



# Unit 1

## Organization

### Unit Objectives

After studying this unit, you are expected to:

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





# Warming-up



**Task 1** Read the following abbreviations of organizations and write down their full names.

IMF

WTO

\_\_\_\_\_

\_\_\_\_\_

UN

UNICEF

\_\_\_\_\_

\_\_\_\_\_

IOC

WWF

\_\_\_\_\_

\_\_\_\_\_

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

TV



\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Computer



\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sportswear



\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Can Employees Decide an Organization's Leadership?

Steven recently started thinking maybe he wasn't the best candidate for the Chief Executive Officer (CEO) any longer. Instead of simply appointing a successor, he asked himself, "If we truly believe employees should run companies, why not let our employees elect their own leader, the next CEO?"

Steven called an all-hands meeting with 100 employees. During the meeting he shared his thoughts and his vision of introducing voting for the post of CEO, and asked all the staff to vote on it. Dustin was then chosen as the new CEO, with 95% of the votes.

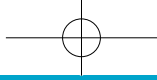
This brought about another interesting consequence. The rest of the leadership

wanted to be elected as well. Dustin asked them if they were sure about that, because there would be a chance that they would be voted out of their own positions. Still, they wanted to go ahead with it. What Dustin had warned the current leadership about became a reality. One was even voted out by 100% of the voters. "It was a very sensitive situation which was difficult to handle. Some of the former leaders needed time to reflect on their own behavior. But I'm happy that all those who were voted out are still with the company, or left due to other reasons much later," Dustin noted.

Today the leadership election process looks quite different.







The CEO starts the process by proposing an organizational structure for the next year with a public document, sharing a vision for the future and what would be needed in terms of leadership positions. Everyone is able to question the necessity of any position. Once the positions are defined, everyone can apply, or propose someone else. One month before an election, the people who are up for the position introduce themselves and their ideas. Successful candidates need to be supported by at least 2/3 of all stakeholders. If nobody receives the required number of votes, the previous person stays on for another six months, and then a new election would be held.

The practice is not perfect. It takes a lot of emotional energy from the entire organization, especially during the month of campaigning. However, leadership elections also create an atmosphere where people may leave leadership roles without losing face, allowing people to feel comfortable going in and out of the leadership. Most importantly, diversity in the leadership is enhanced, and hence also innovation in the organization.



### Words

- employee /ɪm'plɔɪ-i/ *n.* 受雇者, 雇员
- organization /ˌɔ:rgənə'zeɪʃən/ *n.* 组织, 团体, 机构
- leadership /'li:dərʃɪp/ *n.* 领导权, 领导层
- candidate /'kændədeɪt/ *n.* 候选人, 申请者
- executive /ɪg'zekjətɪv/ *a.* 行政的, 管理的
- appoint /ə'pɔɪnt/ *v.* 任命, 委派
- successor /sək'sesər/ *n.* 继任者
- vision /'vɪʒən/ *n.* 构想, 设想
- consequence /'kɔ:nsə-kwens/ *n.* 后果
- reality /rɪ'æləti/ *n.* 事实, 现实
- sensitive /'sensətɪv/ *a.* 需小心处理的, 敏感的
- propose /prə'pəʊz/ *v.* 提议, 提出……供表决
- necessity /nə'sesəti/ *n.* 必要, 必需品
- define /dɪ'faɪn/ *v.* 确定, 界定
- stakeholder /'steɪk,hoʊldər/ *n.* 参与者, 有权益关系者
- campaign /kæm'peɪn/ *v.* 发起运动
- diversity /daɪ'vɜ:rsəti/ *n.* 多样性, 多元化
- enhance /ɪn'hæns/ *v.* 改善, 改进
- hence /hens/ *ad.* 因此, 由此
- innovation /ɪ'ɪnə'veɪʃən/ *n.* 革新, 创新

### Phrases

- Chief Executive Officer (CEO) 总裁, 首席执行官
- vote on 投票, 表决
- bring about 引起, 导致
- vote... out (of) 投票免去……的职务
- go ahead with 开始做, 着手干
- reflect on 仔细思考
- due to 由于, 因为
- in terms of 就……而言, 在……方面
- be up for 正被考虑, 被提名 (作候选人等)



## Reading A

### Note

An **all-hands meeting** is one that is held with everyone who works within a company. It tends to be held when there is important information that needs to be communicated to a large group of employees, as this allows information to be passed on to everyone at the same time.

