

UNIT ONE

COMPANY STRUCTURE

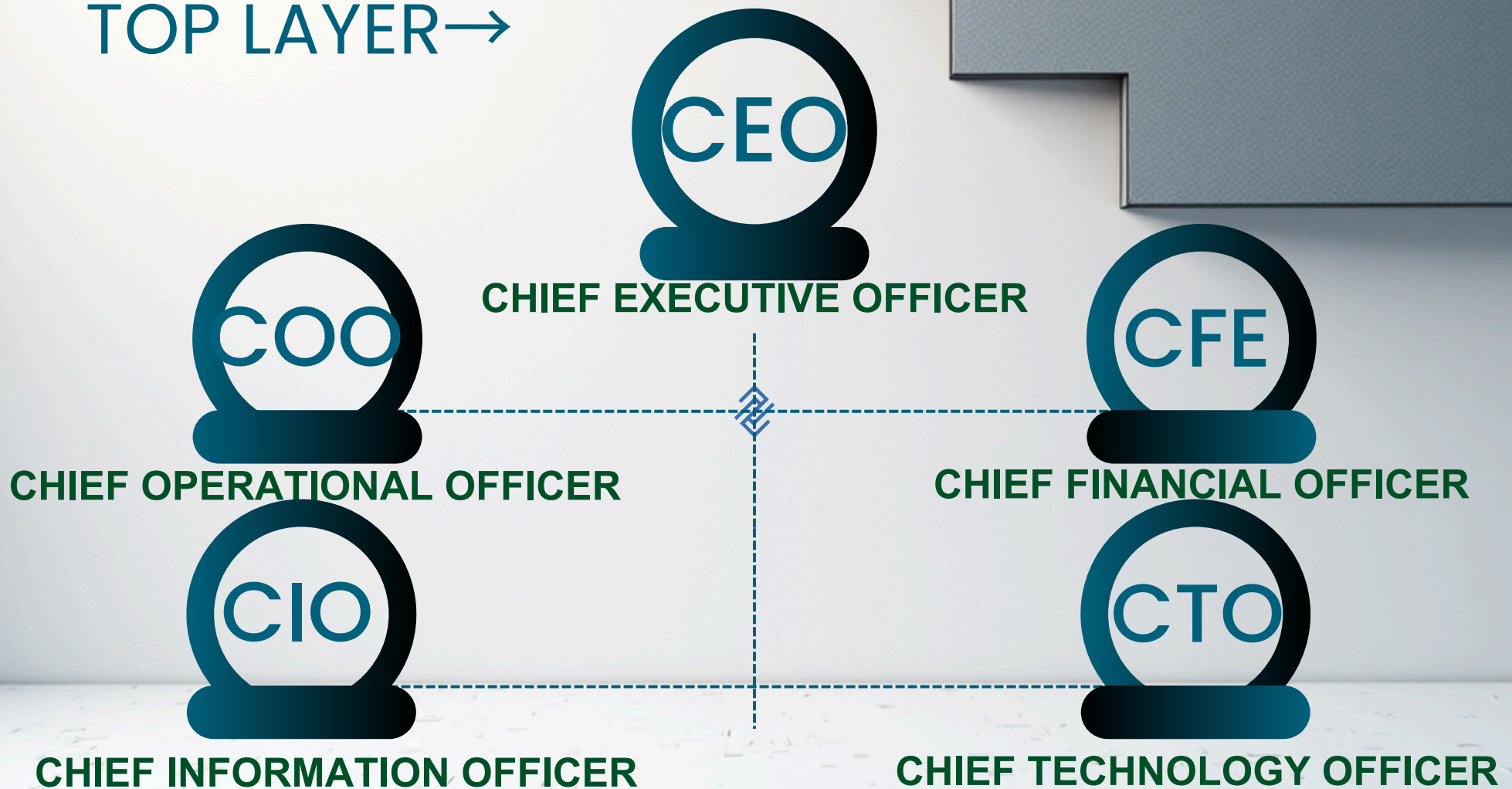
1.ORGANIZATION & DEPARTMENTS

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LEADERSHIP LAYER

TOP LAYER→



DEPARTMENTS & FUNCTIONAL AREAS

MIDDLE LAYER→
(TRADITIONAL)



