

English for Campus and Career

Places of Work

Imagine

..where you could write your final-year project.

- ☐ Will it be here in Saxony, elsewhere in Germany or abroad?
- ☐ Do you prefer small or large companies?
- ☐ What kind of products or services should your host company provide?

Types of Employers

For-profit organisations:

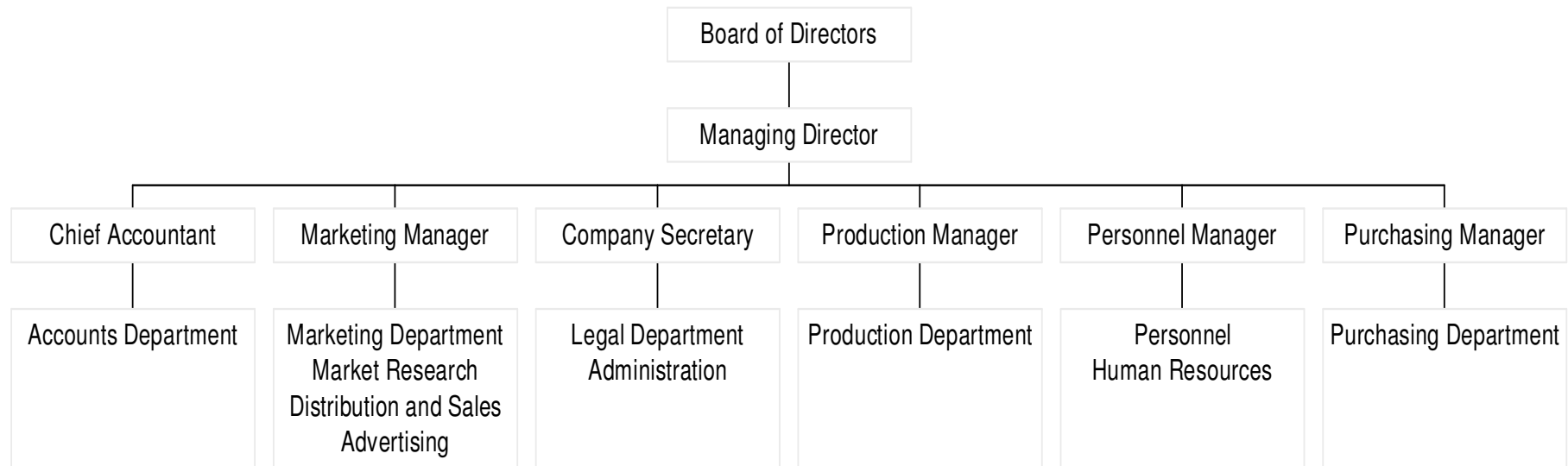
- ☐ farm, minerals and oil companies (primary sector)
- ☐ manufacturing company (secondary sector)
- ☐ service provider (tertiary sector)

Non-profit organisations:

- ☐ public-sector institutions, e.g. local authorities, education and research institutions
- ☐ non-governmental organisations (NGO's), e.g. charities

How is a business normally structured?

Internal Structure of a Business



How do businesses develop?

Phrases for describing a company's biography

Past

- was founded in (place/year)
- merged with, was taken over by, acquired
- was renamed into
- announced redundancies
- went bankrupt/bust
- recovered

- was restructured
- moved to
- expanded
- changed product range
- found a market niche
- reached top position

Present

- is located in
- has become a leading manufacturer of
- over the years it has grown to be



Businesses come in different
shapes and sizes.

Business Size

- ❑ Small and medium-sized enterprises (SME)
- ❑ Large-scale enterprises:
 - Normally operate internationally
 - Often have headquarters in one place and production facilities around the globe

Types of Business Organisations

- ☐ sole trader/proprietor
- ☐ partnership
- ☐ private limited company (ltd)
- ☐ public limited company (plc)
- ☐ co-operative
- ☐ franchise business

What are the advantages and disadvantages of being a Sole Trader?

Sole Trader

(one owner, may have many employees)

☐ Pros

- easy to set up
- quick decisions
- owner highly motivated

☐ Cons

- unlimited liability
- difficult when the owner is ill or on holiday
- difficult to compete with large firms
- shortage of capital

What are the advantages and disadvantages of founding a partnership?

Partnership

(2 -20 partners)

☐ Pros

- easy to set up
- more capital available
- shared responsibility
- division of labour

☐ Cons

- unlimited liability
- Potential disagreement, conflicts
- profit has to be shared

What are the pros and cons of a private limited company?

Private limited company - Ltd

(2-50 owners)

☐ Pros

- capital from private shareholders
- limited liability
- bulk buying possible
- more competitive

☐ Cons

- many legal prerequisites
- shares cannot be offered for sale to the public
- transfer of shares needs to be approved by other shareholders

What are the pros and cons of a public limited company?

Public limited company - plc

(at least 2 owners)

□ Pros

- limited liability
- easy to expand
- more competitiveness due to large size
- easy to modernise

□ Cons

- many legal documents
- May be too large - inefficient
- has to publish annual a/c s
- may have too many rules and regulations

Can you explain how a “co-operative” works?

Co-operatives

- ❑ organisations owned by members who are also customers
- ❑ benefits from economies of scale
- ❑ concept is controversial (unsuitable for today's world?)
- ❑ examples in agriculture, accommodation rental, banking, manufacturing

How does franchising work?

Franchising

- business licensed by a well-known company (e.g. McDonald's)
- franchisor
 - provides trade name, advertisements and goods
 - helps to set up business and gives advice on how to run the business
- franchisee
 - pays the franchisor a management and marketing fee and a share of his/her profits (royalties)

What can a business offer?

A business can offer ...

☐ Products

- machines
- crops
- goods
- food
- non-food products
- environmentally friendly products
- maps
- ...

☐ Services

- repairing, maintaining
- planning, designing
- surveying
- giving financial advice
- providing health service
- interpreting data/ maps

Do you want to be employed or start your own business?

You have to consider various aspects to find out what suits you best.

What it means to be your own boss...

☐ Pros

- flexibility
- independence
- satisfaction

☐ Cons

- responsibility can be overwhelming
- enormous workload
- shortage of capital
- lack of spare time
- financial risks

Source

Cullen, William and Doris Lehniger.

B for Business, Ismaning; Hueber 2000, unit 2.