



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání



| | |
|----------------------------|---|
| Název projektu | Rozvoj vzdělávání na Slezské univerzitě v Opavě |
| Registrační číslo projektu | CZ.02.2.69/0.0/0.0/16_015/0002400 |

Odborná terminologie 2

Distanční studijní text

Daniel Jedlička

Opava 2019



**SLEZSKÁ
UNIVERZITA**
FILOZOFICKO-
PŘÍRODOVĚDECKÁ
FAKULTA V OPAVĚ

Obor: 0231 Osvojování si jazyka
Klíčová slova: term, terminology, business, commerce, management, Business English
Anotace: Kurz Odborná terminologie 2 rozvíjí znalost anglické odborné terminologie v oblasti obchodu, podnikání a ekonomie. Studenti se seznámí s charakteristickými rysy anglického obchodního jazyka, s podnikatelským a tržním prostředím a jeho právními aspekty, a dále s firemní strukturou, provozem, řízením a zdroji.

Autor: **Mgr. Daniel Jedlička, M.A.**



Toto dílo podléhá licenci:

Creative Commons Uveďte původ-Zachovejte licenci 4.0

Znění licence dostupné na:

<http://creativecommons.org/licenses/by-sa/4.0>

Obsah

| | |
|---|----|
| ÚVODEM | 4 |
| RYCHLÝ NÁHLED STUDIJNÍ OPORY | 5 |
| 1 THE LANGUAGE OF BUSINESS | 6 |
| 1.1 Business terminology | 7 |
| 1.1.1 The role of terminologization | 7 |
| 1.2 Business English | 8 |
| 1.2.1 Characteristic properties | 8 |
| 2 THE BUSINESS ENVIRONMENT | 12 |
| 2.1 Business and markets | 13 |
| 2.1.1 Production vs. trade | 13 |
| 2.1.2 Markets | 13 |
| 2.2 Business and law | 14 |
| 2.2.1 Commercial Code | 15 |
| 2.2.2 Labour Code | 15 |
| 2.2.3 Trade Law | 15 |
| 2.3 Forms of business organization | 15 |
| 2.3.1 Sole proprietorship | 15 |
| 2.3.2 Partnership | 16 |
| 2.3.3 Limited liability company | 16 |
| 2.3.4 Joint-stock company | 16 |
| 2.3.5 Cooperative | 17 |
| 3 THE COMPANY | 22 |
| 3.1 Organizational structure | 23 |
| 3.2 Management | 23 |
| 3.2.1 Levels of management | 24 |
| 3.3 Company resources | 25 |
| LITERATURA | 29 |
| ODKAZ NA ONLINE LMS KURZ | 30 |
| SHRNUTÍ STUDIJNÍ OPORY | 31 |
| PŘEHLED DOSTUPNÝCH IKON | 32 |

ÚVODEM

Tato studijní opora je určena studentům bakalářského programu Angličtina pro odbornou praxi jako podpůrný materiál ke kurzu Odborná terminologie 2.

Studijní opora obsahuje:

- teoretický základ probíraného tématu s konkrétními příklady,
- definice probíraných pojmů,
- kontrolní otázky a samostatné úkoly,
- seznam použité literatury,
- odkaz na online LMS kurz.

Student nastuduje dané téma, zodpoví kontrolní otázky a vypracuje případné samostatné úkoly.

RYCHLÝ NÁHLED STUDIJNÍ OPORY

Kurz navazuje na teoretické základy probrané v rámci předmětu Odborná terminologie 1. Zaměřuje se na rozvoj znalosti anglické odborné terminologie v oblasti obchodu, podnikání a ekonomie.

Studenti se seznámí s charakteristickými rysy anglického obchodního jazyka (tzv. Business English) a základní obchodní terminologií. Představeno bude podnikatelské a tržní prostředí, jeho aktuální právní úprava v České republice a nejčastější právní formy podnikání. Účastníci kurzu se také dozvědí o organizačních strukturách, firemním provozu, řízení a různých druzích zdrojů potřebných k podnikatelské činnosti.

Každá kapitola shrnuje probranou terminologii formou přehledné tabulky obsahující anglické termíny s jejich českými překlady. Po absolvování tohoto kurzu budou studenti znát 170 specializovaných termínů z uvedené oblasti.

1 THE LANGUAGE OF BUSINESS



QUICK OVERVIEW

The first chapter introduces English business terminology as an important aspect of business communication. Because the terminology represents one particular component of Business English – the international language of today’s global business – we will also have a look at some of the typical features of this specialist language.



