listening 1/ TASK 2

newcomer /'nju:kʌmə(r)/ *n.* 新来的人  
 domestic /dəʊ'mestɪk/ *a.* 国内的; 家庭的  
 annual /'ænjʊəl/ *a.* 一年一次的, 年度的  
 turnover /'tɜ:n,əʊvə(r)/ *n.* 营业额, 成交量  
 finance /'faɪnæns/ *n.* 财政; 金融; 财务  
 maintenance /'meɪntənəns/ *n.* 维护; 维修  
 take charge of 负责  
 a variety of 各种各样的  
 at present 目前, 现在

### Watching 1/ TASK 1

manufacturer /,mænʃə'fæktʃərə(r)/ *n.* 制造商; 生产者  
 anniversary /,æni'vɜ:səri/ *n.* 周年纪念日; 周年纪念  
 marvelous /'mɑ:vələs/ *a.* 令人惊叹的, 不可思议的  
 fantastic /fæn'tæstɪk/ *a.* (口)极好的; 了不起的  
 start up 开始; (使)启动, 发动  
 keep in touch 保持联络

### Watching 1/ TASK 2

confused /kən'fju:zd/ *a.* 困惑的, 糊涂的  
 complicated /'kɒmplɪkeɪtɪd/ *a.* 复杂的, 难懂的  
 strategy /'strætɪdʒɪ/ *n.* 策略; 谋略  
 appoint /ə'pɔɪnt/ *v.* 任命, 委派  
 accordingly /ə'kɔ:dɪŋli/ *ad.* 相应地; 因此  
 regional /'ri:dʒənəl/ *a.* 区域的; 地方的

### Listening 2/ TASK 1

financial /faɪ'nænʃəl/ *a.* 财务的; 财政的, 金融的  
 representative /,reprɪ'zentətɪv/ *n.* 代表; 典型  
 unbiased /,ʌn'baɪəst/ *a.* 无偏见的, 公正的  
 monthly /'mʌnθli/ *ad.* 每月一次地  
 quarterly /'kwɔ:təli/ *ad.* 按季度; 一季一次地  
 annually /'ænjʊəli/ *ad.* 每年地; 一年一次地

long-term /'lɒŋtɜ:m/ *a.* 长期的  
 vision /'vɪʒən/ *n.* 远见  
 moral /'mɔrəl/ *a.* 道义上的; 道德上的  
 watchdog /'wɒtʃdɒg/ *n.* 监察人, 监察团体  
 be responsible to/for 对……负责  
 act as 担当; 起……作用  
 in line 协调, 有秩序

### Listening 2/ TASK 2

colleague /'kɒli:g/ *n.* 同事, 同僚  
 keyword /'ki:wəd/ *n.* 关键词  
 phase /feɪz/ *n.* 阶段, 时期  
 innovation /,ɪnəʊ'veɪʃən/ *n.* 创新; 改革  
 feasible /'fi:zəbl/ *a.* 可行的; 行得通的  
 random /'rændəm/ *a.* 随便的, 随意的  
 sample /'sɑ:mpl/ *n.* 样品; 样本  
 cooperation /kəʊ'ɒpə'reɪʃən/ *n.* 合作, 协作  
 cooperate with 与……合作  
 come in 在……中参与; 起作用; 进入  
 assembly line 装配线, 流水线  
 collaborate with 与……协作

### Watching 2/ TASK 1

promotion /prəʊ'məʊʃən/ *n.* 提升, 晋级  
 overseas /'əʊvə'si:z/ *a.* 国外的, 海外的  
 work on 努力做; 致力于

### Watching 2/ TASK 2

confusing /kən'fju:zɪŋ/ *a.* 令人迷惑的  
 photocopy /'fəʊtəʊ,kɒpi/ *n.* 复印件  
 concerning /kən'sɜ:nɪŋ/ *prep.* 关于  
 payment /'peɪmənt/ *n.* 报酬; 支付  
 statistics /stə'tɪstɪks/ *n.* 统计数字; 统计学  
 performance /pə'fɔ:məns/ *n.* 表现; 业绩  
 client /'klaɪənt/ *n.* 顾客  
 complaint /kəm'pleɪnt/ *n.* 抱怨, 不满  
 forward /'fɔ:wəd/ *v.* 发送; 转寄  
 except that 除了  
 in person 亲自, 亲身  
 have trouble with 有烦恼; 有麻烦  
 turn to 求助于

# Unit File

## 2 Language Focus

### Functional Phrases

#### Talking About Location

*Right there at the far end of the corridor on the right is the CEO's Office.*

*Next to the photocopy room is the Finance Department. Opposite the Finance Department is the R&D Department.*

#### Talking About Business

*What line of business are you in?*

*Our company is a leading producer and exporter of electronics.*

*They're one of the leading manufacturers of skincare and hair care products.*

*I specialize in importing and exporting chemical products.*

#### Talking About Leadership

*Our company is headed by Mr. Jack Black.*

*If there is only one person with absolute power in a company, everyone knows the power will go to the CEO.*

#### Talking About Structure

*Our company is divided into five departments.*

*The Production Department has four sections.*

*The Board is made up of a group of independent and unbiased people.*

#### Talking About Responsibility

*He is responsible for everything that happens in the company.*

*I am responsible for sales and promotion of the company's products.*

*The R&D Department takes the responsibility for designing new products.*

### Useful Expressions

Haven't seen you for ages!

