

Unit 1

Companies



Vocabulary: **Companies**
 Language: **Present simple and present continuous**
 Career skills: **Talking about your job**
 Writing: **Email changing arrangements**

Vocabulary

1 Use the clues to find the words in the puzzle.

- 1 relating to companies
- 2 client
- 3 joining together of two companies
- 4 someone who starts their own business
- 5 involving too much administration / paperwork
- 6 linked chain of companies or individuals
- 7 arranged according to rank or status
- 8 owner of shares in a company
- 9 company that provides resources for another company

1										C	O	R	P	O	R	A	T	E		
2										O										
3										M										
4										P										
5										A										
6										N										
7										I										
8										E										
9										S										

2 Complete the sentences with *by*, *for*, *of*, *on*, *to* or *with*.

- 1 Shares in corporations are usually sold on the Stock Exchange.
- 2 One advantage _____ working for TBF is the career structure.
- 3 Who is responsible _____ staff development in this department?
- 4 The key _____ survival for most companies is flexibility.
- 5 Companies need to be able to adapt _____ a changing environment.
- 6 A team of ten people reports _____ the IT Manager.
- 7 Many companies used to provide workers _____ lifelong employment.
- 8 The Head of Procurement is in charge _____ purchasing.
- 9 Traditional companies are being replaced _____ networks of companies working together.
- 10 Which division deals _____ issues related to patents?

Listening 1  T2

1 Listen to the first part of a radio programme about the Kellogg School of Management. The speaker refers to three types of company and student. Make notes on them below.

type of company	type of student
1 <i>Large international corporation</i>	<i>All senior staff paid to attend</i>
2	
3	

2 Which areas of work do students at Kellogg come from?

3 What other areas of work within a company can you think of?

Listening 2  T3

1 Now listen to the second part of the programme. Make notes below on how Kellogg has responded to challenges facing the business school.

challenges facing Kellogg	changes to courses at Kellogg	other changes at Kellogg
<i>Tough business school market (number of job placements and starting salaries for MBA graduates). No automatic top job offers.</i>		



2 Match the pairs from the radio programme.

- | | | |
|------------|---|------------------|
| 1 business | — | a resources |
| 2 social | — | b school |
| 3 human | | c salary |
| 4 starting | | d company |
| 5 start-up | | e responsibility |
| 6 customer | | f services |



Reading **1** Complete the article below with the following sentences.

- a To put a good idea effectively and profitably into practice generally requires managerial experience and authority.
- b He does not mean that firms should set up their own 'universities' – although plenty, from Motorola to McDonald's, have done that.
- c Universities everywhere are largely state-financed.
- d They are all hugely successful: there are far more of them, and far more students, than ever before.
- e Certainly, there are aspects of the university that firms might envy.
- f For example it gathers, under a single powerful brand, individuals contracted to supply it with their intelligence.

The Economist

Business education

What might the company of the future look like?

Companies and universities: a little learning



Lawrence Summers, president of Harvard University, suggests in the latest Harvard Business Review that the American research university, eg Harvard, might be a model for the company of the future. ¹ ^b Instead, they should adopt the research university's fluid and decentralised approach to creativity and hierarchy. "If you look at the organisations in the economy

where the greatest value is being added," argues Mr Summers, "they are increasingly the organisations that share the values and character of universities."

² They are, to start with, extraordinarily durable institutions. Mr Summers' own Harvard, founded in 1636, is very young compared with the University of Bologna, founded in 1088, or Paris and Oxford born less than a century later.

³ In the rich world alone, 39m people are now taking a university course of one sort or another. And they teach more subjects than ever before. Anyone tempted to mock McDonald's Hamburger University should look at the classes in food technology and catering that plenty of modern universities now provide.

The successful university has other characteristics that firms increasingly

aspire to. ⁴ Moreover, the deals struck by the most successful academics when they transfer from one university (often European) to another (usually American) are becoming more lucrative, with all sorts of perks regarded as normal.

But there is one big difference that Mr Summers does not mention. ⁵ Harvard's students may pay for their teaching, but the university's research, which Mr Summers urges firms to copy, is subsidised with public money.

Public support gives most universities a financial stability that companies do not enjoy. Sure, companies succeed on the back of big ideas, but on the whole it is their application that makes money.