**Task 1** Read the passage and find out the facts relevant to the figures. Write down these facts.

100%

95%

2/3

6

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

1. Steven asked himself, "Why not let our employees elect the next ~~general manager~~?"

CEO

2. Steven was chosen as the new CEO of the company.

3. All those who were voted out left the company.

4. The CEO proposes an organizational structure for the next year with a contract.

5. On the day of an election, the people who are up for the position introduce themselves and their ideas.

6. Leadership elections create an atmosphere where people feel losing face when they leave leadership roles.

**Task 3** Do you have any suggestions on how to become a good leader? Share your ideas with your partner.

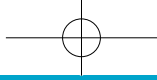
### Business Know-how

#### Making a Company Introduction

A company introduction usually contains the following information:

- history;
- management structure;
- products or services;
- company culture.





## Wisdom of China



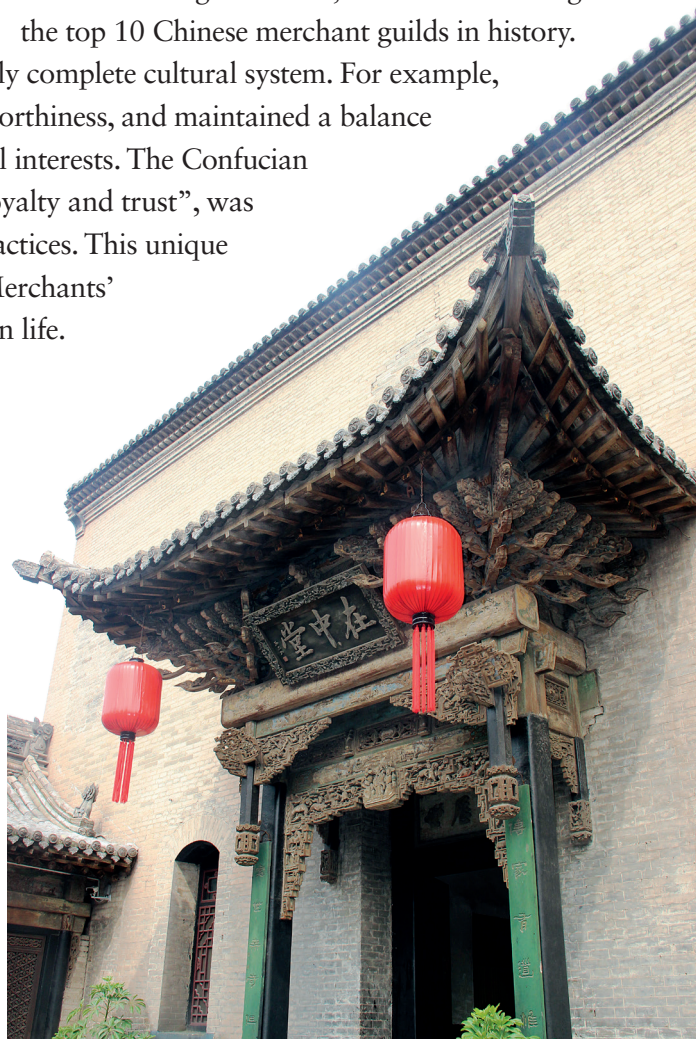
### Jin Merchants

In ancient China the Jin Merchants were a guild from Shanxi province. During the Ming and Qing dynasties, these Jin Merchants, with their talent and intelligence in managing trade and commerce, constantly innovated business methods and forms of organization. They gradually came to dominate various commercial organizations, to rank first among the top 10 Chinese merchant guilds in history.

The Jin Merchants formed a relatively complete cultural system. For example, they emphasized honesty and trustworthiness, and maintained a balance between moral integrity and material interests. The Confucian principle, “Culture, correct action, loyalty and trust”, was always observed in their business practices. This unique business culture influenced the Jin Merchants’ codes of conduct and their pursuits in life. Even business people today could be inspired and enlightened by some ideas of the Jin Merchant culture.



Search for more information about the business culture of Jin Merchants, for example the famous Qiao Family. Then share what you find with your classmates.





