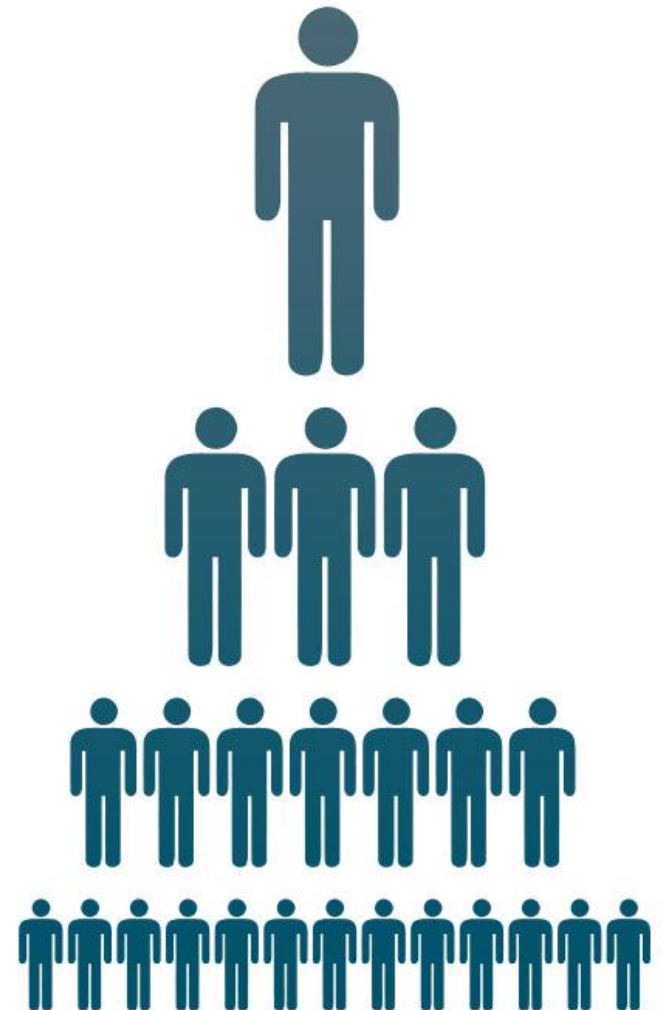


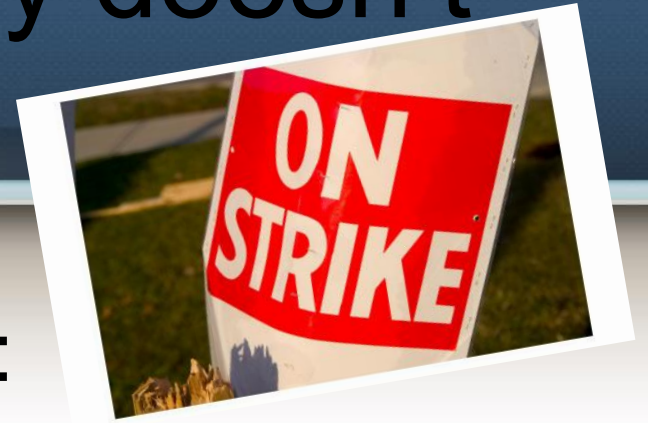
# Who works in a company?

Employees, personnel, staff, workers, **workforce**

They are: On a company's payroll



# When a bad company doesn't pay...



Industrial action:

1. A **strike, stoppage, walk-out**: stop working for a time
2. A **go-slow**: work, but slowly
3. An **overtime ban**: refuse to work, more than the normal number of hours



