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ESP English for Business-

TESOL/TEFL Diploma Course. Unit 27 ESP

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Please provide the context as shown below and use pictures whenever possible.
The context should include the following

27.1 What is known under the term Business?
27.2 Different kinds of business units/companies, Ltd, PLC, etc
27.3 Difference between a private business (small business) and a large corporate company.
27.4 Why is business so important?
27.5 Business units e.g. Accounts Dept, Purchasing Dept. Sales Dept. etc.
27.6 Business Hierarchy and staff members e.g. General Manager, Managing Director, Manager, etc.

27.1 What is known under the term Business?

A business is an organisation or enterprising entity that engages in professional, commercial or industrial activities.

Doing business is the activity of making, buying or selling or supplying goods or services for money, commerce and trade. The activity of a business therefore refers to the activities of a person who is producing goods or offering services with the intent to sell them for profit (but not always for profit).

Businesses can be for profit which means their interests lie in making money or capital gain, or not-for-profit, where their intentions lie elsewhere such as charitable enterprises or social change.

The ownership of a business also makes them different from one another. For example, sole proprietorships, partnerships or corporations.

Sole proprietorships are when a single person owns and operates the business. There is no legal separation between the owner and the business. Legal and tax liability is on the owner.

Partnerships are businesses where two or more people run it together. The partners bring in resources and money, and the shares in the profits and losses are divided amongst the partners.

A cooperation is when a group of individuals act together as a single entity. The owners in the business are called shared holders, they discuss their views on the common stock of the business. There are unfavorable taxation rules in the cooperations.

27.2 Different kinds of business units/companies, Ltd, PLC, etc

There are many different types of businesses that have different tax and liability, legal structures and rules and consequences associated with each.

LTD PARTNERSHIPS (Limited)

This type of business has at least one general partner. This general partner takes on unlimited liability for their partnership in the business, and manages the operations of the company. In a limited company, shareholders' liability is limited to the capital they originally invested. If the company becomes insolvent, the shareholders' personal assets remain protected.

To sum up, the general partner runs the business and the limited partners function like investors. This business model works for the real estate industry, small or medium-scale companies, manufacturing firms and production companies.

PLC BUSINESS (Public Limited Company)

Usually, a larger business which is managed by directors and owned by shareholders. In a PLC, shares are sold to the public on the stock market. People who own shares are called 'shareholders'. They become part owners of the business and have a voice in how it operates. For example, Apple is a PLC business and therefore people like me and you can invest our money and become shareholders to the business.

LLC (Limited Liability Company)

A limited liability company is a type of business form which combines the attributes of both corporations and partnership whilst personally protecting owners from company liabilities. Differently to LTD's, LLC companies pay taxes. Any entity or individual can be a member of an LLC except banks and insurance companies.

27.3 Difference between a private business (small business) and a large corporate company

Private and public companies have many differences, mainly surrounding the size of the company and its ownership and shares.

Private Companies - Can sell its own privately held shares to a few willing investors. The stocks of the private companies are owned and traded by only a few private investors. Private/small have a limited number of shareholders that stocks get issued to. The stock is not offered to the public.

Public Companies- Stocks of a public company are traded on stock exchanges. They must adhere to many regulations and reporting standards. This kind of cooperation has been authorised to sell their stock to the public.

Categories of Difference	**Private Company**	**Public Company**
Trading of shares	- Shares do not trade on public exchanges and are not issued through initial public offering (IPO)	- Trading of shares on a public stock market (IPO)
Ownership (type of investors)	- Private investors	- Public investors
Access to Capital	- Capital is accessed through personal savings, friends and family, bank loans and private equity through angel investors and venture capitalists.	- Access to public markets to raise new money - Liquidity (easy to sell shares) - Easy to raise additional funds
Reporting requirements	- Not required to disclose financial information to the public	- Required to file quarterly financial reports (in the US), annual reports and several other disclosure documents.

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27.4 Why is business so important?

There are many different reasons why businesses are so important in today's society. The main reason being is that they help expand economies both locally and globally through providing goods and services as well as jobs.

