

Case Study: Company Structure

headword	pronunciation	translation/notes	example sentence
according to ...	/ə'kɔ:dɪŋ tu:/	gemäß, entsprechend	Some businesses organise their activity according to geographical area.
accountability (n)	/ə'kaʊntə'bɪləti/	(hier:) Verantwortung, klare Zuständigkeit	If employees report to several different managers, the lines of accountability may get confused.
accountable (adj) be accountable for sth	/ə'kaʊntəbəl/ /bi: ə'kaʊntəbəl fə ,sʌmθɪŋ/	verantwortlich, rechen- schaftspflichtig	Every part of the company structure must be responsible and accountable for its results.
adapt (v)	/ə'dæpt/	anpassen	As the company has grown the structure has been adapted .
administration (n)	/æd,mɪnɪ'streɪʃən/	Verwaltung, Organisation (auch:) Unternehmens- führung	The company should centralise its administration .
approach (n)	/ə'prəʊtʃ/	Herangehensweise, Verfahren	The company is promoting a more aggressive commercial approach for certain activities.
base (v) be based on sth	/beɪs/ /bi: 'beɪst ɒn ,sʌmθɪŋ/	basieren, sich gründen auf auf etw. basieren	The company's structure is based on geographical areas.
begin life	/bə'ɡɪn laɪf/	anfangen	Truck & Wheel began life as a transport company and has grown over the years.

branch (n)	/brʌnʃ/	Zweig, Bereich	Each branch has a manager with profit responsibility.
central (adj)	/'sentrəl/	zentral	Costs can be reduced by providing central services such as HR and finance.
centralise (v)	/'sentrəlaɪz/	zentralisieren	The company should centralise its administration.
clarity (n)	/'klærəti/	Klarheit	There needs to be more clarity , so that employees understand their own and others' roles.
commercial (adj)	/kə'mɜ:ʃəl/	kommerziell	The company is promoting a more aggressive commercial approach for certain activities.
communication (n) closed communication	/kə,mju:nɪ'keɪʃən/ /ˌkləʊzɪd kə,mju:nɪ'keɪʃən/	Kommunikation geschlossene Kommuni- kation	Closed communication can lead to a lack of focus.
company structure (n)	/'kʌmpəni/ /ˌkʌmpəni 'strʌktʃə/	Firmenstruktur	Every part of the company structure must be responsible and accountable for its results.
competition (n)	/ˌkɒmpə'tɪʃən/	Wettbewerb	We encourage positive competition between divisions.
concentration (n)	/ˌkɒnsən'treɪʃən /	Konzentration, Schwerpunkt(bildung)	Certain branch managers with specialist knowledge and a concentration of a particular activity in their area will have a double role.
control (n) central control	/kən'trəʊl/ /ˌsentrəl kən'trəʊl/	Steuerung, Kontrolle zentrale Steuerung	In a company which is organised by activity there can be a lack of central control over each separate division.
under sb's control	/ˌʌndə sʌmbədɪz kən'trəʊl/	in jds. Verantwortungsbereich	Certain managers will have two accounts under their control .

coordinate with sb (phr v)	/kəʊ'ɔ:dɪneɪt wɪθ ˌsʌmbədi/	sich abstimmen, koordinieren	Product line bosses will have to coordinate with branch bosses to make the most efficient use of each specialist in the organisation.
coordination (n)	/kəʊ'ɔ:dɪneɪʃən/	Abstimmung, Koordination	The coordination of different departments can be difficult and may take too long.
core activity (n)	/'kɔ: æk'tɪvəti/	Kerngeschäft, Hauptaktivität	The company would make better use of its employees' skills if it was organised according to its core activities .
costs (n pl) reduce costs	/kɒsts/ /rɪ'dju:s 'kɒsts/	Kosten, Aufwand Kosten verringern	Costs can be reduced by providing central services such as HR and finance.
cross-functional (adj)	/krɒs'fʌŋkʃənəl/	funktionsübergreifend	A cross-functional approach will work best if we organise the company by projects.
customer base (n)	/'kʌstəmə 'beɪs/	Kundenbestand, -stamm	The manager of the Madrid office is also responsible for Portugal which has a customer base with very different needs to Spanish clients.
department (n)	/də'pɑ:tmənt/	Abteilung	The business is organised into departments which focus on different products.
develop (v)	/dɪ'veləp/	entwickeln	The company has recently developed logistics support.
distribute (v) be distributed over	/dɪ'strɪbjʊ:t/ /bi: dɪ'strɪbjʊ:təd ˌəʊvə/	verteilen, vertreiben verteilt sein	The company's depots are distributed over the UK.
diversify (v)	/daɪ'vɜ:sɪfaɪ/	diversifizieren	The company now has a fleet of over 350 trucks and it has recently diversified .
division (n)	/dɪ'vɪʒən/	Unternehmensbereich	We encourage positive competition between divisions .