# Company Structures

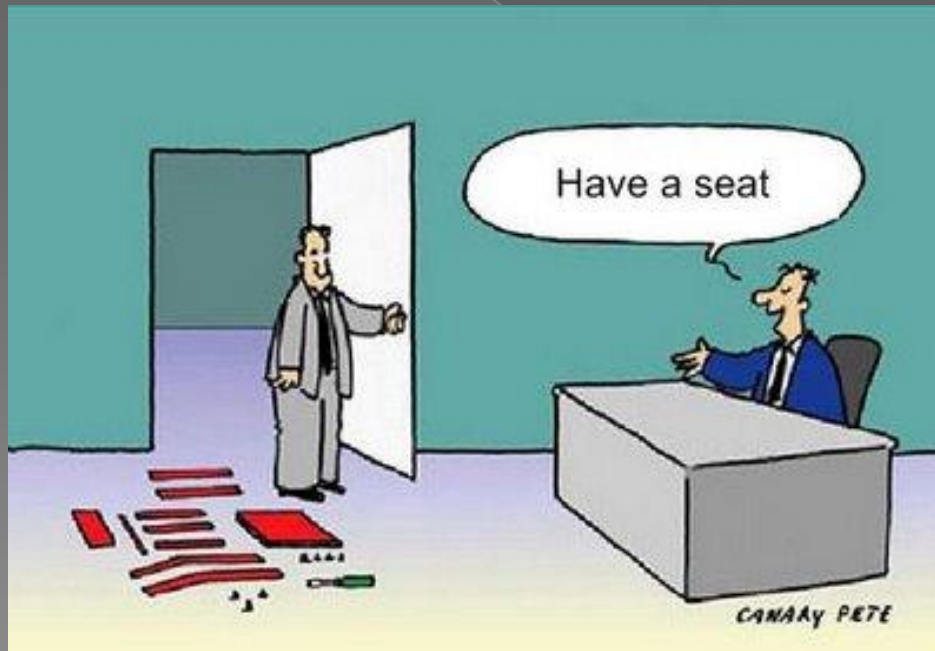
- Board of Directors (CHAIRPERSON, PRESIDENT)
- **MANAGING DIRECTOR (CHIEF EXECUTIVE OFFICER OR CEO)**
- **SENIOR MANAGERS**
  - Functions (funkcije): marketing, public relations, information technology, finance, human resources or **HR**, research and development, **R&D** etc.)
- **MIDDLE MANAGERS**

ORGANISATION CHART,  
adapted from: New Insights into  
Business, LONGMAN

# Senior managers/ management

Human Resources (abbreviation: HR)/ Human Resources Management (HRM)

- Pay
- Recruitment (rɪ'krʊ:tmənt)





# RESEARCH<sub>AND</sub> DEVELOPMENT

To keep pace with modern trends, innovations

# Remember: middle managers

NOT JUNIOR MANAGERS  
BUT **MIDDLE MANAGERS**

www.cartoonstock.com



search ID: cza1521

"THOSE ARE OUR JUNIOR EXECUTIVES."

# Where do the workers work?

SENIOR MANAGERS –

HEADQUARTERS

(HQ) ili HEAD OFFICE =  
sedište, uprava



# OPEN-PLAN OFFICES







16:59



## Vocabulary

diversification  
division  
to implement  
innovation  
issues  
to launch  
to manage  
to monitor  
patent  
policy  
practices  
range  
strategy