AIMS

In this chapter you will learn:

- about business terminology;
 - how the process of terminologization enriches business vocabulary;
 - about the characteristic features of Business English.
-



KEYWORDS

business, business terminology, terminologization, Business English



REQUIRED TIME

180 minutes

1.1 Business terminology

Business terminology is specialist vocabulary used in various areas of business activity, for example:

- trade and commerce (the buying and selling of goods and services);
- management (the running and controlling of a company);
- accounting (the keeping of financial records);
- finance (managing money matters);
- banking (the provision of bank services);
- sales and marketing (the selling and promotion of goods and services);
- insurance (the provision of insurance services).

Each area makes use of its own specific terms, so we can see business terminology as an umbrella category consisting of financial terms, banking terms, accounting terms, insurance terms, etc. Many of these are covered in specialized dictionaries (see section 3.1 in the study material *Odborná terminologie 1*).

1.1.1 THE ROLE OF TERMINOLOGIZATION

The process of **terminologization** – i.e. the creation of specialist terms by taking general-meaning words already in existence and giving them specialized meanings – is quite noticeable in business vocabulary. Words people know from general language acquire new (sometimes surprising) meanings in business contexts, as the following examples show:

| Word | General meaning | Business meaning |
|---------------------------|---|---|
| bear (n.) | a large wild animal with thick fur and sharp claws: <i>a black bear</i> | a person who sells shares in a company, hoping to buy them back later at a lower price: <i>the bear market</i> |
| bond (n.) | a connection between people or groups: <i>a bond of friendship</i> | an agreement to pay you interest on the money you have lent: <i>government bonds</i> |
| offshore (adj.) | happening or existing in the sea, not far from the land: <i>an offshore island</i> | kept or located in a country that has more generous tax laws than other places: <i>offshore investments</i> |
| outlet (n.) | a way of expressing strong feelings, ideas or energy: <i>an outlet for his talent</i> | a shop that sells goods made by a particular company or of a particular type: <i>a factory outlet</i> |
| outstanding (adj.) | extremely good: <i>an outstanding performance</i> | not yet paid: <i>outstanding debt</i> |

1.2 Business English

While terminology plays a very important role in business communication (spoken or written), it merely represents one component of what we collectively refer to as **Business English** – the language of business and commerce. Therefore, it makes good sense to also give a brief overview of the international code terms are an inherent part of.

The word “international” is very apt here because Business English has become the dominant code of today’s global business, a *lingua franca* (“common language”) bridging the communication gap between people from different countries and cultures.

Although it is true that even native English speakers may need to be *taught* Business English, it does not constitute a different language but, rather, a variety of standard English that suits communication in situations such as business meetings, sales presentations, negotiations, business correspondence and phone calls, business reports, executive summaries, etc.

1.2.1 CHARACTERISTIC PROPERTIES

Apart from frequent use of specific terminology, the main linguistic characteristics of Business English are the following:

- In general, Business English is used with the aim to ensure **clear and unambiguous** way of expression. This is because there can be severe financial implications if the communication goes wrong, misses the goal and ends up in a misunderstanding.
- For that reason, the syntactic structure tends to be less complex and the sentences shorter and less convoluted compared to, say, the English used in scientific or academic contexts.
- Long English words of Latin origin such as *presupposition* or *amelioration* may be common in legal, administrative or political texts but are avoided in Business English because they complicate understanding. Also, some people may find this “high-brow”, “Oxbridge” vocabulary pompous, arrogant and irritating.
- Business English is a highly **transactional language**: it is used with a sense of purpose and a clear goal in mind, so it tends to be **direct** rather than indirect and vague.
- The sentences in Business English often reflect and reinforce the logical order of the transaction through the use of “navigational” words and phrases such as *first of all, next, in the end, as a result, for this reason, in order to*, etc.).
- There is a noticeable focus on **presenting facts** rather than on expressing personal feelings and opinions. As a result, **concrete nouns** prevail over abstract nouns.

- Business is an activity done in order to bring benefit to the parties involved in the various dealings and transactions. Therefore, communication in Business English will frequently be **objective** rather than subjective and personal.
- Because business is about *doing* things and the business environment is very dynamic, there is a tendency to use **action verbs** rather than stative verbs.
- Business English tends to be quite formal, and many communication situations are ritualized to a certain degree (this includes meeting and greeting people, opening and closing business meetings, introducing and summarizing a presentation, etc.).
- Business English may contain **idioms and metaphors** to compensate for the straightforward, goal-oriented, dry, transactional nature of commerce, and to bring more “life” to business communication. They are also used to capture attention or to simplify complex ideas. Examples of metaphors and idioms you can come across in business speak include: *time is money*, *to break the ice*, *to go under*, *to freeze wages*, *to reap rewards*, *cash flow*, *career ladder*, etc.
- It is estimated that 75% of worldwide communication in Business English is performed by non-native speakers. Therefore, there is a considerable **tolerance for language errors**, especially in spoken communication. Clearly, the results that the communication should bring are more important than the grammar.