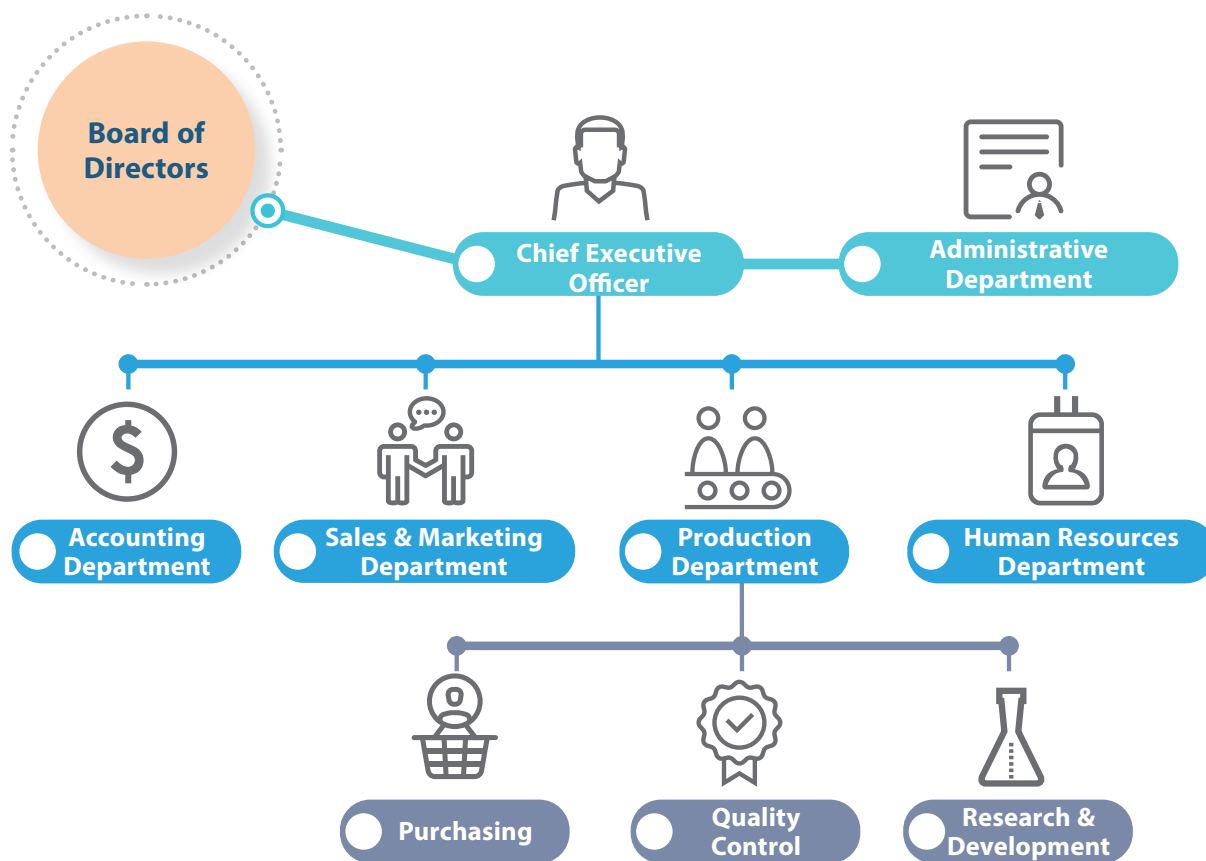
# Reading B

## TAF Profile

TAF Co. Ltd was founded in the year 2001 with the objective of providing better and more 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 U.S.A., 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 expanding its customer base throughout the world.

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



### Words

profile /'prɒfaɪl/ *n.* (公司) 简介, 概况  
 found /faʊnd/ *v.* 创立, 创建  
 objective /əb'dʒektɪv/ *n.* 目标  
 leading /'li:dɪŋ/ *a.* 最重要的, 最好的  
 manufacturer /ˌmænjə'fæktʃərə/ *n.* 制造商

manufacture /ˌmænjə'fæktʃər/ *v.* 生产, 制造  
 expand /ɪk'spænd/ *v.* 扩大  
 administrative /əd'mɪnɪ'strətɪv/ *a.* 管理的, 行政的  
 accounting /ə'kaʊntɪŋ/ *n.* 会计  
 marketing /'mɑ:kətɪŋ/ *n.* 市场营销  
 purchasing /'pɜ:tʃəsɪŋ/ *n.* 采购

governing /'gʌvərnɪŋ/ *a.* 管理的, 统治的  
 monitor /'mɒnɪtər/ *v.* 监测, 监视  
 client /'klaɪənt/ *n.* 客户  
 involve /ɪn'vɔ:lɪv/ *v.* 涉及, 包含  
 promote /prə'məʊt/ *v.* 推销, 促进, 晋升



**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.

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

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

**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.

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

**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. The Administrative Department only provides support for the CEO.