duplication (n)	/ˌdjuːplɪˈkeɪʃən/	Duplizieren, Doppelung	If you organise your company by product, it is important to avoid a duplication of functions.
efficient (adj) (opposite = inefficient)	/əˈfɪʃənt/	effizient	We aim to establish policies which will make the company more efficient .
make efficient use of sth	/meɪk əˈfɪʃənt juːs əv ˌsʌmθɪŋ/	effizient (optimal) nutzen/einsetzen	Product line bosses will have to coordinate with branch bosses to make the most efficient use of each specialist in the organisation.
employee (n)	/ɪmˈplɔɪi/	Arbeitnehmer	Employees with similar functions are grouped together.
establish (v)	/ɪˈstæblɪʃ/	(hier:) festlegen, durchsetzen	Organising the departments by function will make it easier to establish policies which will make the company more efficient.
facilitate (v)	/fəˈsɪlɪteɪt/	erleichtern	Organising the business by project will facilitate a multi-disciplinary way of working.
focus (n)	/'fəʊkəs/	(hier:) Konzentration auf das Wesentliche	Closed communication can lead to a lack of focus .
focus on sth (phr v)	/'fəʊkəs ɒn ˌsʌmθɪŋ/	sich auf etw. ausrichten, konzentrieren	The business is organised into departments which focus on different products.
found (v)	/faʊnd/	gründen	William Tucker Ltd was founded 20 years ago.
function (n)	/'fʌŋkʃən/	Aufgabe(nfeld), Funktion	Employees with similar functions are grouped together.
geographical area (n)	/dʒiːəʊ'græfɪkəl 'eəriə/	geografische Gegend	Some businesses organise their activity according to geographical area .
grow (v)	/grəʊ/	wachsen	Truck & Wheel began life as a transport company and has grown over the years.
growth (n)	/grəʊθ/	Wachstum	Future growth will be faster because each company in the group will have the organisation

headquarters (n pl)	/hed'kwɔ:təz/	Zentrale, Hauptsitz	that fits its needs. Truck & Wheel has a small headquarters in the north of Spain.
hierarchy (n)	/'haɪə,rɑ:ki/	Hierarchie	Organising the company by projects has flattened its hierarchy and improved internal communication.
leader (n)	/'li:də/	(hier:) Marktführer	In 20 years William Tucker Ltd has grown to become a leader in its sector.
logistics support (n)	/lə'dʒɪstɪks sə,pɔ:t/	Logistikunterstützung	The company provides logistics support for the automobile, iron and steel industries.
management (n)	/'mænɪdʒmənt/	Management, Leitung	Project-based management is becoming increasingly popular.
manager (n)	/'mænɪdʒə/	Manager, Führungskraft	Each branch has a manager with profit responsibility.
middle manager	/ˌmɪdəl 'mænɪdʒə/	Führungskraft der mittleren Ebene	Middle managers often report to two senior managers.
market segment (n)	/ˌmɑ:kɪt 'segmənt/	Marktsegment	A clear focus on a particular market segment helps meet customers' needs.
matrix (n)	/'metrɪks/	Matrix	In a matrix organisation employees report to a product line boss in the headquarters as well as to a local branch boss.
multi-disciplinary (adj)	/mʌltɪ'dɪsɪ,plɪnəri/	multidisziplinär	Organising the business by project will facilitate a multi-disciplinary way of working.
multinational (adj)	/mʌltɪ'næʃənəl/	multinational	This structure is common in large multinational companies.
needs (n pl)	/ni:dz/	(hier:) Anforderungen, Bedarf	Departments can also be organised to serve