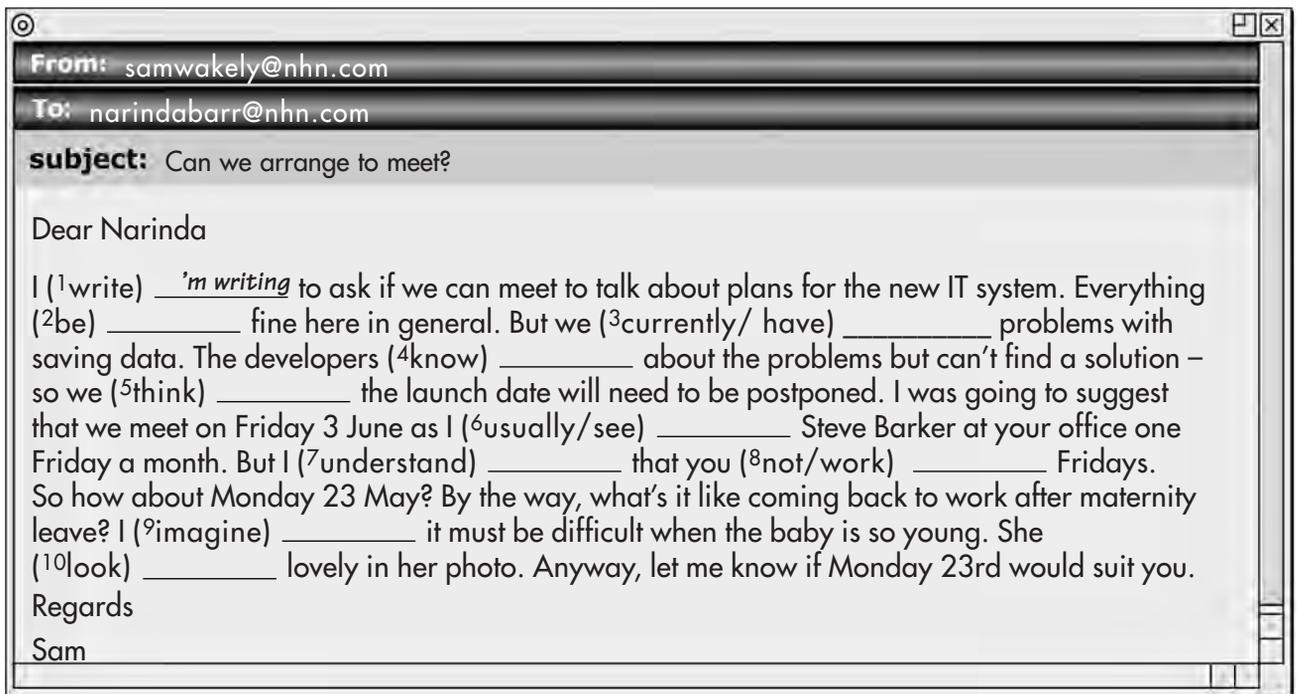
⁶ That is why clever 25-year-old graduates rarely run durably successful companies, even if they are from Harvard.

Language check

1 Match each question about jobs with an appropriate answer below. Then decide how you would answer each question.

- | | | |
|---|---|---------------------------------------|
| 1 | What's your job? | <input checked="" type="checkbox"/> b |
| 2 | What does that involve? | <input type="checkbox"/> |
| 3 | How long have you been in your present job? | <input type="checkbox"/> |
| 4 | Do you enjoy your work? | <input type="checkbox"/> |
| 5 | Is there anything you don't like about your job? | <input type="checkbox"/> |
| 6 | How do you spend your time when you're not working? | <input type="checkbox"/> |
-
- a I've worked here for about four years now.
 b I'm a supervisor in a logistics company called Express Move.
 c I enjoy team sports like rugby, but I don't play as regularly as I'd like.
 d Well, the role involves bureaucracy – and I'm not very keen on that!
 e Very much. My job entails a lot of different tasks – from co-ordinating drivers to liaising with suppliers – so I don't get bored.
 f I'm responsible for 13 warehouse staff and report to the site manager.

2 Complete the emails with the correct form (present simple or continuous) of the verbs in brackets.



Writing

You are Narinda. You cannot meet Sam on the day he suggests. Write an email (40–50 words) to Sam:

- explaining you cannot meet when proposed and giving reasons
- telling Sam when you will be free
- suggesting another time and date
- offering to arrange a meeting room.

Then compare your answer with the suggested answer on page 90.