COMPREHENSION CHECK



1. Which specific *areas of business activity* does the term “business terminology” cover?
 2. Explain how the process of *terminologization* enriches business vocabulary. Give examples.
 3. What are the main characteristic features of *Business English*?
-

TASK



Look again at the table presented in section 1.1.1 above. Using the Internet and/or a dictionary, find more examples of general English words that have become business terms. Can you see any relation between the general meaning and the business meaning?


TERM OVERVIEW

The table below gives an alphabetical list of terms we have introduced in this chapter, together with their corresponding official Czech translations:

| Term | Translation |
|-------------------|---|
| accounting | účetnictví |
| banking | bankovníctví |
| bear | spekulant na pokles kurzu (na burze) |
| bear market | medvědí trh (období, kdy ceny akcií nebo dluhopisů klesají) |
| bond | dluhopis, obligace |
| cash flow | peněžní tok, cash flow |
| commerce | obchodní styk, obchodování |
| executive summary | shrnutí |
| finance | finančnictví |
| goods | zboží |
| government bonds | státní dluhopisy |
| insurance | pojišťovnictví; pojištění |
| interest | úrok |
| management | řízení |
| marketing | marketing, odbyt zboží |
| negotiation | jednání, vyjednávání |
| offshore | umístěný/registrovaný v zahraničí kvůli nízkým daním |
| outlet | firminí prodejna |
| outstanding | nezaplacený, nesplacený, nevyřízený |
| production | výroba |
| promotion | propagace |
| share | akcie |
| tax law | daňový zákon |
| trade | obchod, obchodování |
| wage | mzda |

SUMMARY



In the first chapter we introduced English business terminology as an important aspect of business communication, and briefly discussed the role of terminologization in enriching business vocabulary. Because the terminology represents one particular component of Business English – the international language of today’s global business – we also presented the main characteristic features of this specialist language.

2 THE BUSINESS ENVIRONMENT



QUICK OVERVIEW

In this chapter we will have a look at the business environment, that is, the set of conditions and factors underlying and influencing business activity. We will discuss economies, markets and market forces. We will also give a brief overview of the current legislation that regulates business in the Czech Republic, and introduce the most common legal forms of business organization.



AIMS

In this chapter you will learn:

- about types of business activity;
 - about economies, markets and market forces;
 - about Czech business-related legislation;
 - about various types of company.
-



KEYWORDS

business, trade, production, market, market forces, legislation, forms of business organization



REQUIRED TIME

180 minutes

2.1 Business and markets

The English word *business* is used as both an uncountable and a countable noun, carrying two different meanings:

- **business** is the activity of making, buying, selling or supplying goods or **services** for money, with a view to making **profit**;
- **a business** is an organization where people work together to produce and/or sell goods or to provide services within a particular branch, sector or industry. In this sense, “business” is more or less the synonym of **company**.

People who run or own a business are called **entrepreneurs**.

2.1.1 PRODUCTION VS. TRADE

Generally speaking, there are two kinds of business activity:

- **production**, which entails either the making of goods (here we speak of **industrial production** or **manufacturing**), or the growing of crops and raising farm animals (**agricultural production** or **farming**);
- trade or commerce, i.e. the selling of goods or services.

Trading companies – i.e. companies operating in the **commercial sector** – tend to be involved either in **retail trade** (selling to the public, usually through shops or outlets), or in **wholesale trade** (goods are purchased in large quantities and sold to **resellers** rather than to **final consumers**).

2.1.2 MARKETS

Businesses operate in a **market**, where they try to identify **business opportunities** and strive for a **market share** (a portion of the market they dominate and control by placing their **product range**). The situation where two or more businesses operate in the same market and have a similar or overlapping product range is called **competition**.

Markets are driven by two fundamental **market forces**:

- **supply**: the amount of goods or services that are available in the market, and
- **demand**: the amount of goods or services that people want to buy.

Normally, it is the relationship between supply and demand that influences the price and availability of goods and services. The relationship can be illustrated as follows:



Fig. 1 – The interplay of the market forces.

The situation in which demand equals supply for a product or service is called **market equilibrium**. When the market has reached equilibrium, the price of a product or service will remain the same (unless the level of supply or demand changes).

