

Тема 2. Фахова та наукова термінологія іноземною мовою у галузі менеджменту

Lead-in: Before reading Text 1, answer the following questions:

1. What is business management?
2. What types of business management do you know?
3. What is the essence of marketing management?
4. What are the main objectives of sales management?
5. How does the effective HRM contribute to the development of the company?
6. Explain how strategic management determines the overall strategies of the company?

 **Text 1.** Read the text and summarise the main points in 10-15 sentences.

BRANCHES OF BUSINESS MANAGEMENT

Business management is an umbrella term for any leadership activity that impacts how a company functions and achieves its goals. It is a diverse field comprising many areas. Roles that fall under business management are more focused on the bigger picture rather than day-to-day operational details, with an emphasis on communication and organization.

What is business management?

Business managers work through challenges and make decisions so a company can maintain stability and achieve growth. They determine the necessary resources, coordinate all activities and make decisions that will steer the ship in the right direction. In business management, you are overseeing the road map, making plans, training, delegating and guiding leaders in the company to carry out the mission and meet each goal. Handling these responsibilities effectively requires strong strategizing, critical thinking and problem-solving skills.

Business management is often people-focused, so good business managers should be empathetic, have strong conflict resolution abilities and be able to communicate clearly and effectively across the company. They will also need strong mentorship and personnel development skills so that they can place the right people in each role and on specific projects for the best chance of success.

Types of business management

There are many branches of business management. Here is an overview of the eight sectors in this wide field.

1. *Financial management*

Financial management involves budget planning and cash flow management as well as the oversight of all financial procedures, such as invoice processing and data distribution. This type of business management involves planning, directing and coordinating the accounting, investing, banking, insurance, securities and other financial activities of a business and often overlaps with human resources management when determining payroll and benefits budgets.

The three key elements of financial management are financial planning, financial control and financial decision-making. Short-term financial management is often referred to as “working capital management,” and it relates to cash management, inventory management and debtor management. Both the assessment and technique of financial decisions fall under this type of business management.

Financial management also deals with finding a healthy balance between profit and risk so that even with a setback, the business is profitable in the long term.

2. Marketing management

Marketing management focuses on the practical application of marketing techniques and the management of a company’s marketing resources and activities. The four major areas of marketing management are company analysis, collaborator analysis, competitor analysis and customer analysis. Marketing management includes brand management as well as marketing strategy and pricing.

Marisa Sanfilippo, a marketing director and consultant, said that while driving company, revenue is an important function of marketing, managers also need to take ownership of the brand, especially brand messaging and cross-departmental alignment.

3. Sales management

Sales management involves leading sales teams to foster strong relationships with prospects, convert them to leads and move them through the sales pipeline. Sales management often works hand in hand with marketing management to ensure consistent messaging and goal alignment when generating new business.

Sales management also involves determining the metrics for success and assessing key performance indicators to report on the company’s performance.

4. Human resource management

Human resource management (HRM) focuses on the recruitment and management of an organization’s employees. This includes total compensation, hiring, safety and wellness, benefits and other aspects of employee administration.

Effective HRM enables employees to contribute effectively and productively to the overall direction and goals of the company. The modern approach to human resources uses employee programs to make a positive impact on both the staff and the business as a whole.

5. Strategic management

Strategic management, which is typically the responsibility of a company’s top executive leaders, is the application of strategic thinking to the job of leading an organization. Many of the other branches of business management revolve around strategic management because the success of a business is often determined by financial, marketing and operational strategies.

There are five phases of strategic management: goal formation, SWOT analysis, strategy development, implementation and evaluation. These activities help leaders determine resource procurement and allocation, how success will be measured and who will be accountable for each task.

Strategic management is ongoing work, as you should regularly evaluate and adjust strategies as needed.

6. Product management

Companies that sell physical or digital products need product managers to coordinate efforts among departments to develop, launch and continuously improve their offerings. Effective product management requires leaders to think strategically and apply both market research and a technical product understanding to their work. Using customer data and feedback, a product manager has to prioritize features that maximize the product's value to consumers while ensuring production is efficient. This may include collaborating with other departments on inventory control, research and development (R&D), and employee training.

7. *Operations management*

Operations management involves overseeing and designing operational processes to make a business more efficient. The goal of this department is to balance cost efficiency with quality so a company can deliver its products or services as effectively and profitably as possible.

Effective operations management requires a deep understanding of how different processes within a company interact and contribute to overall business goals. James Nartey, a member of the business operations team at Hiedberg, defined operations management as a broad category ranging from project management to strategy to day-to-day business operations.

8. *Information technology (IT) and service management*

IT and service management both work to align a business's technology and services with its strategic goals and customer expectations. IT management focuses on overseeing and optimizing technology resources to ensure they support the company's objectives. IT managers are responsible for planning, designing, implementing and administering the company's technology infrastructure to meet current and future demands. Service management can overlap with IT management but may also encompass the development and delivery of non-IT services.