**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.

### Phrases

look to 注意, 考虑 (改进)  
up to 达到 (某个标准)


### Note

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

# Listening & Speaking



**Task 1** A receptionist is answering questions from a visitor. Listen to the conversation and fill in the blanks with what you hear.



## VISITORS

Date : September 12

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



Mary



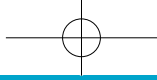
Mr. Walker


Sales Manager

Secretary


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.

1. The man is going to have a job interview in the woman's company.  
 True                       False  
 \_\_\_\_\_
2. The man is meeting with the manager of the HR Department.  
 True                       False  
 \_\_\_\_\_
3. The HR Department is on the 13th floor.  
 True                       False  
 \_\_\_\_\_
4. The conversation takes 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. Gray.  
 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 speech twice and fill in the blanks with what you hear.


Ladies and gentlemen:

My name is David Truman and I'm 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 U.K. More than 20,000 of our employees build and \_\_\_\_\_ power and water facilities in England, Scotland and Wales.

With this \_\_\_\_\_ as background, now I'd 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.

◀⋮

Name

Q \_\_\_\_\_

Hometown

Q \_\_\_\_\_

Hobbies

Q \_\_\_\_\_

Spare-time activities

Q \_\_\_\_\_

Reasons for choosing the major

Q \_\_\_\_\_

Your own questions


Q \_\_\_\_\_

A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

## USEFUL EXPRESSIONS



**Greetings**  
How do you do?  
I often hear about you.  
I've heard so much about you.

**Making introductions**  
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

A the upper right corner of the envelope

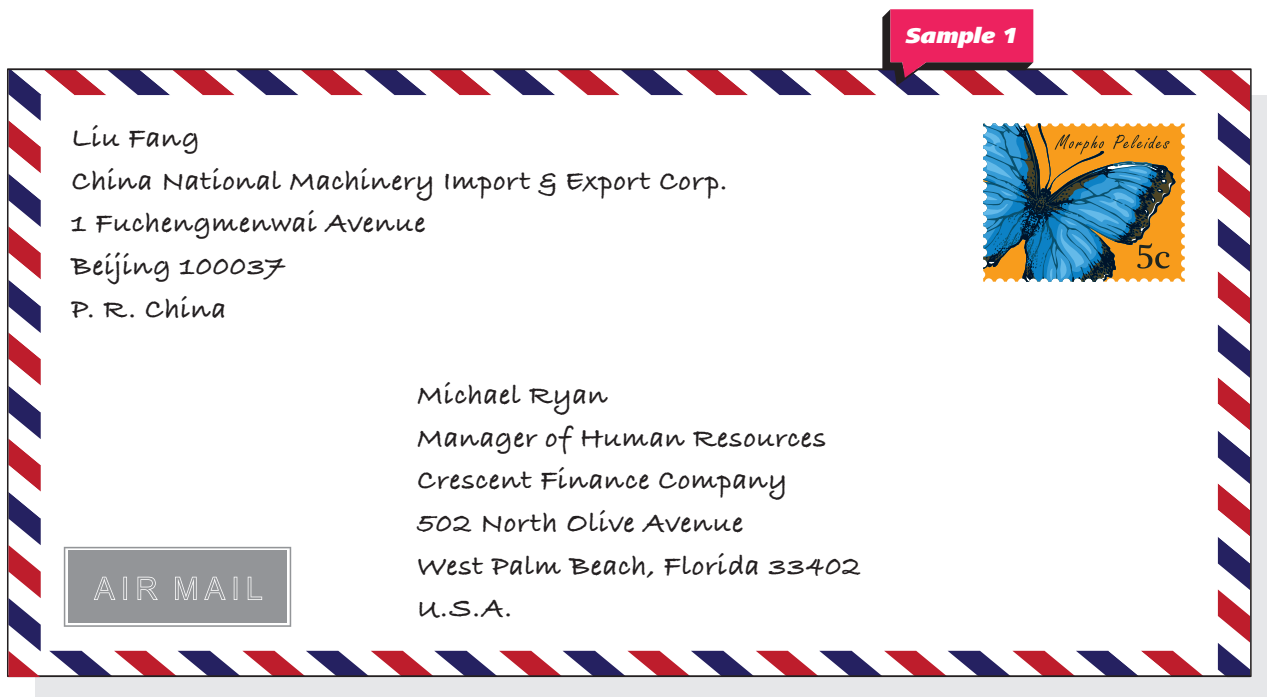
2 the sender's address

B the upper left corner of the envelope

3 stamp

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?