A market in which the availability and prices of goods and services are determined by supply and demand is referred to as a **free market**. Countries whose economy is based on such a type of market are **market economies** (also **free-market economies**). On the other hand, countries in which the production and prices are determined and controlled by the central government (rather than by the market forces) are **planned economies** (also **command economies**). This type of economy – based on central planning that often reflects politics instead of economic reality – is typical of totalitarian countries.

In reality, most countries that claim to have market economies are actually **mixed economies**, imposing some kind of governmental control to help steer the business environment. Similarly, pure planned economies are nowadays hard to find because they lack in efficiency and **competitiveness**.

An **economy** is a system in which a country or a society organizes its money and business environment. The theoretical study of such systems is called **economics**.

2.2 Business and law

Countries typically adopt a relatively complex system of laws and **legal regulations** to govern business activities. In the European Union, further **business legislation** is imposed on the Member States in order to harmonise their systems of law, facilitate the **import** and **export** of goods, and allow the operation of projects such as the European **single market** and the **eurozone**.

Laws often come in collections – called **statute books** – that comprise laws governing activities in a particular area. We will mention three important laws and statute books that regulate the Czech business environment:

2.2.1 COMMERCIAL CODE

Countries typically implement their own set of private and public laws regulating business and commerce, referred to as the **Commercial Code**. In the Czech Republic, the role of the Code is currently played by Act No. 90/2012 (the **Business Corporations Act**).

2.2.2 LABOUR CODE

Some countries have adopted a **Labour Code** containing national legislation in the sphere of **labour law**. The Code regulates relations between employers, **trade unions**, and employees. It also serves as a guarantee of fundamental employee rights. In the Czech Republic, the Labour Code is implemented in the form of Act No. 262/2006.

2.2.3 TRADE LAW

In the Czech Republic, Act No. 455/1991 (the **Trade Law**) stipulates the legal conditions for sole proprietors and small businesses (see 2.3.1 below) operating in certain areas of business activity. Special areas such as medicine, advocacy, court interpreting, insurance, power engineering, agriculture etc. are governed by dedicated laws.

2.3 Forms of business organization

There are various legal forms a business can take, depending on the nature of the business, sphere of operation, number of employees, scope of liability, etc. The following forms are the most common in the Czech Republic:

2.3.1 SOLE PROPRIETORSHIP

A business owned and operated by a single person, referred to as a **sole proprietor**, a **private entrepreneur**, or a **self-employed person**. This is the oldest and simplest (in some countries also the most common) type of business. Many **small businesses** and people working as **freelancers** are sole proprietorships because there are relatively few legal formalities, regulations and paperwork involved. For many areas of business activity, registration in the **Trade Register** (upon which a **trade licence** is issued) is the only legal prerequisite. Unlike the other business forms (see 2.3.2 to 2.3.5 below), a sole proprietorship does not have to be registered in the **Companies Register**.

The sole proprietor acts as a **natural person**, i.e. the business and the person are the same in the eyes of the law. This also means that there is no need to file a separate **tax return** for the business. Sole proprietors have **unlimited liability**, which means that they

are fully responsible for any **debts** the business incurs, bearing personal **financial risk** (their personal property can be used to pay off debts).

2.3.2 PARTNERSHIP

A partnership is a type of company in which two or more partners agree on doing business together and sharing the ownership. Profits and losses are distributed among the partners, who also undergo individual **taxation**. Establishing a partnership makes good sense if the partners bring particular expertise, **know-how** or product to complement each other.

There are two kinds of partnership. In a **general partnership**, all partners have unlimited liability for the company's obligations. In a **limited partnership**, some partners bear **limited liability**, meaning that their personal responsibility for the company's debts is capped at a fixed sum (most commonly the value of the partner's investment in the partnership), while the other partner(s) bear unlimited liability. In such a type of partnership, the former are called **limited partners** while the latter are referred to as **general partners**.

2.3.3 LIMITED LIABILITY COMPANY

This type of private company can be started by at least one natural or **legal person**. It is established by a **memorandum of association** (if founded by two or more members) or by a **deed of foundation** (if founded by a sole member). The **statutory body** of the company is one or more **executive directors**, who manage the company's business operations and call a **general meeting** at least once a year.

The advantages of a limited liability company include simple registration, minimum capital requirement (1 **CZK** in the Czech Republic), relatively simple structure, and the fact that the members bear no personal liability for the company's obligations. These advantages make the limited liability company the most popular form of business organization in many countries including the Czech Republic.