IT and service management involve managing workflows, which often means combining automated systems and skilled labor to make processes and decision-making more efficient. Leaders in this branch of management may also collaborate with product managers, especially on customer-facing technologies.

(Adapted from 8 Branches of Business Management by Nicole Fallon, Senior Analyst 16 Sept, 2014 <https://www.business.com/articles/8-branches-of-business-management/>)

Assignment 1. Divide the following ***financial and HR terms*** into money-linked and people-linked terms then match each with its definition.

	<i>Terms</i>		<i>Definitions</i>
1.	Personnel Manager	a	A system whereby employees receive a proportion of the company's profits.
2.	commission	b	Somebody whose power and responsibility are used chiefly to implement the broad goals set by top management.

3.	wage	c	Payment for services based upon number of hours worked or number of units produced.
4.	senior executive	d	Somebody engaged in acquiring personnel, preparing them for work, overseeing their performance, and providing compensation.
5.	retainer	e	A second-in-command
6.	middle manager	f	Compensation for part-time work expressed as a percentage of full-time pay
7.	fee	g	A charge or payment for a service or privilege
8.	salary	h	Somebody whose responsibility for personnel includes strategic planning
9.	bonus	i	Somebody who oversees another's work
10.	deputy	j	Compensation based on the number of units produced
11.	Human Resource Manager	k	A compensation payment in addition to regular wages or salary
12.	fringe benefits	l	A fixed sum paid to an agent regardless of performance
13.	profit sharing	m	Compensation based upon time worked for a week, month or year rather than for an hour
14.	pro rata	n	Benefits other than wages, salaries and bonuses, often known as 'perks'
15.	supervisor	o	Compensation based on an agent's sales performance
16.	piecework	p	Somebody who has the most supervisory authority and responsibility in an organization
17.	raise	q	An increase in wage or salary

Assignment 2. Read the following passage, translate it into Ukrainian and explain the basics of products classification. Compare the main features of the product/services types and summarise the main differences.

Determining consumers' needs and wants and then translating them into desirable products is a marketer's first task. There are many ways to classify products, the most basic distinction being between goods and services. Another distinction is between consumer and industrial items, the markets and purchasing patterns being very

different in each case. Consumer products are divided into three subgroups with different marketing tools needed for each:

- Convenience goods and services are products which are readily available, low priced and heavily advertised, and which are purchased quickly and often.
- Shopping goods and services are purchases for which a consumer spends a lot of time shopping in order to compare prices, quality and style. Personal selling by the retailer is often a key factor in the purchase, particularly if the product is relatively complicated.
- Speciality goods and services are products that a consumer will make a special effort to locate.

As far as industrial products are concerned, two broad categories can be identified:

- Expense items are relatively inexpensive industrial products that are consumed within a year of their purchase.
- Capital items are relatively expensive industrial products that have a long life and are used in the operations of the business. Selecting capital items is often a long process and personal selling is often a key element in the purchasing decision.

Difference between Convenience, Shopping and Speciality Goods/Services

Basis	Convenience Products	Shopping Products	Speciality Products
Meaning	purchased immediately, frequently, and with the least effort and purchasing time	consumers devote considerable effort and time in shopping	have special features for which the consumers make special efforts while purchasing them
Price	low	High	very high
Shopping efforts	least time and effort are required	considerable time and effort are required	special efforts are required
Availability	available at convenient locations	available at specified shops	available in a few places
Nature of demand	regular demand	no regular demand	limited demand
Profit margin	low	High	very high
Role of promotion	heavy advertisement and sales promotion schemes are required	personal selling is required	aggressive promotional activities are required
After-sales service	after-sales services are not required	after-sales service is required in some cases	after-sales services are very crucial

? **Assignment 3.** In pairs, discuss with your partner a recent purchase you made: the product, the place, the cost, and the reasons that influenced your choice.

A. Divide the following products into *convenience goods / services*, *shopping goods / services*, *speciality goods / services*, *expense items / capital items*, and place them in the table below:

a washing machine	Toothpaste
an accountant	paper clips
a dry cleaner	small components
a Dior dress	razor blades
a hairdresser	Chanel perfume
a truck	a medical specialist
a robot	a bed
a meal at Maxime's in Paris	an interior decorator
janitorial services	a Patek Philippe watch
a building	Machinery
an external consultant	registration fees

convenience goods	convenience services
shopping goods	shopping services
speciality goods	speciality services
expense items	capital items

B. Find the other examples of products and place them in the above table. Discuss
 C. three or four of the products, giving a description of the product, packaging, the place, customers, the price, and other product features or circumstances that influence the buyer in his / her choice.
 D. Explain the essence of ***personal selling*** and give examples of how personal selling can affect a purchasing decision.