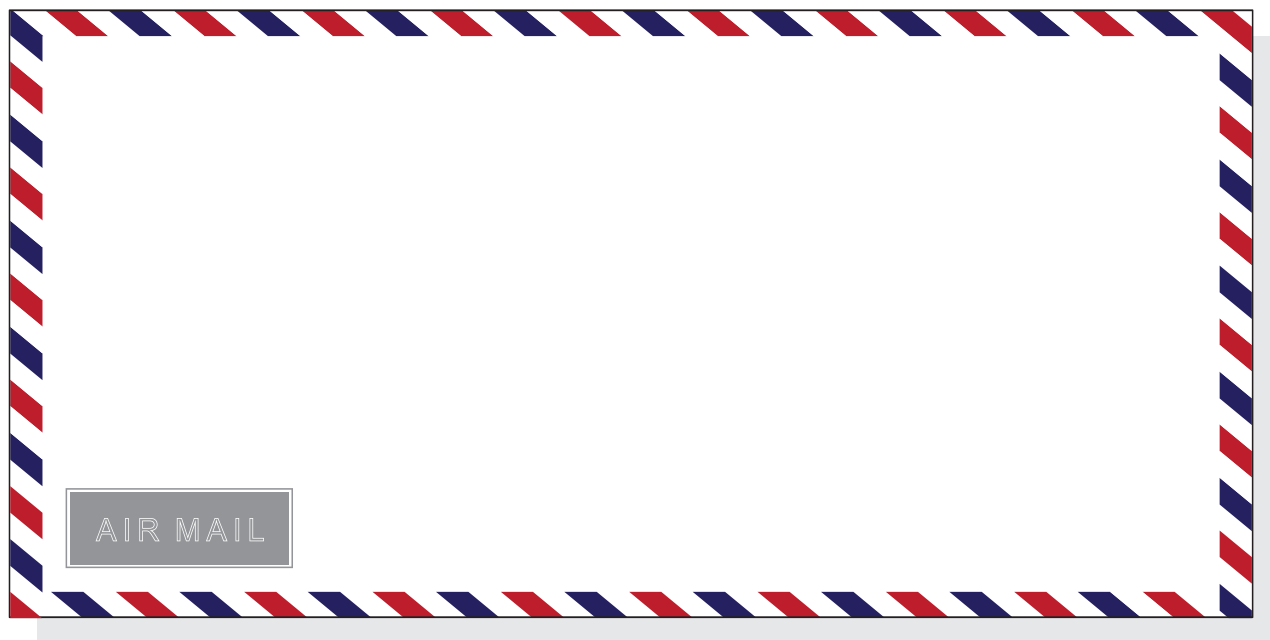
## Writing

**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.

**Task 4** Write an envelope for your letter to Tom Jones, who works for Green Technologies as the sales manager. The company is at No. 135 on West 20th Street in New York. The zip code is 10011.