2.3.4 JOINT-STOCK COMPANY

This is a type of **corporation** in which the **registered capital** is divided into a particular number of shares that can be traded publicly on the **stock exchange**. People who acquire shares of a company become the **shareholders** of the company, and have a say at its general meeting. A joint-stock company is established by adopting its **articles of association**. The statutory body is the **Board of Directors** (often referred to as "The Board"), whose activities and decisions are monitored by the **Supervisory Board**. The minimum required registered capital tends to be quite high (2 million CZK in the Czech Republic).

This is one of the reasons why most joint-stock companies are large businesses. They also tend to have a more complex structure of management.

The advantages of a joint-stock company include the possibility to collect substantial capital to finance large projects (by involving many shareholders), no personal liability of shareholders, and the possibility to get listed on the stock exchange.

2.3.5 COOPERATIVE

A cooperative is a community of an indefinite number of people, established in order to support its members or for the purpose of doing business. A cooperative is established by adopting its articles of association, and must have at least three members. There is no requirement as regards the minimum registered capital.

The statutory body is the Board of Directors, the activities of the cooperative are monitored by the **Auditing Committee**. The most important decisions are made (by voting) at the **Members Meeting**. Each member has one vote.

COMPREHENSION CHECK



1. Explain how *supply and demand* influence the prices of goods.
 2. What are the *key laws* that regulate business in the Czech Republic?
 3. In which form(s) of business organization can you lose your own house to pay off the debts that your company runs up?
-

TASK



Using the Internet, find examples of countries that are predominantly *planned economies*. Write them down:


TERM OVERVIEW

The table below gives an alphabetical list of terms we have introduced in this chapter, together with their corresponding official Czech translations:

| Term | Translation |
|------------------------------|---|
| agricultural production | zemědělská výroba |
| articles of association | stanovy (akciové společnosti nebo družstva) |
| Auditing Committee | kontrolní komise (družstva) |
| Board of Directors | představenstvo, správní rada |
| branch | odvětví, obor |
| business (<i>uncount.</i>) | podnikání, obchodní činnost |
| business (<i>count.</i>) | podnik, firma |
| Business Corporations Act | zákon o obchodních korporacích |
| business legislation | obchodní legislativa, podnikatelská legislativa |
| business opportunity | podnikatelská příležitost, příležitost k podnikání |
| command economy | řízená ekonomika, řízené hospodářství, direktivní ekonomika |
| Commercial Code | obchodní zákoník |
| commercial sector | sektor obchodu, komerční sektor |
| Companies Register | obchodní rejstřík |
| competition | konkurence |
| competitiveness | konkurenceschopnost |
| cooperative | družstvo |
| corporation | korporace, kapitálová obchodní společnost |
| CZK | Kč |
| debt | dluh |
| deed of foundation | zakládací listina |
| demand | poptávka |
| economics | ekonomie |
| economy | ekonomika, hospodářství |
| entrepreneur | podnikatel |
| eurozone, euro area | eurozóna |
| executive director | jednatel (ve společnosti s ručením omezeným) |

| | |
|---------------------------|--|
| export | vývoz |
| farming | zemědělství |
| final consumer | koncový spotřebitel |
| freelancer | osoba pracující na volné noze |
| free-market economy | ekonomika volného trhu, hospodářství volného trhu |
| general partner | komplementář (v komanditní společnosti) |
| general partnership | veřejná obchodní společnost |
| import | dovoz |
| industrial production | průmyslová výroba |
| joint-stock company | akciová společnost |
| know-how | odborná znalost, know-how |
| Labour Code | zákoník práce |
| labour law | pracovní právo |
| legal person | právnícká osoba |
| legal regulation | právní předpis |
| limited liability | omezené ručení |
| limited liability company | společnost s ručením omezeným |
| limited partner | komanditista (v komanditní společnosti) |
| limited partnership | komanditní společnost |
| manufacturing | výroba |
| market | trh |
| market economy | tržní ekonomika |
| market equilibrium | tržní rovnováha |
| market force | tržní síla |
| market share | podíl na trhu |
| Members Meeting | členská schůze (družstva) |
| memorandum of association | společenská smlouva |
| mixed economy | smíšená ekonomika |
| natural person | fyzická osoba |
| planned economy | (centrálně) plánovaná ekonomika |
| private entrepreneur | soukromník |
| product range | produktová řada, sortiment |