specific needs		Spezialanforderungen	groups of customers with specific needs .
fit the needs of	/spəˌsɪfɪk 'ni:dz/ fit ðə 'ni:dz əv	Anforderungen entsprechen	Future growth will be faster because each company in the group will have the organisation that fits its needs .
meet sb's needs	ˌsʌmbədi/ /mi:t ˌsʌmbədɪz 'ni:dz/	(Kunden-)Bedürfnissen entsprechen, einen Bedarf decken	A clear focus on a particular market segment helps meet customers' needs .
operate (v)	/'ɒpəreɪt/	(hier:) agieren, Geschäft betreiben	The company continues to operate out of a small headquarters.
operational (adj)	/ˌɒpə'reɪʃənəl/	operativ, betrieblich	These activities have very different operational needs.
order (n)	/'ɔ:də/	Bestellung, Bestelleingang	There are only 90 minutes between the order for each individual car and delivery on the production line.
organise into sth (phr v)	/'ɔ:gənaɪz ɪntə ˌsʌmθɪŋ/	(hier:) in etw. hineingelenkt werden	The business is organised into departments which focus on different products.
overall (adj)	/ˌəʊvər'ɔ:l/	auf das Ganze bezogen, Gesamt-	Certain managers will have overall responsibility for an activity over the whole company.
production line (n)	/prə'dʌkʃən laɪn/	Fertigung(sanlage), Fließband	There are only 90 minutes between the order for each individual car and delivery on the production line .
product line (n)	/'prɒdʌkt laɪn/	Produktgruppe, -palette, Sortiment	In a matrix organisation employees report to a product line boss in the headquarters as well as to a local branch boss.
profit (n)	/'prɒfɪt/	Gewinn	Each branch has a manager with profit responsibility.
profit and loss account		Gewinn- und Verlust-	Each manager is responsible for two profit and

	/ˈprɒfɪt ənd ˌlɒs əˈkaʊnt/	rechnung, Erfolgsrechnung	loss accounts.
project (n)	/ˈprɒdʒekt/	Projekt	Project teams have specialised employees working for them from other departments.
project-based (adj)	/ˈprɒdʒektˌbeɪst/	projektorientiert	Project-based management is becoming increasingly popular.
promote (v)	/prəˈməʊt/	(hier:) fördern	The company is promoting a more aggressive commercial approach for certain activities.
report to sb (phr v)	/rɪˈpɔ:t tə ˌsʌmbədi/	an jdn. berichten	Specialised employees report to two managers - departmental and project.
resistant (adj) resistant to sth	/rɪˈzɪstənt/ /rɪˈzɪstənt tə ˌsʌmθɪŋ/	resistent, widerstandsfähig resistent gegen	Departments can become resistant to change.
resources (n pl)	/rɪˈzɔ:səz/	Ressourcen, Betriebsmittel	I am concerned about the duplication of resources .
responsibility (n)	/rɪsˌpɒnsɪˈbɪlɪtɪ/	Verantwortung	Each branch has a manager with profit responsibility .
responsible (adj) be responsible for sth	/rɪsˈpɒnsəbəl/ /bi: rɪsˈpɒnsəbəl fə ˌsʌmθɪŋ/	verantwortlich für etw. verantwortlich sein	Each manager is responsible for two profit and loss accounts.
re-think (v)	/ri:ˈθɪŋk/	überdenken	The company needs to re-think its structure.
role (n)	/rəʊl/	Funktion, Aufgabenbereich	Certain branch managers with specialist knowledge and a concentration of a particular activity in their area will have a double role .
run (v) run by sb	/rʌn/	(hier:) führen, leiten geleitet von	Each branch has a team run by a manager who is

	/ˈrʌn baɪ ˌsʌmbədi/		responsible for a profit and loss account.
sales force (n)	/ˈseɪlz ˌfɔːs/	Verkaufsmannschaft, Vertrieb, Außendienst	Do we really need a different sales force for each product?
sector (n)	/ˈsektə/	Sektor, Sparte, Bereich	In 20 years William Tucker Ltd has grown to become a leader in its sector .
serve (v)	/sɜːv/	betreuen	Departments can also be organised to serve groups of customers with specific needs.
specialisation (n)	/ˈspeʃəlaɪzɪʃən/	Spezialisierung	Specialisation will mean that each department focuses on its own work.
specialised (adj)	/ˈspeʃəlaɪzd/	spezialisiert	Project teams have specialised employees working for them from other departments.
specialist (adj) (opposite = general)	/ˈspeʃəlɪst/	speziell, Spezial-	Certain branch managers with specialist knowledge and a concentration of a particular activity in their area will have a double role.
specialist (n)	/ˈspeʃəlɪst/	Experte, Spezialist	Product line bosses will have to coordinate with branch bosses to make the most efficient use of each specialist in the organisation.
stock control (n)	/ˈstɒk kənˌtrəʊl/	Bestandskontrolle, Lagersteuerung	The logistics support to car factories is more concerned with stock control than transport.
structure (n)	/ˈstrʌktʃə/	Struktur	As the company has grown the structure has been adapted.
team (n)	/tiːm/	Mannschaft, Team	Each branch has a team run by a manager who is responsible for a profit and loss account.
technology (n)	/tekˈnɒlədʒi/	Technologie	Modern technology makes it easier to centralise services.