

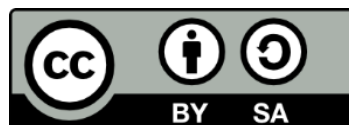
ΑΓΓΛΙΚΑ ΙΙΙ

Ενότητα 8:

Case study: Struttura Steel Co

Ζωή Κανταρίδου

Τμήμα Εφαρμοσμένης Πληροφορικής



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ

Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



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επένδυση στην κοινωνία της γνώσης
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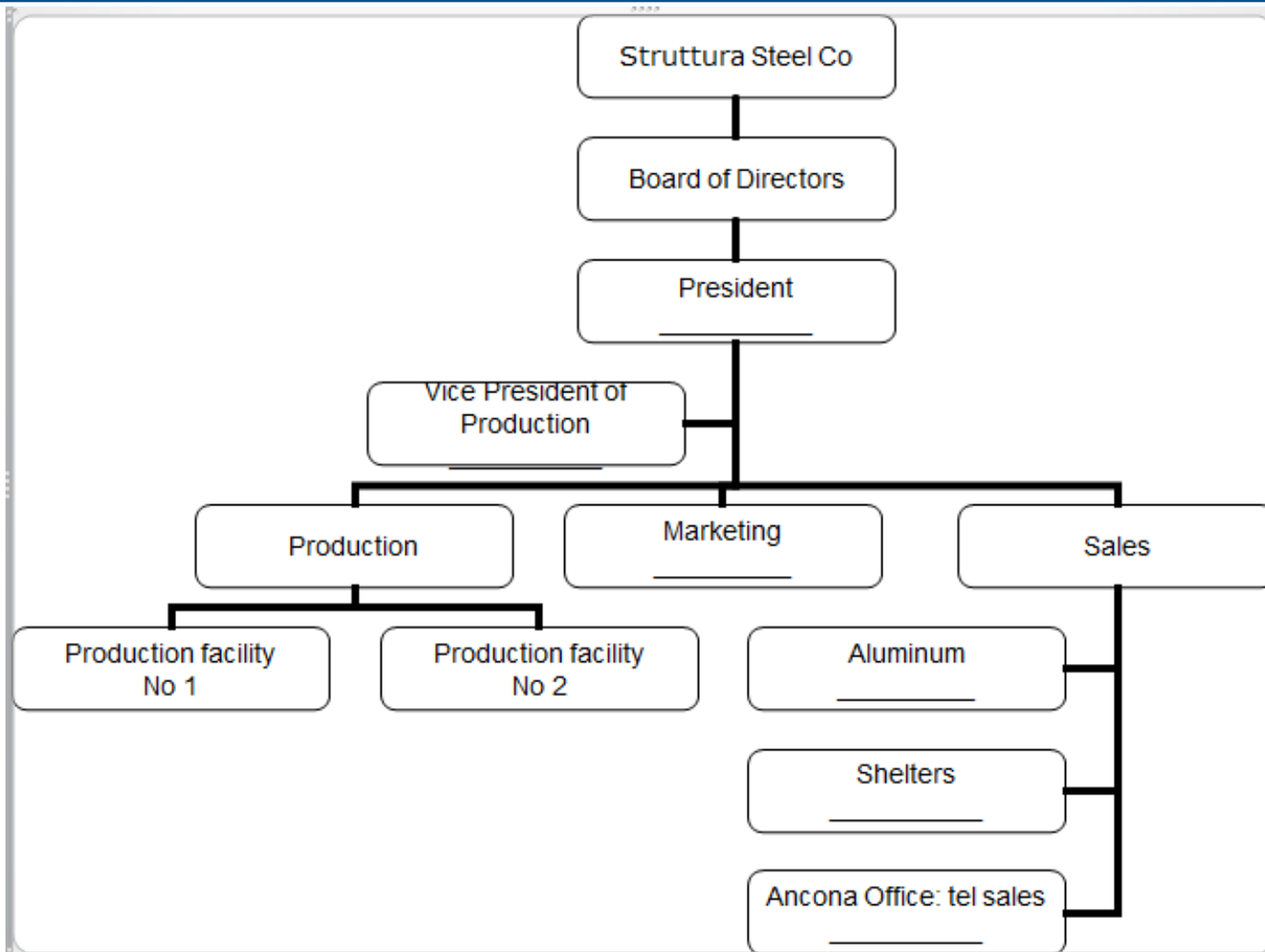
ΕΣΠΑ
2007-2013
πρόγραμμα για την ανάπτυξη
ΕΥΡΩΠΑΪΚΟ ΚΟΙΝΩΝΙΚΟ ΤΑΜΕΙΟ

Lead-in: Discuss

- Which may be indications of possible problems in an industry?
- What possible measures can a business organization take in order to cater for a problem?
- Which are the responsibilities of the president of a business organization?
- Which sector of the economy does steel industry belong to?

Lead-in: Discuss- Answers

- Which may be indications of possible problems in an industry?
 - **Drop in sales, employee discontent, customer complaints**
 - **Faulty products, delays in delivery**
- What possible measures can a business organization take in order to cater for a problem?
 - **Advice from experts, meeting with employees for SWOT analysis**
- Which are the responsibilities of the president of a business organization?
 - **Lead, anticipate problems, take corrective actions,**
- Which sector of the economy does steel industry belong to?
 - **Secondary sector, heavy industry**



Answer the questions

- What does the company produce?
- Where is the company located?
- What was Porta's type of management?
- What was the main characteristic of the employees who participated in the meeting?