The business environment

| | |
|------------------------|---|
| production | výroba |
| profit | zisk |
| registered capital | základní kapitál |
| reseller | přeprodejce, distributor, zprostředkovatel prodeje, překupník |
| retail trade | maloobchod |
| sector | sektor, odvětví |
| self-employed (person) | osoba samostatně výdělečně činná (OSVČ), samozaměstnavatel |
| service | služba |
| shareholder | akcionář, držitel akcií |
| single market | jednotný trh |
| small business | malý podnik, živnost; drobné podnikání |
| sole proprietor | živnostník, fyzická osoba-podnikatel |
| sole proprietorship | podnik jednotlivce, živnost |
| statute book | sbírka zákonů |
| statutory body | statutární orgán |
| Supervisory Board | dozorčí rada |
| supply | nabídka |
| tax return | daňové přiznání |
| taxation | zdanění |
| Trade Law | živnostenský zákon |
| trade licence | živnostenské oprávnění (dříve <i>živnostenský list</i>) |
| Trade Register | živnostenský rejstřík |
| trade union | odborová organizace, odbory |
| unlimited liability | neomezené ručení |
| wholesale trade | velkoobchod |

SUMMARY



In the second chapter we discussed the business environment – i.e. the set of conditions and factors that underlie and influence business activity. We talked about economies, markets, and the effect of market forces. We also gave a brief overview of the current legislation that regulates business in the Czech Republic, and presented the most common legal forms of business organization.

3 THE COMPANY



QUICK OVERVIEW

This chapter looks at several aspects of company operation. We will give examples of how companies are typically structured and organized. We will also discuss the role and key responsibilities of company management, and the various management levels. Last but not least, we will have a look at various resources that companies make use of.



AIMS

In this chapter you will learn:

- about types of organizational structure;
 - about management and its role;
 - about the levels of company management;
 - about company resources.
-



KEYWORDS

company, organizational structure, management, resources



REQUIRED TIME

180 minutes

3.1 Organizational structure

Simple forms of business have simple **organizational structures** (or no structure at all, as is the case with sole proprietorships). In a partnership, for example, it is obvious at any time who is in command and who bears responsibility. On the other hand, larger companies become unmanageable unless it is clear who does what, who reports to whom and how the individual **organizational units** of the company are supposed to work together.

Depending on their size and scope of activity, companies typically adopt one of the following two types of organizational structure:

- **functional:** the company is divided up into **departments** that perform a particular function, for instance Human Resources, Sales and Marketing, Accounting and Finance, etc.
- **divisional:** the company's organizational units are **divisions** based on product and/or location.

Larger companies can also adopt a combination of the two structures. Typically, a company will use a divisional structure, while the individual divisions will have a functional structure, as shown in the chart below:

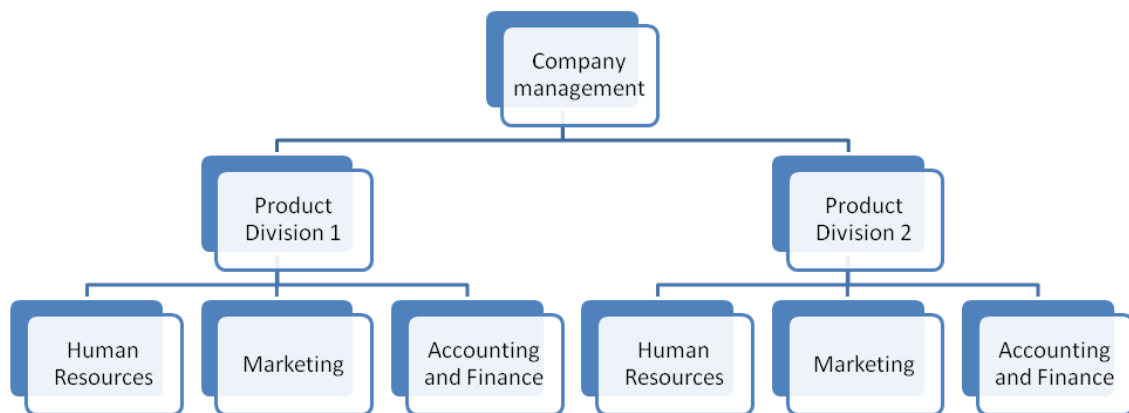


Fig. 2 – An example of an organizational structure.

Very large companies can also own and/or control other business entities, thus acting as **parent companies**. The controlled entity is called a **subsidiary company** (also **daughter company**) or simply a **subsidiary**.

3.2 Management

Generally speaking, management is the administration of an organization, regardless of whether it is a company, a **non-profit organization**, a **public institution**, or a **gov-**

The company

ernment body. The term covers various activities needed for the daily operation of the organization so that it can perform its functions.