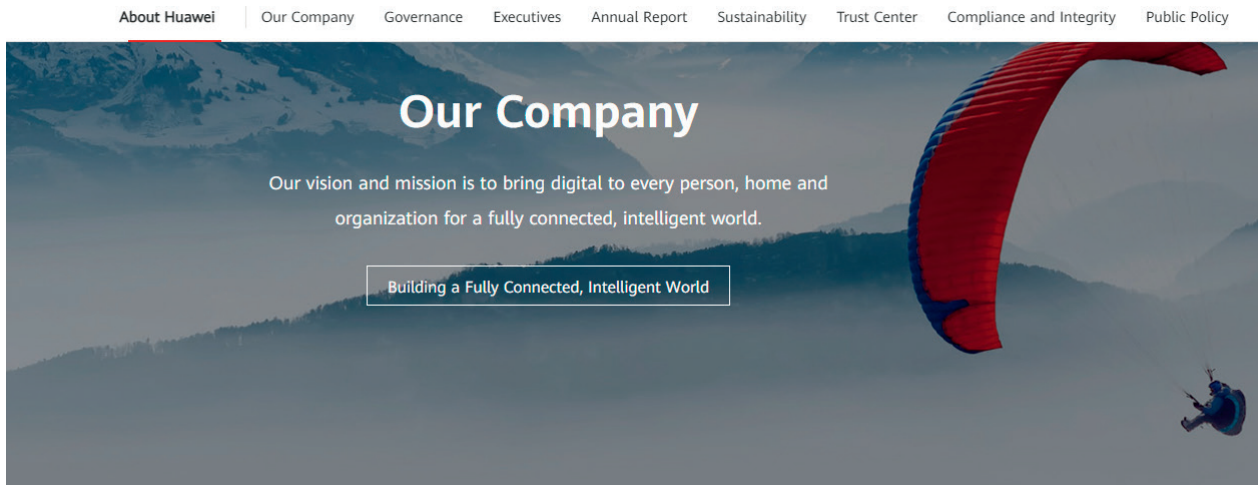




# Mini-project

**Task** Work in groups. Suppose you just set up a company. 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.

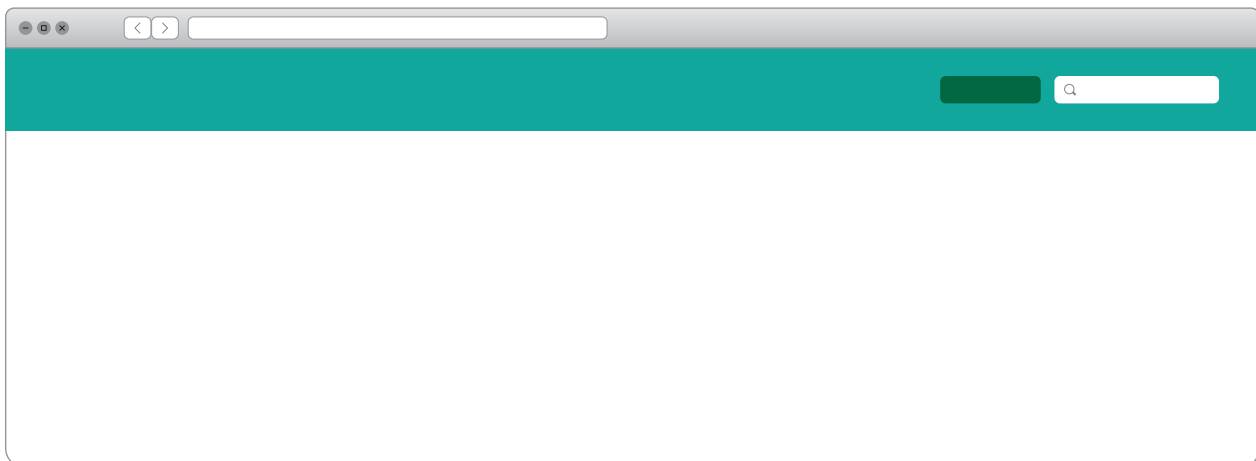
## Sample



## Who is Huawei

Founded in 1987, Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices. We have approximately 197,000 employees and we operate in over 170 countries and regions, serving more than three billion people around the world.

Huawei’s mission is to bring digital to every person, home and organization for a fully connected, intelligent world. To this end, we will: drive ubiquitous connectivity and promote equal access to networks to lay the foundation for the intelligent world; provide the ultimate computing power to deliver ubiquitous cloud and intelligence; build powerful digital platforms to help all industries and organizations become more agile, efficient, and dynamic; redefine user experience with AI, offering consumers more personalized and intelligent experiences across all scenarios, including home, travel, office, entertainment, and fitness & health.



# Language Lab

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

- |                |  |
|----------------|--|
| 1 define       | A a result of something that has happened  |
| 2 propose      | B to choose somebody for a job or position of responsibility                             |
| 3 consequence  | C to make something happen   |
| 4 reality      | D to describe or show something correctly and clearly                                    |
| 5 enhance      | E a person who is trying to be elected or is applying for a job                          |
| 6 candidate    | F to suggest a plan, an idea, etc. for people to think about and decide on               |
| 7 appoint      | G a thing that is actually experienced or seen, in contrast to what people might imagine |
| 8 diversity    | H to increase or further improve the good quality, value of somebody/ something          |
| 9 due to       | I the quality or fact of including a range of many people or things                      |
| 10 bring about | J because of somebody/something  |