True or false? (1)

1. The two production facilities were located near the large Ancona port.
2. Luigi Bruni sold his 51 percent share because he had perceived Pier Porta's innate leading power.
3. During the second decade since the establishment of Struttura, Porta had to take some drastic measures to overcome different problems which had arisen.
4. Ennio Michelle was a powerful man in the company despite his position.
5. Emilio Colombo had more innovative ideas than Pier Porta.

True or false? (2)

6. Colombo had invited two professors to see to the Struttura case.
7. The vice-president of production had the ability to decide what action to take.
8. Colombo was less convincing than Ennio Michelle because of his timid character.
9. Porta was reported to be responsible for the meeting.
10. All executives seemed to be fully aware of the company's goals.

True or false? (3)

11. Porta managed the company alone successfully in the 1990's.
12. In 2000 there was a quarterly loss but it was corrected during the year.
13. The employees looked up to Porta as a good manager.
14. Porta was present throughout the mountain meeting with the employees and the consultants.
15. The consultants studied the already existing organization chart to make further suggestions.

Formal Qualifications (FQ) & Personal Qualities (PQ)

a. Pier Porta:

- (FQ) _____
- (PQ) _____

b. Ennio Michelle:

- (FQ) _____
- (PQ) _____

c. Emilio Colombo:

- (FQ) _____
- (PQ) _____

d. Silvia Pagani:

- (FQ) _____
- (PQ) _____

e. Luca Ditto:

- (FQ) _____
- (PQ) _____

f. Michella Bruni:

- (FQ) _____
- (PQ) _____

Character traits & Professional qualities

Character traits

- Positive

- Negative

Professional qualities

- Positive

- Negative

Character traits ANSWERS

Positive

- gifted humanist,
- keen & perceptive mind,
- integrity,
- benevolent,
- hard-working,
- knowledgeable
- good listener (sounding board),
- supportive, loyal

Negative

- a loner
- oblivious to interpersonal skills

Rephrase the following phrases from the text (1)

1. Colombo informed the professors that Porta was fully behind the meeting and would purposely absent himself from the first day's discussion to allow for free exchange of ideas and would like to be briefed the next day on what had been decided.
2. Michelle always met the bottom line, did not procrastinate, operated as a loner, and was viewed as a strong administrator. He was somewhat oblivious to importance of interpersonal skills.

Rephrase the following phrases from the text (2)

- As the months progressed, the anticipated upswing in sales and employee morale failed to materialize.
- Struttura had never really engaged in a structured approach to its operation.

Vocabulary organization (1)

Industry-specific

General industry

Vocabulary organization (2)

ANSWERS

Industry-specific

- Metallic constructions, turnery, telecommunication shelters,
- Sandwich panels
- Steel / aluminum producers
- Turnkey options
- Cell phones, telecommunication industry

General industry

- Production facility
- State-of-the art technology
- Corporate office
- Investment group
- Line manager
- Sales, marketing
- Raw material

Is the meaning of the word **custom** the same? Provide synonyms for each different meaning

- there was a growth opportunity in supplying **custom**-made metallic constructions

— _____

— _____

— _____

- Porta talked with his key personnel individually, as was his **custom** when problems arose

— _____

Struttura Steel Co

- Strengths

- Weaknesses

Struttura Steel Co possible answers

Strengths

- Charisma of the leader
- Personable approach
- Flexible organization
- Highly profitable
- State-of-the-art technology

Weaknesses

- No formal structure
- No appraisal system
- No succession plan/
training
- No clear mission
- No strategic decision
- Lack of managerial skills

Making suggestions (1)

- Why don't we go to the movies tonight?
- You could visit New York while we are there.
- Let's go to the travel agent's this afternoon to book our ticket.
- What about asking your brother for help?
- How about going to Hawaii for your vacation?
- I suggest you take all the factors into consideration before we decide.
- You could always try online activities
- Perhaps we could practise together
- Do you think it's a good idea to study in a foreign country?
- You ought to study more
- You should try to practise your English more
- You shouldn't translate so much
- One possibility might be to set regular study hours
- You may want to consider studying at the library
- Have you considered studying on a regular basis?

Making suggestions (2)

Formal context

Informal context

Making suggestions (3)

Formal context

Informal context

- You could visit New York while we are there.
- I suggest you take all the factors into consideration before we decide.
- You could always try online activities
- Have you considered studying on a regular basis?
- You ought to study more
- You should try to practise your English more
- You shouldn't translate so much
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Making suggestions (4)

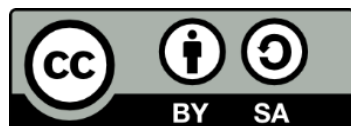
Formal context

- You could visit New York while we are there.
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- Have you considered studying on a regular basis?
- You ought to study more
- You should try to practise your English more
- You shouldn't translate so much
- One possibility might be to set regular study hours
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Informal context

- Why don't we go to the movies tonight?
- You could visit New York while we are there.
- Let's go to the travel agent's this afternoon to book our ticket.
- What about asking your brother for help?
- How about going to Hawaii for your vacation?
- Perhaps we could practise together
- Do you think it's a good idea to study in a foreign country?

Τέλος Ενότητας



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