In the business environment, the management of a company typically involves the following general responsibilities:

- taking part in the **decision-making process**;
- setting and reviewing the company strategy, including its **goals** and **objectives** (the difference between the two is that goals are general aims whereas objectives are specific, measurable, and have a **deadline** for completion);
- supervising and coordinating the activity, efforts, collaboration and communication of the company's employees and organisational units;
- taking care of **resource allocation** (i.e. the distribution of available resources – see section 3.3 below – among the company's various organizational units or projects in order to achieve the set goals and objectives);
- measuring the company's **performance** and the outcomes achieved;
- identifying customers' needs, for example through **market research**;
- identifying new opportunities to ensure that the company makes **sustainable business** and that it retains **competitive edge**.

3.2.1 LEVELS OF MANAGEMENT

In large companies with a complex organizational structure, management usually takes place at three levels that constitute a hierarchy:

The **top management** consists of senior company representatives, who are responsible for controlling and overseeing the operations of the entire company. Top managers typically bear titles such as Chief Executive Officer (CEO), Chief Financial Officer (CFO), Chief Technology Officer (CTO), Chief Operations Officer (COO), Executive Director, Managing Director (MD), General Manager (GM), President, etc. The top level also includes the chairperson and the members of the Board of Directors.

The **middle management** is usually responsible for decisions at the level of the company's divisions, departments or projects. Middle managers oversee the work of lower-level managers, and report to the top management. Common titles include department head, project leader, plant manager, or division manager.

The **lower management** usually operates at office level. These junior-level managers are often called **supervisors** because they supervise and coordinate the work of non-managerial employees of the company.

3.3 Company resources

No company can operate without resources, i.e. **assets** that the company controls and is able to utilize in order to achieve its business goals and objectives. Each company possesses a different mix of resources, and uses different resource allocation strategies. Among other things, it is the quantity, quality and combination of resources that makes companies special, and determines their performance and success.

There are four types of resource:

- human resources;
- material resources;
- financial resources;
- intangible resources.

Human resources (often abbreviated as HR) are the people who work for the company: **full-time** employees, **part-time** employees, **temps**, **interns**, etc. The term also includes their skills, knowledge, experience, qualification, and availability. Human resources play a vital role in every company because, after all, it is the people who do (and benefit from) the business. Also, it is the people who contribute the most to the formation of the company's **corporate culture**.

Unlike the other types of resource, human resources are very special and their combination at any one time is unique. Therefore, **human resource management** (HRM) is one of the most important tasks carried out at the managerial level.

Material resources are the tangible goods and means the company has in its possession. Examples include computers and **office equipment**, furniture, vehicles, machinery, buildings, offices and other **business premises**, tools, production material and **supplies**, etc.

Financial resources are all the **financial means** the company has at its disposal to **fund** its operations. This includes **cash**, money stored on the company's bank account(s), **cheques**, **savings**, **bank loans**, **grants** and **subsidies**, financial **investments** such as **stocks** and bonds, etc. Limited financial resources undermine the stability of the company, choke investments, and generally prevent growth.

Intangible resources are all company assets that do not have a material (i.e. physical) form. Examples include patents, **trademarks** and **copyrights** (collectively known as **intellectual property**), licences, or computer software. Less obvious – but also very important – intangible resources are the company brand and its public image (**reputation**), references, **customer base**, etc.



COMPREHENSION CHECK

1. What kind of *organizational structure* would be suitable for an international company that operates in several countries (markets) and handles the production as well as the sales of its products?
2. What are the *key responsibilities* of the company management?
3. What kind of *resources* does a company typically make use of? Which are the most important in your opinion?



TERM OVERVIEW

The table below gives an alphabetical list of terms we have introduced in this chapter, together with their corresponding official Czech translations:

| Term | Translation |
|--------------------------------|--|
| assets | majetek, hospodářské prostředky, aktiva |
| bank loan | bankovní úvěr |
| business premises | firemní prostory, provozovna, provozní areál |
| cash | hotovost |
| chairperson | předseda, předsedkyně |
| cheque | šek |
| Chief Executive Officer (CEO) | výkonný ředitel |
| Chief Financial Officer (CFO) | finanční ředitel |
| Chief Operations Officer (COO) | provozní ředitel |
| Chief Technology Officer (CTO) | technický ředitel |
| competitive edge | konkurenční náskok |
| copyright | autorské právo, copyright |
| corporate culture | firemní kultura |
| customer base | klientela, zákaznická základna |
| daughter company | dceřiná společnost |
| deadline | termín splnění, nejzazší termín |
| decision-making | rozhodování |