**PRODUCTION/
OPERATION**

FINANCE

**MARKETING &
SALES**

HR

DEPARTMENTS & FUNCTIONAL AREAS

MIDDLE LAYER →
(MODERN)

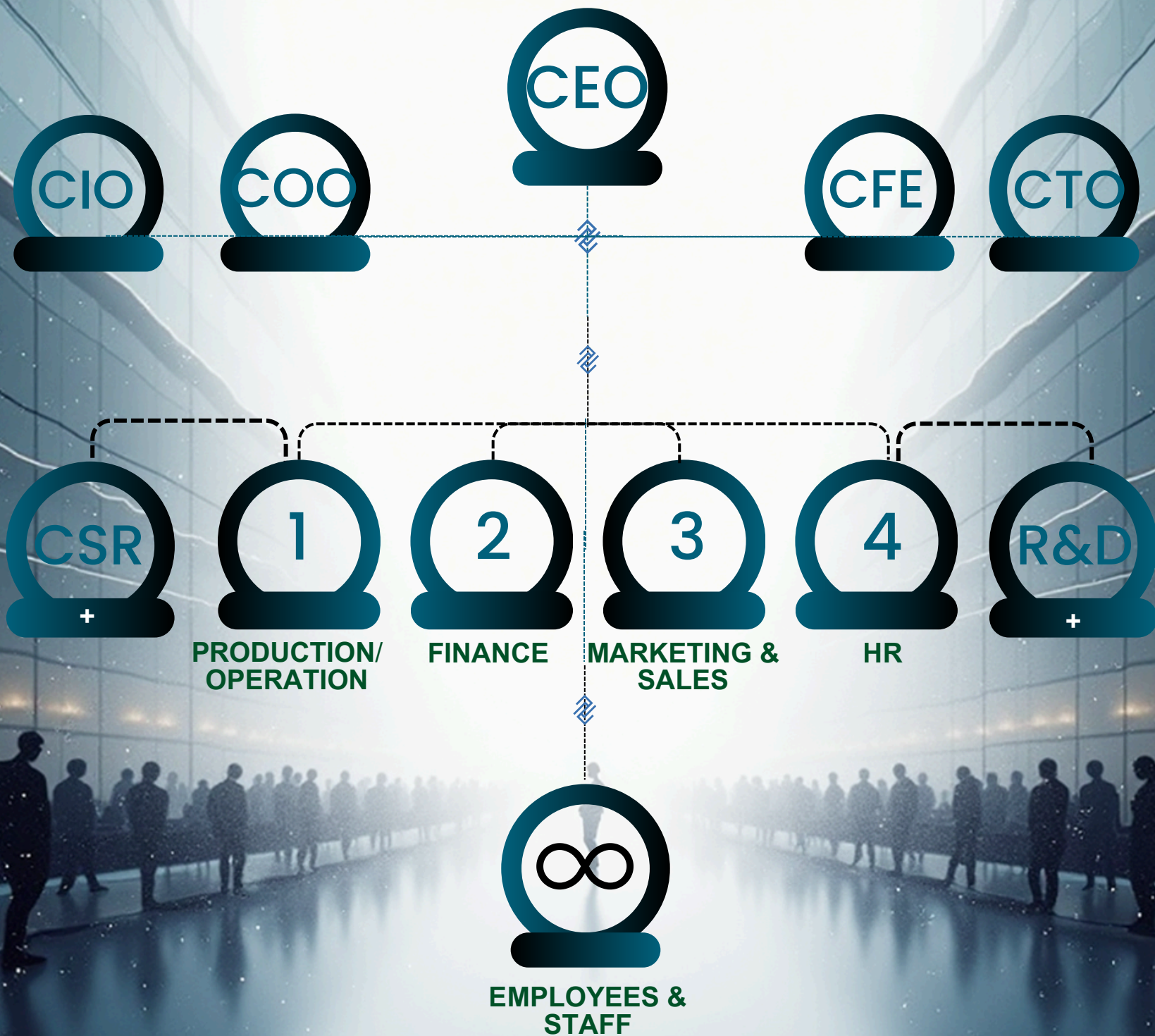


OPERATIONAL LAYER

THE ENGINE OF THE COMPANY



**EMPLOYEES &
STAFF**



SONATRACH



Sonatrach is the largest oil and gas company in Algeria and one of the biggest in Africa. The company is led by a CEO who makes strategic decisions for national and international projects. The COO oversees daily production and ensures all operations run safely and efficiently, while the CFO manages investments, costs, and financial reporting.

