

COURS

TEXT 1 : THE CLASSIFICATION OF THE BUSINESS ACTIVITIES

Every form of industrial enterprise falls into one of the four broad classifications that constitute our industrial system:

- a) Primary industries
- b) Manufacturing industries
- c) Distributive industries
- d) Services industries

The first class industries provide the raw materials which are basic to the operation of a business system. Often called the primary industries, they supply the products of agriculture, mining, oil products, forestry and fishing.

Manufacturing industries are all those engaged in the process of manufacturing products from raw materials. This process is carried out in factories and manufacturing plants throughout the country and produces a wide variety of products; for example food products, clothing, wood and paper, plastics, chemicals, petroleum products, iron and steel, rubber and machinery of all kinds.

The third category, the distributive industries are engaged in the process of distributing raw materials and manufacturing goods. They move goods from producer to ultimate consumer. They perform the functions of transportation, storage and marketing.

Finally, services industries are all those businesses and individuals which provide service to the other processes. The number of individuals and businesses engaged in these industries is very large. Their activities range from the professions such as doctors and accountant; financial institution (for example: banks), communication (telephone and telegraph companies), utilities (gas, water and electricity suppliers) and government departments.

Activity 1 : Read the text quickly and find the right answer.

The text is about:

- a) The classification of business organizations
- b) The classification of business sectors
- c) The classification of business plans

Activity 2 : Read the text again and match the words or expressions in box A to their definitions or synonyms in box B. the first one is done for you as example. Example 1. → F)

| BOX A | BOX B |
|------------------|---|
| 1. Raw materials | A) All over |
| 2. Supply | B) Executed |
| 3. Throughout | C) Final |
| 4. Carried out | D) Essential |
| 5. Basic | E) Offer – provide |
| 6. Accountant | F) Substances in natural state that are transformed |
| 7. Storage | G) The process of keeping something in a special place until it is needed |
| 8. Ultimate | H) A person whose job is to deal with financial matter in a company |

Activity 3 : Read the text again and answer the questions below

1. List the different business activities
2. What are the primary sectors involved in?
3. Where are raw materials transformed?
4. Quote 4 products that derive from the manufacturing industries
5. What does the third category distribute?
6. How are goods moved?
7. What functions do the distributive industries perform?
8. What are service industries?

COURS

TEXT 1 : COMPANY ORGANIZATION

At the top of the company, the Chairman of the Board (a) is responsible to the shareholders and the day-to-day running is the responsibility of the Chief Executive Officer (CEO) (b), who also has a seat on the Board.

Five directors form the senior management committee of the company. Going from left to right on the organization chart, we start with the Director of Finance (c), who runs his division with his Deputy (d).

Then we have the Director of Operations (e), who is responsible for production and logistics. The Factory Manager (f) answers directly to him.

Next we have the Director of Marketing (g), who is also responsible for sales so the National Sales Manager (h) reports to him on the activities of the whole sales team, which is divided into two regions, north and south, each managed by a regional sales manager (i; j).

The Director of Human Resources (k) has Training and Development Manager (l) and a Compensation and Benefits Manager (m), who look after the day-to-day running of her department.

Finally, the Director of Research and Development (n) runs a small but important division of the company. She too reports directly to the CEO.

Activity 1: Read the text quickly and answer the questions.

1. What is the title of the text?
2. How many paragraphs do we have in the text?

Activity 2 : True or false

Read the text again and say if these statements are true or false

1. The daily running of the firm is the responsibility of the chairman.
2. The shareholders are liable or responsible to the chairman of the board
3. The chief executive officer has no seat on the board
4. The senior management committee of the company is formed by five managers
5. The director of finance is responsible for production and logistics.
6. The marketing manager looks after the sales
7. The sales team is divided into four regions
8. The director of human resources looks after the daily running of the department

Activity 3 : Read the text again and answer the questions below

1. Who is at the top of the company?
2. Who is in charge of the daily running of the company?
3. Who does the finance manager run his division with?
4. What is the responsibility of the Director of operations?
5. Who is responsible for the sales?
6. Who does the director of research and development report to?

COMPANY ORGANIZATION AND ROLES OF INDIVIDUALS / DEPARTMENTS