PROVIDE GOODS AND SERVICES
Businesses provide goods and services under the law of supply and demand where producers produce what the customers need under resource allocation.

LABOUR FORCE
Businesses provide people and families with a wage, salaries as well as benefits such as pensions and sick pay. Businesses also help to provide an opportunity for people to advance and improve their skills.

INNOVATION
An exchange of skills and ideas which will in turn advance knowledge and improve services which will in turn, result in economic gain for the business.

However, Businesses often exploit people and the environment, especially in the global South.

It is also important to note that businesses work under the laws of capitalism and ultimately work for capital gain. In doing so, businesses are known for exploiting people and the environment. For example, since the 1980's the manufacturing industry nhas relocated from the global North (UK, US, Europe), to the global South (China, India, Bangladesh) where there are lower regulations regarding human rights and natural resource extraction.

- Human rights exploitation = people in the global South work for longer hours, for less pay, less benefits and lower regulations. Eg. Clothing sweatshops in bangladesh.

- Natural resource exploitation= Companies often relocate to the global south as low environmental regulations mean that companies can extract more natural resources with low/ no repercussions. Eg. mining in Zambia

27.5 Business units e.g. Accounts Dept, Purchasing Dept. Sales Dept. etc.

Business units are specialised divisions or departments within an organisation that are responsible for specific functions or activities. These units are typically structured to focus on different aspects of the business and work together to achieve the overall goals of the company.

Some common business units:

Accounts Department: The Accounts Department is responsible for managing the financial aspects of the organisation. It handles tasks such as financial reporting, budgeting, payroll, accounts payable (payment of bills and invoices), accounts receivable (collection of payments from customers), and general ledger maintenance.
Purchasing Department: The Purchasing Department, also known as Procurement, deals with sourcing the necessary goods and services for the organisation. This department is responsible for negotiation of contracts, managing supplier relationships, and ensuring timely delivery of materials while maintaining cost-effectiveness.
Sales Department: The Sales Department focuses on generating revenue by selling products or services to customers. It involves activities such as customer relationship management, product demonstrations, negotiations, and closing deals.
Marketing Department: The Marketing Department is responsible for promoting the organisation's products or services to the target market. It encompasses market research, advertising, branding, public relations, digital marketing, and creating marketing campaigns to attract and retain customers. The marketing team aims to increase brand visibility, create demand, and support the sales efforts.
Human Resources (HR) Department: The HR Department handles matters related to employees. It is responsible for recruitment, selection, training and development, performance management, employee relations, and ensuring legal compliance with labour laws. The HR department plays a vital role in supporting and managing the workforce.
Operations Department: The Operations Department focuses on the day-to-day operations and processes required to deliver products or services. It involves activities such as production planning, inventory management, quality control, logistics, supply chain management, and optimising operational efficiency.
Research and Development (R&D) Department: The R&D Department is responsible for innovation and the development of new products, services, or technologies. It conducts research, experimentation, and testing to improve existing offerings or create new ones. The R&D department plays a crucial role in driving the organisation's long-term growth and competitiveness.

27.6 Business Hierarchy and staff members e.g. General Manager, Managing Director, Manager, etc.

A well-defined business hierarchy is essential for efficient management within organisations. Here is a concise overview that provides a little more information:

CEO/Managing Director: The highest-ranking position in the company, responsible for setting overall direction, making major decisions, and representing the organisation externally.

Board of Directors: A group of individuals appointed or elected to oversee management and protect shareholder interests, providing guidance to the CEO.

General Manager/President: Reports directly to the CEO and oversees the overall operations of the company, working closely with other executives and department heads.

Vice President: Holds leadership positions in specific areas such as finance, operations, sales, marketing, or human resources, providing expertise and guidance in their respective domains.

Director/Department Head: Manages specific departments or divisions, responsible for planning, organising, and coordinating departmental activities.

Manager/Team Lead: Supervises teams within a department or functional area, assigning tasks and ensuring team performance aligns with goals.

Supervisor/Team Supervisor: Oversees daily activities of a team, addresses performance issues, and serves as a point of contact for team members.

Staff Members/Employees: The operational workforce performing specific tasks and contributing to the organisation's functioning.

