

# Business

## Business Departments

### Accounting

Accounting departments examine and analyze money within the company.

- Management Accounting – Provides accounts for management
- Financial Accounting – Provides accounts for external reports

### Human Resources (Personnel)

Human resources hires, fires, administrates, motivates and provides services for employees

- Payroll – Provides salaries for staff
- Recruitment – Recruits new staff
- Training – Trains staff
- Talent Management – In some companies there will be a special department to manage the needs of specialist personnel. e.g. Actors, singers or engineers with specialist skills.

### Marketing and Sales

Marketing and sales deal with customers and sell the company's products.

- Sales – Sell the company's products
  - New Business – Gets in new customers
  - Account Management – Manages existing customers
  - Telesales – Sells via the telephone
  - Customer service – Provides service after the customer has bought a product
- Strategic Marketing – Plans future marketing
- Market Research – Analyses customers wants and needs
- Advertising – Manages advertising and promotions
- Corporate Communications – Provides information to shareholders, customers, employees and other stakeholders
- Public Relations – Deals with the press

### Operations

Operations will depend on the type of company. It could be: Production, manufacturing, assembly, design or retail.

### Procurement

- Strategic Sourcing – Plans materials and suppliers requirements
- Purchasing – Purchases supplies on a day to day basis

### Research and Development

Develop new products

### Information Technology

- IT Support – Looks after computers and solves employees' IT problems
- Strategic Information Systems – Plans new technology
- Data Entry – Enters in information

### Administration

Deals with paperwork within a company.

### Logistics

Deal with transporting resources. Can be supplies, products and internal transfers.

# Business

## Which Department?

Which department would deal with the following:

1. There is something wrong with the accounts computer
2. Management need the latest sales figures
3. There is lead in the toys we manufacture and a reporter is asking questions
4. We need a better phone to compete with Apple's iPhone
5. We need to improve the quality of our Radio adverts
6. We need to ensure that our key design team do not find jobs with our competitors
7. We need to hire more people
8. We need to do the annual accounts
9. We need to find a way to increase sales by 20% over the next three years.
10. We need to find out why customers are not buying our orange paint.

## Discuss

1. How is your company organised?
2. How do you think that could be improved?

# Business

## Teacher's Notes

This is designed as a simple guide to common departments, there are many ways in which a company could organize itself.

## Answers

Which department would deal with the following:

1. There is something wrong with the accounts computer – IT Support
2. Management need the latest sales figures – Management accounts
3. There is lead in the toys we manufacture and a reporter is asking questions – Public Relations
4. We need a better phone to compete with Apple's iPhone – Research and Development
5. We need to improve the quality of our Radio adverts - Advertising
6. We need to ensure that our key design team do not find jobs with our competitors – Market Research
7. We need to hire more people – recruitment
8. We need to do the annual accounts – Financial Accounting
9. We need to find a way to increase sales by 20% over the next three years. - Strategic marketing
10. We need to find out why customers are not buying our orange paint. - Market research

## Further Information

Wikipedia - <http://en.wikipedia.org/wiki/Business>

BBC Bitesize - <http://www.bbc.co.uk/schools/gcsebitesize/business/>