How is everything?

How is it going?

So far so good.

I was wondering if...

Let's keep in touch.

## 3 Cultural Notes

### ★ Crossword puzzle

A popular word game taking the form of white and dark squares. Squares in which answers begin are numbered. The dark squares are used to separate the words or phrases. The goal of the game is to fill the white squares with letters, forming words or phrases, by solving clues which lead to the answers.

(An example)

1		2		
3				4
		5		

#### Across

1. Sheep sound (3)
3. Neither liquid nor gas (5)
5. Humor (3)

#### Down

1. Road passenger transport (3)
2. Permit (5)
4. Shortened form of Dorothy (3)

### ★ Just call me Bill

To ask someone to call you by your first name shows your desire to have a less formal relationship with him/her. Similarly, to call someone by his/her first name is also a sign of showing closeness. However, you are not supposed to do so to a new friend until you are told to.

### ★ Addressing people

In Chinese language, people tend to address others by adding job titles to their family names, such as “张老师”, “李经理”, but in English language, “Teacher Zhang” and “Manager Li” would be inappropriate. However, there are job titles, such as “professor”, “doctor”, that can be followed by family names. Therefore, it's OK to address certain people as “Professor Wang” or “Doctor Liu”.

## 4 Business Notes

### ★ **Company structure**

Company structure determines how power and responsibility are assigned and controlled, and how information flows between levels of management. Although different companies may vary in their structures, there are a few core sections that are necessary in most companies, such as Production Department, Sales & Marketing Department, Accounting Department and HR Department.

### ★ **Job duty**

Job duties are tasks you must do in a job. They are the responsibilities you have for a particular job. A job description lists the duties you will do in your job. For example, a secretary will answer telephones, arrange meetings and make schedules. The activities you are required to perform for any occupation are your job duties.

### ★ **Company operation**

It usually refers to the work processes within a company or the relationships between different departments of a company. In the daily operation of a company, there are some typical work processes such as the production process, the ordering and delivering process, and the recruitment process.

### ★ **Company orientation**

The introductory stage at which a new employee is told of the company's history, beliefs and values, long-term goals, and management structure. He or she is given specific information, such as the company's products, markets and the employee conduct. Company policies about promotions and vacations, and regulations regarding health and safety are also made known during this period.

### ★ **Board of Directors**

It's the governing body of a firm. Its members (directors) are elected normally by the shareholders to govern the firm and look after their interests. The Board has the final say in decision-making and takes responsibility for the results of the firm's policies and actions. Members of the Board usually include inside (executive) directors as well as outside (non-executive) directors.

### ★ **Shareholder**

A shareholder is an individual or company that legally owns one or more shares of a firm. The shareholders together own the company. They are given special rights including the right to vote for the elections of Board members.

### ★ **CEO**

A CEO is the top executive responsible for a firm's overall operations and performance. As the leader of the firm, he or she serves as the main link between the Board of Directors and the firm's various parts or levels. One of the major duties of a CEO is to maintain company policies and carry out the Board's decisions.

# Supplementary Listening



**I** Listen to five short dialogs and decide whether the following statements are true or false.

- |   |                          |
|---|--------------------------|
| 1. It is located in Texas, USA.           | <input type="checkbox"/> |
| 2. It is about 17 km south of Scavo Town. | <input type="checkbox"/> |
| 3. Its main product is casual wear.       | <input type="checkbox"/> |
| 4. It was set up in 1923.                 | <input type="checkbox"/> |
| 5. More than 2,000 people work for it.    | <input type="checkbox"/> |

**II** James Wilson introduces Sunshine Ltd. to a customer. Listen to the conversation and fill in the blanks.

James Wilson is the Business Manager of Sunshine Ltd. He has been with the company for about **1** \_\_\_\_\_. Sunshine Ltd. is based in Dongguan, Guangdong Province, which is fairly **2** \_\_\_\_\_ to the Pearl River Delta. As the company is very close to **3** \_\_\_\_\_, transport links are very good. Founded in 1983, the company's main products are tires for **4** \_\_\_\_\_, which are sold to **5** \_\_\_\_\_ all over the world.

**III** James Wilson is describing his company's site. Listen to his description and match the items in the left column with the information in the right column.

1. office building	A. a yellow building on the right side of the office building
2. canteen	B. a small building beside the warehouses
3. warehouses	C. to the left of the office building
4. maintenance section	D. at the back of the workshop
5. workshop	E. 50 meters behind the main gate

**IV** Listen to a description of a company structure and answer the following questions.

- How many employees work for this company?  
\_\_\_\_\_
- What is this company's main business?  
\_\_\_\_\_
- To whom do department managers report?  
\_\_\_\_\_
- What departments does the company have?  
\_\_\_\_\_
- Which department is responsible for keeping the company accounts?  
\_\_\_\_\_

**V** Helen Grey is describing the company structure to a new employee. Listen to the conversation and write down the job titles for the following people.

- Philip Dickson  
\_\_\_\_\_
- Anne Roberts  
\_\_\_\_\_
- Helen Grey  
\_\_\_\_\_
- David Peter  
\_\_\_\_\_
- Fiona Harris  
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