Clear hierarchies promote clarity, accountability, and effective communication within organisations, enabling employees to understand their roles and responsibilities while fostering collaboration and supporting the achievement of organisational goals.

English Business Vocabulary

1. Business: An organisation or entity engaged in professional, commercial, or industrial activities.
2. Profit: The financial gain or benefit obtained from a business endeavour.
3. Not-for-profit: Organisations that have goals other than making a profit, such as charitable enterprises or social change initiatives.
4. Sole Proprietorship: A business owned and operated by a single individual, who has unlimited liability for the business's obligations.
5. Partnership: A business structure where two or more individuals share ownership and management responsibilities, with each partner having a share in the profits and losses.
6. Corporation: A legal entity separate from its owners, offering limited liability to shareholders and distinct legal and tax obligations.
7. Limited Partnership (Ltd): A partnership that includes at least one general partner with unlimited liability and limited partners whose liability is restricted to their investment.
8. Public Limited Company (PLC): A larger business managed by directors and owned by shareholders, with shares traded on the stock market.
9. Limited Liability Company (LLC): A business structure that combines elements of both corporations and partnerships, offering personal liability protection to owners while allowing flexible taxation.
10. Private Company: A company that does not sell its shares to the public and has a limited number of shareholders.
11. Public Company: A company whose shares are traded on public stock exchanges and can be purchased by the general public.
12. Shares: Units of ownership in a company, representing a claim on its assets and earnings.
13. Capital: Financial resources used to start or expand a business.
14. Liquidity: The ease with which an asset or investment can be bought or sold without causing significant price changes.

15. Accounts Department: Manages financial aspects such as reporting, budgeting, and payroll.
16. Purchasing Department: Responsible for sourcing goods and services, negotiating contracts, and managing supplier relationships.
17. Sales Department: Focuses on generating revenue by selling products or services to customers.
18. Marketing Department: Promotes products or services, conducts market research, and manages advertising and branding.
19. Human Resources (HR) Department: Deals with employee-related matters, including recruitment, training, and performance management.
20. Operations Department: Manages day-to-day operations, production planning, inventory, and supply chain management.
21. Research and Development (R&D) Department: Drives innovation, develops new products or technologies, and conducts research.
22. CEO/Managing Director: The highest-ranking position responsible for overall direction and major decisions.
23. Board of Directors: Oversees management and protects shareholder interests.
24. General Manager/President: Oversees overall operations and works closely with executives.
25. Vice President: Holds leadership positions in specific areas, providing expertise and guidance.
26. Director/Department Head: Manages specific departments or divisions.
27. Manager/Team Lead: Supervises teams, assigns tasks, and ensures performance.
28. Supervisor/Team Supervisor: Oversees daily activities and addresses performance issues.
29. Staff Members/Employees: Operational workforce performing specific tasks.
30. SWOT: SWOT analysis is a strategic planning and strategic management technique used to help a person or organisation identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning.

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31. Pivot: When a business pivots, it means that it's changing some aspect of its core products or services. Businesses might pivot to better meet customer demand, to shift their target audience to boost sales or some combination of both.
32. Vlookup: VLOOKUP stands for Vertical Lookup. As the name specifies, VLOOKUP is a built-in Excel function that helps you look for a specified value by searching for it vertically across the sheet.
33. MS Office package: Microsoft Office is a suite of applications designed to help with productivity and completing common tasks on a computer. You can create and edit documents containing text and images, work with data in spreadsheets and databases, and create presentations and posters. Word. Excel. PowerPoint.
34. Google Workspace: Google Workspace is a collection of cloud computing, productivity and collaboration tools, software and products developed and marketed by Google.
35. Pareto: The Pareto Principle, named after economist Vilfredo Pareto, specifies that 80% of consequences come from 20% of the causes, asserting an unequal relationship between inputs and outputs. This principle serves as a general reminder that the relationship between inputs and outputs is not balanced.
36. Pareto Chart: A Pareto chart is a type of chart that contains both bars and a line graph, where individual values are represented in descending order by bars, and the cumulative total is represented by the line.

[Link to Exam]