

### **PP03. Компании. Структура компании, названия отделов.**

### **PP03. Companies. Company structure, department names.**

#### **Study corporate types and organizational structure**

A normal **corporate structure** consists of various departments that contribute to the company's overall mission and goals. Common departments include **Marketing, Finance, Operations management, Human Resource**, and **IT**. These five divisions represent the major departments within a publicly traded company, though there are often smaller departments within autonomous firms. There is typically a **CEO**, and **Board of Directors** not usually composed of the directors of each department. There are also company presidents, vice presidents, and **CFOs**. The four main corporate structures are **Functional, Divisional, Geographic**, and the **Matrix**. Realistically, most corporations tend to have a “**hybrid**” structure”, which is a combination of different models with one dominant strategy

#### **Functional structure**

This model is commonly used in single-program organizations. It is basically the standard structure mentioned earlier, which is organized around departments. This structure is most appropriate for all small organizations.

#### **Divisional structure**

Divisional structures are based on a certain product or project. This structure is most common in multi-service organizations. Normally, it's based on the departments divided in the firm.

#### **Geographic structure**

Geographic structures are used in multi-site organizations and are frequently used by networks across different geographic areas.

#### **Matrix structure**

The Matrix structure is probably the most complicated model of them all because it is organised around multiple dimensions (e.g. geography and product), typically with more than one supervisor. This structure is commonly used in very large organisations because a greater volume requires greater co-ordination. However, this structure is very difficult to manage so it is usually better to reconsider its use and replace it with a different type of structure, then compensate for the tradeoffs.

#### **Study useful vocabulary:**

management – руководство

workforce /staff / employees - штат сотрудников

Board of Directors – совет директоров

Chairperson – председатель / President – президент

Managing Director (Chief Executive Officer) – генеральный директор

administration – администрация

company strategy – стратегия компании

Senior Management (Company Officers) – высшее руководство (высший менеджмент)

Middle Management – средний уровень руководства (средний менеджмент)

department – отдел, подразделение

Marketing department - отдел маркетинга

Finance department - финансовый отдел

Public Relations department - отдел по связям с общественностью

Production department – отдел производства

Personnel department (Human Resources) – отдел кадров

Research and Development department - отдел исследований и развития сбыта (продаж)  
Sales department - отдел продажи  
sector – сектор  
division – подразделение  
hierarchy – иерархия  
organisation chart – схема организационной структуры  
Headquarters (Central/Head Office) – штаб-квартира, центральный офис  
subsidiary (local company) – дочерняя компания, филиал  
authority – власть, полномочия  
accountability – ответственность, подотчетность  
lines of accountability (lines of authority) – иерархические связи  
superior – начальник  
to supervise – заведовать, руководить  
deputy – заместитель  
to report to smb. – отчитываться перед кем-л.  
to work under smb. – работать под чьим-л. руководством  
team – команда  
to be in charge of – отвечать за  
to be responsible for – быть ответственным за что-л.  
responsibility – ответственность

#### **ПРО4. Компании. Характеристика обязанностей работников отделов, описание работы компании.**

#### **ПРО4. Companies. Description of the staff responsibilities and company activities.**

##### **Study department names and their functions.**

Accounts Department: department responsible for administering a company's financial affairs  
Marketing Department: department that puts goods on market, inc. packaging, advertising etc.  
Personnel Department: department responsible for recruitment and welfare of staff or employees  
Production Department: department responsible for physical creation of product  
Purchasing Department: department responsible for finding and buying everything for a company  
R & D Department: department responsible for Research and Development of (new) products  
Sales Department: department responsible for finding customers and making sales  
A.G.M.<sup>UK</sup>: *abbr.* Annual General Meeting of a company's shareholders  
Board of directors: group of people chosen to establish policy for and control a company  
chairman<sup>UK</sup>: person who heads a Board of Directors; head of a company; chairperson  
director: a member of the board of directors  
executive officer<sup>US</sup>: person managing the affairs of a corporation - **chief executive officer**  
headquarters: a company's principal or main office or centre of control  
manager: person responsible for day-to-day running of a dept.; executive officer<sup>US</sup>  
managing director<sup>UK</sup>: senior director after the chairman responsible for day-to-day direction  
organisation chart: a table or plan showing a company's structure graphically  
president<sup>US</sup>: the highest executive officer of a company; head of a company  
reception: the place where visitors and clients report on arrival at a company  
shareholder: person who holds or owns shares in or a part of a company or corporation  
vice president<sup>US</sup>: any of several executive officers, each responsible for a separate division

##### **Study the information about business structures.**

## **Types of the Company**

### **Sole Proprietorship**

The simplest structure is the **sole proprietorship**, which usually involves just one individual who owns and operates the enterprise. With a sole proprietorship, your business earnings are taxed only once, unlike other business structures. Another big plus is that you will have complete control over your business—you make all the decisions. However, there are a few disadvantages to consider. Selecting the sole proprietorship business structure means that you are personally responsible for your company's liabilities. Raising money for a sole proprietorship can also be difficult. Banks not often make business loans to sole proprietorships. In most cases, you will have to depend on your savings or family loans.

### **Partnership**

A group of people who work together as equals (e.g. a firm of lawyers or architects). They share the risks and profits. Partnerships come in two varieties: general partnerships and limited partnerships. In a general partnership, the partners manage the company and assume responsibility for the partnership's debts and other obligations. A limited partnership has both general and limited partners. The general partners own and operate the business and assume liability for the partnership, while the limited partners serve as investors only.

### **Corporation**

The corporate structure is more complex and expensive than most other business structures. A corporation is an independent legal entity.

A corporation's debt is not considered that of its owners, so if you organize your business as a corporation, you are not putting your personal assets at risk. A corporation also can retain some of its profits without the owner paying tax on them. Another plus is the ability of a corporation to raise money. The main disadvantage of forming a corporation: owners of the corporation pay a double tax on the business earnings.

### **Private Company (Private Limited Company)**

The shares of the company are privately owned, usually by a small number of people. These shareholders typically include the founder of the company, some close family members, and a few business associates who provided money for the company. Earnings and losses are included on the owners' personal tax returns. The company's members are not allowed to transfer shares without permission of shareholders.

### **Public Company (Public Limited Company)**

These are large companies that are listed on stock exchanges. They are called public because anyone can buy their shares.

Sole Proprietorship - ИП

Partnership - партнерство

Corporation - корпорация

Private Company (Private Limited Company) - Частная компания (частная компания с ограниченной ответственностью)

Public Company (Public Limited Company) - Публичная компания (открытое акционерное общество)

**Private limited company** - Частная компания с ответственностью, ограниченной акциями/ Уставный капитал компании разделен на акции, акционеры несут ответственность в пределах неоплаченной части акций, которыми они владеют; такие компании не могут предлагать акции для продажи неограниченному кругу лиц.

**Public limited company** - Компания открытого типа с ограниченной ответственностью. Уставный капитал компании разделен на акции. Эти акции могут быть выставлены на открытую продажу, а ответственность акционеров ограничена суммой, не выплаченной по акциям, которыми они владеют (limited by shares), или суммой, которую они согласны внести в активы компании в случае ее ликвидации (limited by guarantee). Тот факт, что

компания публичная, отражается в ее свидетельстве о регистрации — certificate of incorporation.