**diversification**

**division**

**to implement**

**innovation**

**issues**

**to launch**

**to manage**

**to monitor**

**patent**

**policy**

an agreed course of action =

*polisa*

a new idea, method, or invention

= *inovacija*

making different kind of products = *raznolikost*

to direct/ control a business =

*upravljati*

to watch carefully = *pažljivo*

*posmatrati*

one of the large parts into which a large company is

divided = *odeljenje*

to start using a plan = *primenjivati*

to make a new product available for sale for the first time =

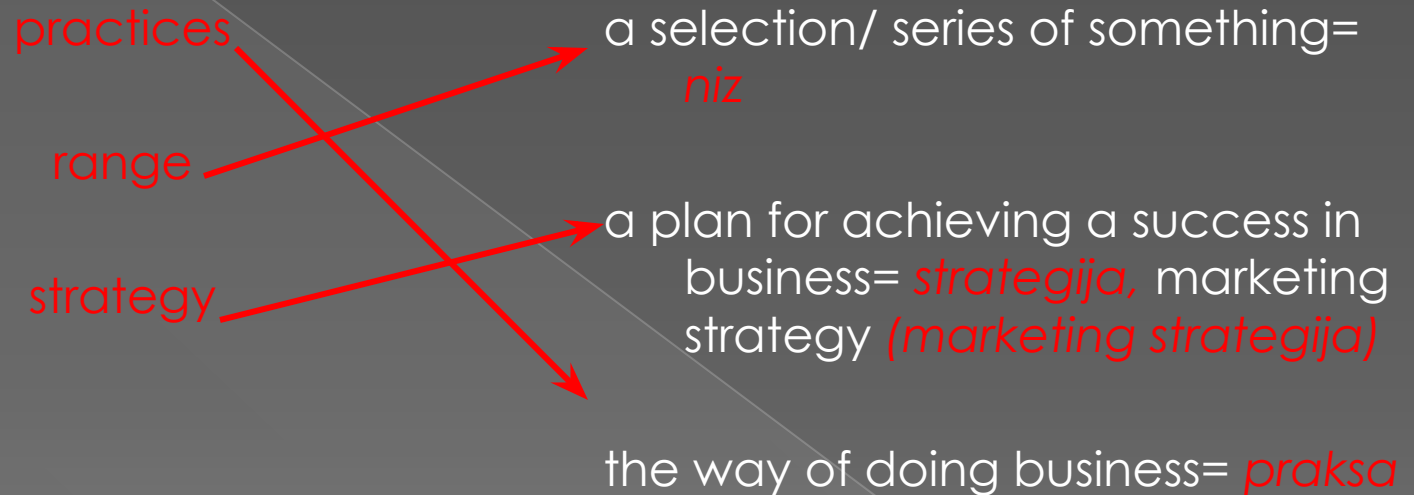
*"lansiranje novog proizvoda"*

the right to make/ sell an

invention = *patent*

a problem = *pitanje, problem*

# nastavak



# The BIG numbers, million, billion...

- 1,000,000,000,000 – trillion
- 1,000,000,000 – billion
- **1,000,000 – million**
- **1,000 – thousand**
- **100 - hundred**

# Numbers (before listening)

- hundred, thousand, million **not** hundreds, thousands, millions
  - 4 million pounds
  - 4.32 = four (4) point (.) three (3) two (2)
  - 0= zero (American English) or nought /nɔ:t/ (British English)
  - **and** razdvaja stotine I brojeve koje slede
  - % = percent
  - 12839=twelve thousand eight hundred AND thirty-nine
  - 452,210=four hundred and fifty-two thousand two hundred and ten
  - 6,391,000= six million three hundred and ninety-one thousand.
  - €8.88 = eight euros (point) and eighty-eight cents (*koliko centi*)
- Adapted from: New Insights into Business, Longman

- Currency (VALUTA)
- ◉ Serbian currency: /dīnɑ:r/
- ◉ USA currency:  
U.S. dollar
- ◉ Russian currency:  
ruble or rouble /'ru:b(ə)l/
- ◉ British currency:  
Pound
- ◉ Japanese:  
yen ¥

E

(E)  
th



# Let's listen and write down the numbers you hear

•7.4 %

•364

•12,839

•1,001

•13.57

•\$ 451,210

•£6,391,150

•0.2 %

Serbian GLAGOL + PRILOG		English VERB + PREPOSITION		Značenje (Meaning)
konkurisati	za	apply	to (somebody), for(something)	Prijaviti se (nekome), konkurisati za (posao) I've <b>applied to</b> that company <b>for</b> a job.
imati koristi	od	benefit	from	Small businesses have <b>benefited from</b> the changes in the law.
složiti	se	approve	of	She <b>approved of</b> him becoming a senior manager.
imati	za (posledicu)	result	in	The global economic crisis could <b>result in</b> an additional 18 million unemployed in the world.
verovati	u	believe	in	We <b>believe in</b> the survival.= verujemo u opstanak
odnositi se	na	refer	to	These figures <b>refer to</b> the first quarter sales(prodaje prva tri meseca)



## Verb & preposition cooperation- nastavak

Serbian GLAGOL + PRILOG		English VERB + PREPOSITION		Značenje (Meaning)
uspeti	u (nečemu)	succeed	in	It is very difficult to <b>succeed in</b> business.
pripadati	(nekome)	belong	to	Sprite <b>belongs to</b> the Coca-Cola Company.
zavisiti	od	depend	on	The market <b>depends on</b> customers.
izvestavati (nekoga)	o (necemu)	report	to (somebody ) , on (something )	CEO <b>reports to</b> the chairperson <b>on</b> events.

# Let's practice

1. I **believe in** a success of this company. (clue: verovati u)
2. Our company **depends on** the investments. (clue: zavisi od)
3. I **applied to** General Motors for the position of CEO. (clue: konkurisati za)
4. An employee must **approve of** the work conditions. (clue: složiti se)
5. The company loss could **result in** many people staying without a job.

# Now, PAST SIMPLE TENSE

- Past simple:
- završene radnje koje su se desile u prošlosti:
- **Did** you read the contract? Yes, and I **sent** it back to the legal department (pravno odeljenje)
- bitno za kolokvijum: odnosi se na određeni trenutak/ period iz prošlosti (**yesterday, hour ago, 1990, during the 1960, last week**): Ted Turner **launched** CNN in 1980.
- opisivanje istorije kompanije George Eastman **introduced** the first Kodak camera in 1888.
- godisnji izvestaj kompanije (annual report)

An annual report

Choose some of these words and fill in the gaps:

**delay, choose, improve, give, make, stabilise, hinder (ometati)**

- Last year the international situation in the hydrocarbons industry **improved** to same extent. However, the volatile (promenljive) foreign exchange rates **made** currency more difficult and relatively weak demand **hindered** expansion projects. We therefore **chose** to focus our efforts on specific opportunities where our know-how **gave** us a technical advantage over particularly aggressive competition.