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

1. Will time travel ever become a(n) \_\_\_\_\_?
2. Her beauty was \_\_\_\_\_ by make-up.
3. His lawyer said he understood the \_\_\_\_\_ of his actions and was prepared to go to jail.
4. I \_\_\_\_\_ that he should see a lawyer.
5. A new manager has been \_\_\_\_\_ to direct the project.
6. There may be problems if responsibilities are not \_\_\_\_\_.
7. The sports meeting was canceled \_\_\_\_\_ the bad weather.
8. There is a need for wider \_\_\_\_\_ and choice in education.
9. The last \_\_\_\_\_ impressed me with his knowledge of the company's history.
10. A lot of environmental damage has been \_\_\_\_\_ by the greenhouse effect.

## Task 3 Rewrite each of the following sentences with the words or phrases given in brackets. Change the form if necessary.

1. Some employees don't care who is in charge of the company. (run)  
\_\_\_\_\_
2. I need time to think about my success and failure carefully. (reflect on)  
\_\_\_\_\_
3. The company began to cut costs soon after the meeting. (go ahead with)  
\_\_\_\_\_
4. Did the survey find anything regarding employees' job satisfaction? (in terms of)  
\_\_\_\_\_
5. The job requires a leader who has a clear idea about what should be done in the future. (vision)  
\_\_\_\_\_



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

**Model 1**

The CEO starts the process by proposing an organizational structure for the next year with a public document, which shares a vision for the future.

The CEO starts the process by proposing an organizational structure for the next year with a public document, *sharing a vision for the future.*

1. The government, which promises to cut taxes, will be popular.  
\_\_\_\_\_
2. The radio station inserts many advertisements between news, which brings it great profit.  
\_\_\_\_\_
3. He began to try to sit up, which showed us that the effects of the medicine were wearing off.  
\_\_\_\_\_

**Model 2**

There would be a chance. The chance was that they would be voted out of their own positions.

There would be a chance *that* they would be voted out of their own positions.

1. An idea is that humans might be cloned someday. Most people don't like the idea.  
\_\_\_\_\_
2. The news was that our women volleyball team had won the championship. The news encouraged us greatly.  
\_\_\_\_\_

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

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

1. 这是手工制作的，因而很贵。(hence)  
\_\_\_\_\_
2. 我们正在讨论雇佣更多员工的必要性。(necessity)  
\_\_\_\_\_
3. 此类产品的价格对政策变化非常敏感。(sensitive)  
\_\_\_\_\_
4. 为什么你认为我们应该对那件事进行表决？(vote on)  
\_\_\_\_\_
5. 过去 15 年来我们一直参加反对捕鲸的运动。(campaign)  
\_\_\_\_\_
6. 生产部负责监督这个项目的进展。(monitor)  
\_\_\_\_\_
7. 上个月经理忙于一项对营销活动的研究工作。(be involved in)  
\_\_\_\_\_
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)  
\_\_\_\_\_



# Self-study Room

## Basic Sentence Patterns

序号	句型	例句	
1	S + Vi. (主语+不及物动词)	1) S + Vi. 2) S + Vi. + Adv. (副词) 3) S + Vi. + Prep. Phrase (介词短语) 4) S + Vi. + Infinitive (不定式) 5) S + Vi. + Adverbial Clause (状语从句)	a. Time flies. b. Birds sing beautifully. c. They went on holiday. d. We stopped to have a rest. e. They were singing when we arrived.
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 3) S + Vt. + Gerund (动名词) 4) S + Vt. + Clause	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. 4) S + Lv. + Prep. Phrase 5) S + Lv. + Participle (分词)	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.



### 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。



# Unit File

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

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 positive at any time. ( )
5. They have talked for half an hour. ( )
6. The picture looks more beautiful at a certain distance. ( )
7. They told me that he lied a lot. ( )
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 officer. ( )

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

1. 萨莉想先把报告拿给经理看。  
\_\_\_\_\_
2. 他接受了买辆新车的建议。  
\_\_\_\_\_
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。  
\_\_\_\_\_

## Vocabulary

appoint	campaign	candidate	define
due to	enhance	executive	governing
hence	in terms of	innovation	involve
look to	manufacture	marketing	monitor
necessary	profile	promote	propose
purchasing	vision		

## Listening & Speaking

Greeting and making a self-introduction

## Writing

Writing an envelope

## Mini-project

Designing a web page

## Grammar

Basic sentence patterns

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