☒ Assignment 4.

Decide which form of promotion describes each of the activities in the table below and fill it by placing a tick in the appropriate boxes. The forms of promotion include:

- positive publicity
- negative publicity
- sales promotion
- reseller support

	Positive publicity	Negative publicity	Sales promotion	Reseller support
a) Inspiring stories of athletes creating a lasting emotional connection and reinforcing the brand's identity and values.				
b) A newspaper article about the company's mineral water being polluted				
c) A free display rack given to all supermarkets which display the product				
d) Free samples of a new product given to people in the street				
e) A video of a passenger being forcibly removed from a plane went viral				
f) Local radio coverage of a sports event organized by a company				
g) Special pricing tied to specific times of the year				
h) Offering access to training videos, online courses, and workshops				
i) A holiday for two for the winner of the "Wholesaler of the Year" competition				

Assignment 5. Match the terms with their definitions.

	<i>Terms</i>		<i>Definition</i>
1.	market segments	a	Any name, sign or symbol used to identify the products of a firm.
2.	target markets	b	Products that bear only the name of the item, not of its producer, and which are sold at lower than normal prices.
3.	disposable personal income	c	Proportion of the market controlled by a specific company or product.
4.	product mix	d	Facility for storing stocks of supplies or finished products.

5.	brand	e	Distribution of certificates that entitle buyers to a discount on a particular item.
6.	generic products	f	Brand that has been given legal protection so that its owner has exclusive rights to its use.
7.	trademark	g	Industry gathering in which producers set up displays and demonstrate products to potential customers.
8.	market share	h	Money that a family has to spend after paying taxes.
9.	stock turnover	i	Advertising or display materials set up at a retail location to encourage sales of an item.
10.	publicity	j	Firms that sell directly to the public.
11.	trade show	k	Groups of individuals or organisations within a market that share certain common characteristics.
12.	point-of-purchase display	l	Specific groups of customers to whom a company wants to sell a particular product.
13.	couponing	m	Unpaid media coverage of news about an organization.
14.	wholesalers	n	Firms that sell products to other firms for resale or for industrial use.
15.	retailers	o	Number of times that average inventory is sold during a given period.
16.	warehouse	p	Complete list of all products that a company offers for sale.

Assignment 6. In small groups, choose three products with which you are familiar and develop a Marketing Mix for each of them. Make a copy of the grid below and fill it in. Give as much relevant information as possible regarding each element of the Marketing Mix.

	A convenience good or service	A speciality good or service	A capital item
Product			
Price			

Promotion			
Place			

 **Text 2.** Read the text, summarise the main points in 10-15 sentences, and discuss the questions that follow.

HOW TO INTERPRET MARKET RESEARCH DATA

Market Research Interpretation plays a crucial role in transforming raw data into actionable insights. Imagine a business owner sifting through countless survey responses, each one holding the key to understanding customer preferences and behaviors. Yet, the real challenge lies not just in collecting this data, but in effectively interpreting it. Understanding how to evaluate and analyze market data is essential for decision-making. By honing your interpretation skills, you can develop strategies that are deeply aligned with customer needs, leading to significant improvements in business outcomes.

Understanding the basics of market research data is essential for effective market research interpretation. Market research data typically encompasses quantitative and qualitative information collected through surveys, interviews, and focus groups. This data serves as a foundation for making informed business decisions by providing insights into customer preferences, market trends, and competitive landscapes.

To interpret market research data effectively, you should consider the following key aspects:

- *Data collection methods:* Knowing how data is gathered can influence its reliability. Surveys may provide valuable quantitative insights, while interviews reveal deeper, qualitative perspectives.
- *Sample size and demographics:* A larger sample size can lead to conclusions that are more accurate. Additionally, understanding the demographics of participants helps in contextualizing the findings.
- *Data analysis techniques:* Different techniques, such as statistical analysis or thematic coding, can be used to derive meaning from the data. Choose the appropriate method based on your research objectives.
- *Key insights and trends:* Focus on identifying patterns and trends within the data. This will help align your strategies with customer needs and market dynamics.
- *Presentation of results:* Effectively share the findings in a clear and visually engaging manner, such as through reports or presentations, to ensure all stakeholders understand the insights gained.

By mastering these foundational principles, you can enhance your market research interpretation skills and better inform the decision-making processes.

Market research data encompasses the information gathered to analyze market conditions, consumer preferences, and competitive dynamics. This data serves as the foundation for informed decision-making in any business context. Whether through surveys, interviews, or observational research, the collected information reveals insights about target audiences and previously unseen trends.

When interpreting market research data, context is crucial. Understanding the 'who, how, and why' of data collection helps ensure its relevance and accuracy. For instance,