Sonatrach's structure includes several departments. The Finance Department manages contracts, salaries, and project budgets. The HR Department recruits, trains, and supports employees. The Marketing and Commercial Department handles partnerships and export contracts. The R&D Department works on new energy technologies and environmental solutions. Recently, Sonatrach has created a CSR unit focusing on environmental protection and social development in local communities.

With thousands of employees and complex projects, Sonatrach depends on a clear structure to keep its operations efficient and safe.

SONATRACH



COMPREHENSION QUESTIONS

- 1. Who leads Sonatrach and makes strategic decisions?***
- 2. What is the role of the COO in the company?***
- 3. Which department is responsible for financial reporting?***
- 4. What kind of work does the R&D department do?***
- 5. How does Sonatrach apply Corporate Social Responsibility?***
- 6. Why is a clear company structure important for Sonatrach?***

DEPARTMENTS ISSUES



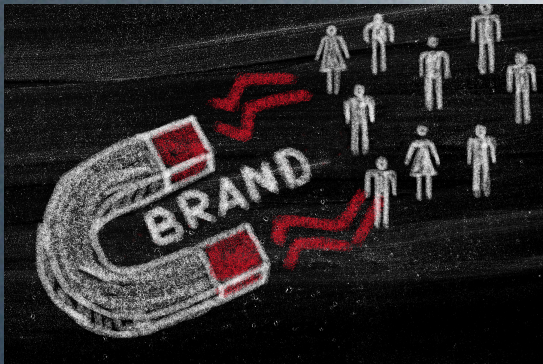
No HR

Employees stop receiving guidance → ... ?



No finance

Salaries delayed → ... ?



**No
marketing**

Costumers forget the brand → ...?



LANGUAGE FOCUS > >

1- WITH NO HR DEPARTMENT

When a company doesn't have an HR department, **it struggles to manage its employees.**

Without proper hiring and training, workers often lose **motivation** and

communication breaks down.

In the long run, this can **reduce productivity** and damage the company.

A close-up photograph of several stacks of gold-colored coins on a light-colored surface. In the background, a blue and white bar chart is visible, slightly out of focus. The lighting is bright, creating a soft glow around the coins.

LANGUAGE FOCUS > >

2- WITH NO FINANCE

If a company has no **Finance team**, it quickly faces **serious money problems**.

Salaries might get delayed, budgets become unclear, and managers **can't control spending**.

Eventually, this can lead to **losses** and even risk the **company's survival**.



LANGUAGE FOCUS >>

3- WITH NO MARKETING

Without a **strong Marketing** department, customers don't know about the company's products.

Sales teams struggle to **attract new buyers**, and **competitors gain more attention**.

As a result, the company loses visibility and its **reputation starts to decline**.

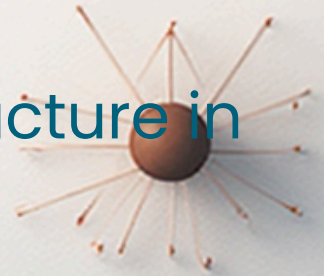
MINI-COMPANY PRESENTATION

You're the CEO for one day!

Create your own company and describe its structure in English.