# Present Perfect

- rezultati prošlih radnji vidljivi sada:
- The Coca-Cola company has changed the nature of advertising.
- objavljivanje vesti:
- Our fax number has changed.
- sa adverbima za vreme, bitno za kolokvijum:
- **for** 10 years, **since** 1996
- životna iskustva (life experiences):
- He's been a journalist, and now he's a trade unionist.
- “time up to now”-ever, never, already, yet, so far, over the last few years: Have you ever visited Paris?
- Posle when, as soon as... I'll leave as soon as I've finished (OR as soon as I FINISH)

# Past Simple or Present Perfect?

agree, buy, give, issue (prikazati), slump (pasti iznenada, npr. deonice)

- In a gigantic deal, BRITISH AMERICAN TOBACCO, the world's second –largest international cigarette maker **has agreed** to take over ROTHMANS

(the fourth largest) for \$8.7 billion. Shares (deonice) in Marks and Spencer, Britain's biggest retailer **have slumped** by more than 10% in the last 24 hours after the firm **issued** a profits warning.

Europe's postal market is becoming increasingly competitive. Only weeks after the British government **gave** the state-controlled

POST OFFICE greater commercial freedom, it **has bought** Germany's third-largest private carrier. GERMAN PARCEL has a big distribution network and a large stake (udeo) in GENERAL PARCEL, which operates Europe-wide.

Choose between the past simple and present perfect.  
The first one has been done for you.



Stella McCartney, Paul McCartney's daughter, joined / has joined the troubled Paris fashion house Chloé barely a year ago. It took/ has taken her just one year to reverse its fortunes. Previously Chloé was/ has been virtually invisible as a major force in the world of fashion. But almost single-handedly she transformed/ has transformed Chloé into the most talked about fashion brand in the world. She increased/ has increased sales fivefold. Paris didn't see/ hasn't seen anything like it since the young Yves St Laurent took/ has taken the city by storm 30 years ago. When she was/ has been appointed it was/ has been clear she knew/ has known what she had/ has had to do: "I want to bridge the gap between the consumer and the press. At the moment, fashion is just sort of stuck in the middle." So far, Stella stuck/ has stuck to her philosophy of avoiding outrageous and uncommercial catwalk creations. She kept/ has kept to the simple philosophy of designing clothes that she or her friends would want to wear. As her best friends are Kate Moss, Naomi Campbell... it also brings her big publicity.

**INTRANSITIVE  
VERBS (DON'T  
HAVE AN OBJECT)**

↑ INCREASE, RISE,  
GO UP  
The prices **have  
increased**.

↓ DECREASE,  
FALL, DROP, GO  
DOWN, DECLINE  
The company's  
stock price( CENA  
AKCIJA) **has fallen  
sharply**.

**TRANSITIVE VERBS  
(HAVE AN OBJECT)**

↑ INCREASE, RAISE  
The yen is forecast  
to **increase** in  
value (=vrednost je  
objekat) over the  
next year.

↓ DECREASE,  
REDUCE, DROP  
The bank  
**decreased** its  
dividend (=prihod od  
deonica nam je ovde  
objekat) to 15 cents  
from 31.25 cents a  
share.

**NOUNS from VERBS  
DESCRIBING  
CHANGES**

↑  
AN INCREASE, A  
RISE, A RAISE  
There was an  
**increase in** delays  
of deliveries of  
suppliers.  
Expression: **be on  
the increase**

↓ a decrease, a  
fall, a drop, a  
decline, a  
reduction  
Our winter sale  
includes many  
price **reductions**.

Describing  
changes



Be on the increase... povećavati se:

Demand for low-cost housing is on the increase.



Low-cost housing project in Africa

# Unit 1 – more useful expressions

**contract sth out (to sb)**

**to stop working permanently earlier**

**industrial unrest**

**losing your job because the job is no more needed**

**negotiation**

**activities undertaken by the workforce when they protest against pay. Actions may include strikes, go-slow**

**early retirement**

**to arrange for work to be done by somebody outside your own company**

**compulsory redundancy**

**discussions at which people try to decide/ agree something**





**THE END**