| | |
|---------------------------------|---|
| decision-making process | rozhodovací proces, proces rozhodování |
| department | oddělení |
| department head | vedoucí oddělení |
| division | divize, útvar |
| division manager | vedoucí divize, ředitel divize |
| financial means | finanční prostředky |
| financial resources | zdroje financí |
| full-time employee | zaměstnanec na plný úvazek |
| fund (v.) | financovat |
| General Manager (GM) | generální ředitel |
| goal | záměr, cíl |
| government body | orgán státní správy |
| grant | grant, dotace |
| human resources (HR) | lidské zdroje |
| human resource management (HRM) | řízení lidských zdrojů |
| intellectual property | duševní vlastnictví |
| intern | stážista, praktikant |
| investment | investice |
| management | řízení, management |
| Managing Director (MD) | ředitel |
| market research | průzkum trhu |
| non-profit organization | nezisková organizace |
| objective | cíl, plán |
| office equipment | kancelářské vybavení |
| organizational structure | organizační struktura |
| organizational unit | organizační jednotka, organizační útvar |
| parent company | mateřská společnost |
| part-time employee | zaměstnanec na částečný úvazek |
| performance | výkon, výkonnost |
| plant manager | vedoucí závodu, ředitel závodu |
| project leader | vedoucí projektu |
| public institution | státní instituce, veřejná instituce |

The company

| | |
|--------------------------------|---------------------------------------|
| reputation | pověst, renomé |
| resource | zdroj, prostředek |
| resource allocation | přidělování zdrojů |
| savings | úspory |
| stocks | cenné papíry, akcie |
| subsidiary, subsidiary company | dceřiná společnost |
| subsidy | dotace, subvence, finanční podpora |
| supplies | zásoby |
| sustainable business | dlouhodobě udržitelné podnikání |
| temp | pracovník na záskok, brigádník |
| top management | nejvyšší vedení, vrcholový management |
| trademark | obchodní značka, ochranná známka |



SUMMARY

In this chapter we looked at several aspects of company operation. We gave examples of how companies are structured and organized, depending on their size and scope of activity. We also discussed the role and key responsibilities of company management, and the various management levels (top, middle, and lower). Finally, we mentioned various resources that companies make use of in their day-to-day operation.

LITERATURA

BADGER, I. *English for Work: Everyday Business English*. London: Longman, 2003.

BÜRGER, J. *Velký ekonomický slovník anglicko-český/česko-anglický*. Praha: Fraus, 2007.

Cambridge Business English Dictionary. Cambridge: Cambridge University Press, 2011.

CAPEL, W. – FLOCKHART, J. – ROBBINS, S. *Business Vocabulary in Practice*. London: HarperCollins, 2012.

MASCULL, B. *Business Vocabulary in Use: Advanced*. 3rd ed. Cambridge: Cambridge University Press, 2017.

MCKEOWN, A. – WRIGHT, R. *Professional English in Use: Management*. Cambridge: Cambridge University Press, 2011.

ODKAZ NA ONLINE LMS KURZ

Tuto studijní oporu najdete také ve formě interaktivního online LMS kurzu pod odkazem:

<https://elearning.fpf.slu.cz/course/view.php?id=1405>

SHRNUTÍ STUDIJNÍ OPORY

Cílem této studijní opory bylo navázat na teoretické základy a seznámit účastníky kurzu Odborná terminologie 2 se základní anglickou odbornou terminologií z oblasti obchodu, podnikání a ekonomie.

Studenti se seznámili s charakteristickými rysy anglického obchodního jazyka (tzv. Business English) a základní obchodní terminologií. Představeno bylo podnikatelské a tržní prostředí, jeho aktuální právní úprava v České republice a nejčastější právní formy podnikání. Účastníci kurzu se také dozvěděli o organizačních strukturách, firemním provozu, řízení a různých druzích zdrojů potřebných k podnikatelské činnosti.

Probraná terminologie byla v závěru každé kapitoly shrnuta formou přehledné tabulky obsahující anglické termíny s jejich českými překlady.

PŘEHLED DOSTUPNÝCH IKON



Čas potřebný ke studiu



Klíčová slova



Průvodce studiem



Rychlý náhled



Tutoriály



K zapamatování



Řešená úloha



Kontrolní otázka



Odpovědi



Samostatný úkol



Pro zájemce



Cíle kapitoly



Nezapomeňte na odpočinek



Průvodce textem



Shrnutí



Definice



Případová studie



Věta



Korespondenční úkol



Otázky



Další zdroje



Úkol k zamyšlení

Název: Odborná terminologie 2

Autor: **Mgr. Daniel Jedlička, M.A.**

Vydavatel: Slezská univerzita v Opavě
Filozoficko-přírodovědecká fakulta v Opavě

Určeno: studentům SU FPF Opava

Počet stran: 33

Tato publikace neprošla jazykovou úpravou.