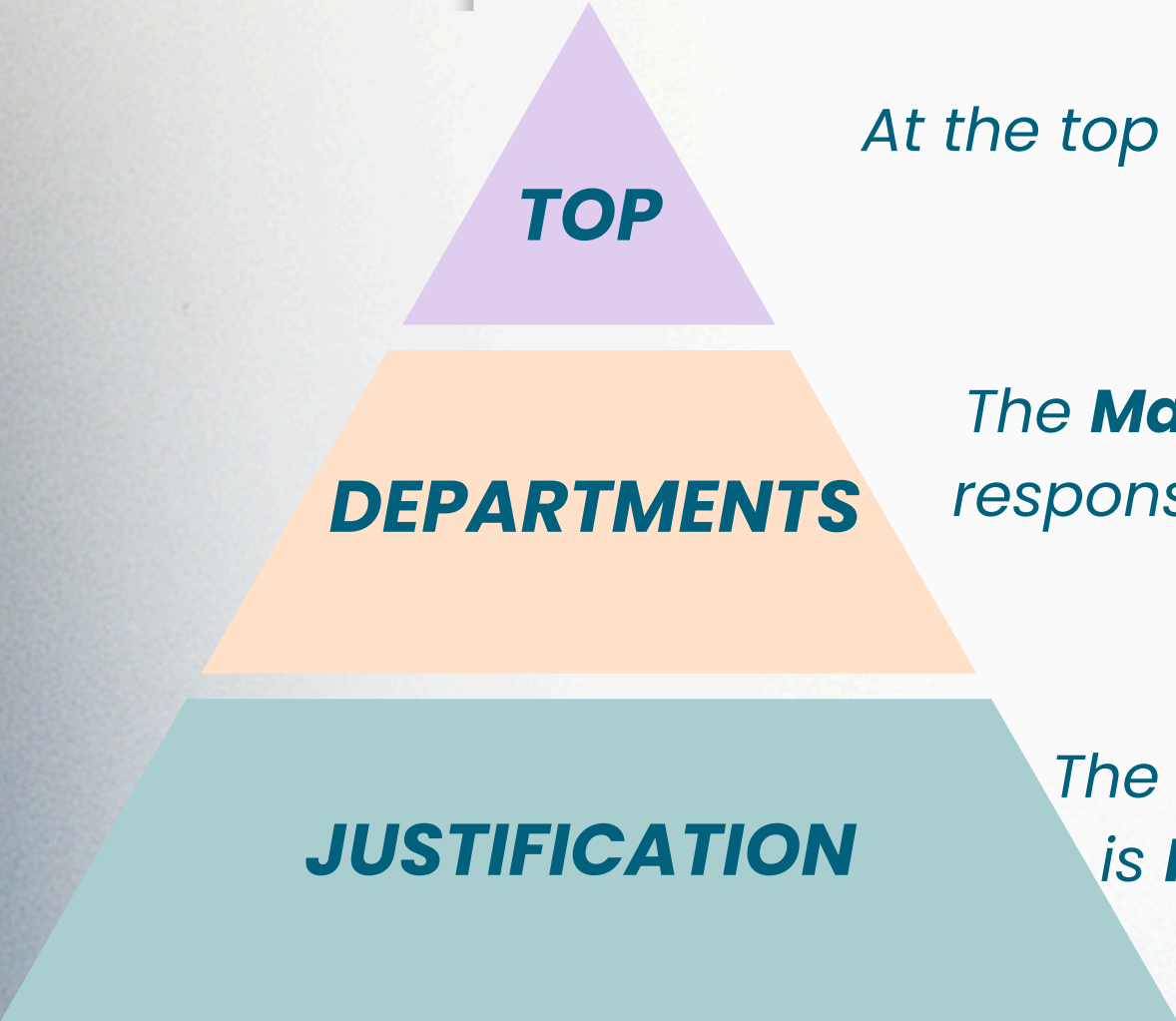
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It can be anything: a restaurant, fashion brand, delivery app, coffee shop, training center, etc.



FOLLOW UP EXAMPLE >

"SHOPPING APP COMPANY"



TOP

*At the top we have **the CEO & CFO***

DEPARTMENTS

*The **Marketing** department is responsible for **promoting our services.***

JUSTIFICATION

*The most important department is **IT because they create the app.***

YOUR TURN>

INSTRUCTIONS:

CHOOSE YOUR COMPANY SECTOR.

(FOOD/TECH /FASHION /EDUCATION/SPORTS
BEAUTY/SERVICES/CARS/TRAVEL /FINANCE)

WRITE 3–4 SENTENCES LIKE THE EXAMPLE.

SHARE IN THE CHAT OR SAY IT ALOUD (1 MIN)