



ESPACIO CURRICULAR: INGLES TÉCNICO III

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CURSO: 6° año

DIVISIÓN: Economía

TÍTULO DE LA PROPUESTA: GUÍA N°2: “ORGANIZACIÓN DE LAS EMPRESAS”

CONTENIDOS: Vocabulario relacionado a roles de trabajo, y responsabilidades dentro de una compañía u organización.

OBJETIVOS: Fortalecer la comprensión de textos, uso de vocabulario específico y gramática.

FECHA DE DESARROLLO Y ENTREGA: del 22 de abril al 06 de mayo.

DÍA Y HORARIO DE CONSULTA: Jueves 14:00-16:10

INTRODUCCIÓN:

Estimados alumnos: En esta guía vamos a trabajar con contenidos relacionados a su modalidad “Economía”, haciendo énfasis en el uso de vocabulario específico en inglés. La misma está diseñada para realizarla en dos semanas. Algunas actividades serán resueltas en clases presenciales, y otras virtualmente las cuales serán revisadas en la semana que les corresponda asistir al colegio nuevamente.

Si no sabes el significado de una palabra, búscala en diccionarios bilingües como: www.wordreference.com.

ACTIVIDADES PRIMERA SEMANA

1 Discuss these questions.

- 1 These are some typical departments in a company. What do you think each one does? Use some of the key words and phrases in the second box to help you.

finance human resources marketing operations production sales

brand image cash flow customer service health and safety invoicing
manufacturing pricing promotion quality control recruitment supply chain

- 2 Can you name any other departments?
3 Which departments do you think do the most important work? Why?



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Vocabulary Roles and responsibilities

2 What do the words in the box mean? Complete the sentences using the words and phrases in the box.

involves lead make sure
running

- 1 My job _____ newsgathering for a major news organisation.
- 2 My role as Programme Director is to _____ the production team.
- 3 I'm responsible for _____ the human resources team.
- 4 We need to _____ we're getting cash in.

3 Look at some expressions people use to talk about their jobs. Complete the expressions in bold using the prepositions in the box.

after for of of of to with with

- 1 I **report** _____ the IT Director.
- 2 I'm the **Head** _____ Sales.
- 3 I **work closely** _____ the Head of Marketing.
- 4 I **look** _____ the company website.
- 5 I **take care** _____ the export documentation.
- 6 I'm **responsible** _____ coordinating the production team.
- 7 I'm **in charge** _____ the research and development team.
- 8 I **coordinate** _____ all departments to ensure customer satisfaction.

4 Read how two people at a news organisation describe their jobs. Complete the texts using words from exercises 2 and 3. Use one word in each gap.

My name's Frances Mullan. I'm the Head of Marketing. I ¹ _____ a small team of two marketing managers and a video producer. Our work ² _____ a variety of marketing strategies to promote the business, including events, social media and printed advertising. I'm in ³ _____ of attracting new customers, retaining existing customers and positioning the business as innovative and creative. I ⁴ _____ directly to the Head of Strategy and Development.

My name's Donovan Parsons. I'm a camera operator and I take ⁵ _____ of the camera equipment. I'm ⁶ _____ for interpreting what the director wants to happen and putting it on screen. I ⁷ _____ closely with other technical departments, such as lighting and sound. My duties also include supervising the work of the camera assistant. We're in a live television environment so we have to make ⁸ _____ we can do the job under pressure.



ACTIVIDADES SEGUNDA SEMANA

Lead-in

Tall organisation

Flat organisation

1 Look at the tall and flat organisational structures. What do you think are some advantages and disadvantages of each?

2A Match the words and phrases in the box with the definitions.

bureaucracy centralised decentralised hierarchy innovative promotion

- 1** a move to a more important job in a company or organisation
- 2** new, different and better than before
- 3** a system of organisation in which people are divided into levels of importance
- 4** a complicated official system that has a lot of rules and processes
- 5** organised the control of an organisation so that everything is done or decided in one place
- 6** moved parts of an organisation, etc. from a central place to several different smaller ones

B Work in pairs. Can you use any of the words in Exercise 2A to talk about the organisational structures in Exercise 1?

3 Read the following text about tall and flat organisations. Complete the chart.

Tall organisations have lots of management levels. There is generally more bureaucracy and decision-making is slow and centralised in the top levels of the hierarchy (top-down decision-making). A criticism of tall organisations is that they are slow to innovate and therefore are less competitive. However, there are also many opportunities for promotion. Large complex corporations with a lot of staff are typical examples of tall organisations.

Flat organisations are less hierarchical. There are few levels of middle management. Decision-making is more decentralised and therefore quicker. The lines of communication between staff and senior managers are more direct and two-way (top-down as well as bottom-up). Flatter organisations are said to be more creative and innovative. However, with fewer management levels, there are fewer chances of promotion. Managers can have more responsibilities and stress. Start-ups with fewer staff are typical flat organisations.

	TALL ORGANISATIONS	FLAT ORGANISATIONS
Levels		
Decision-making		
Disadvantage		
Advantage		
Example		