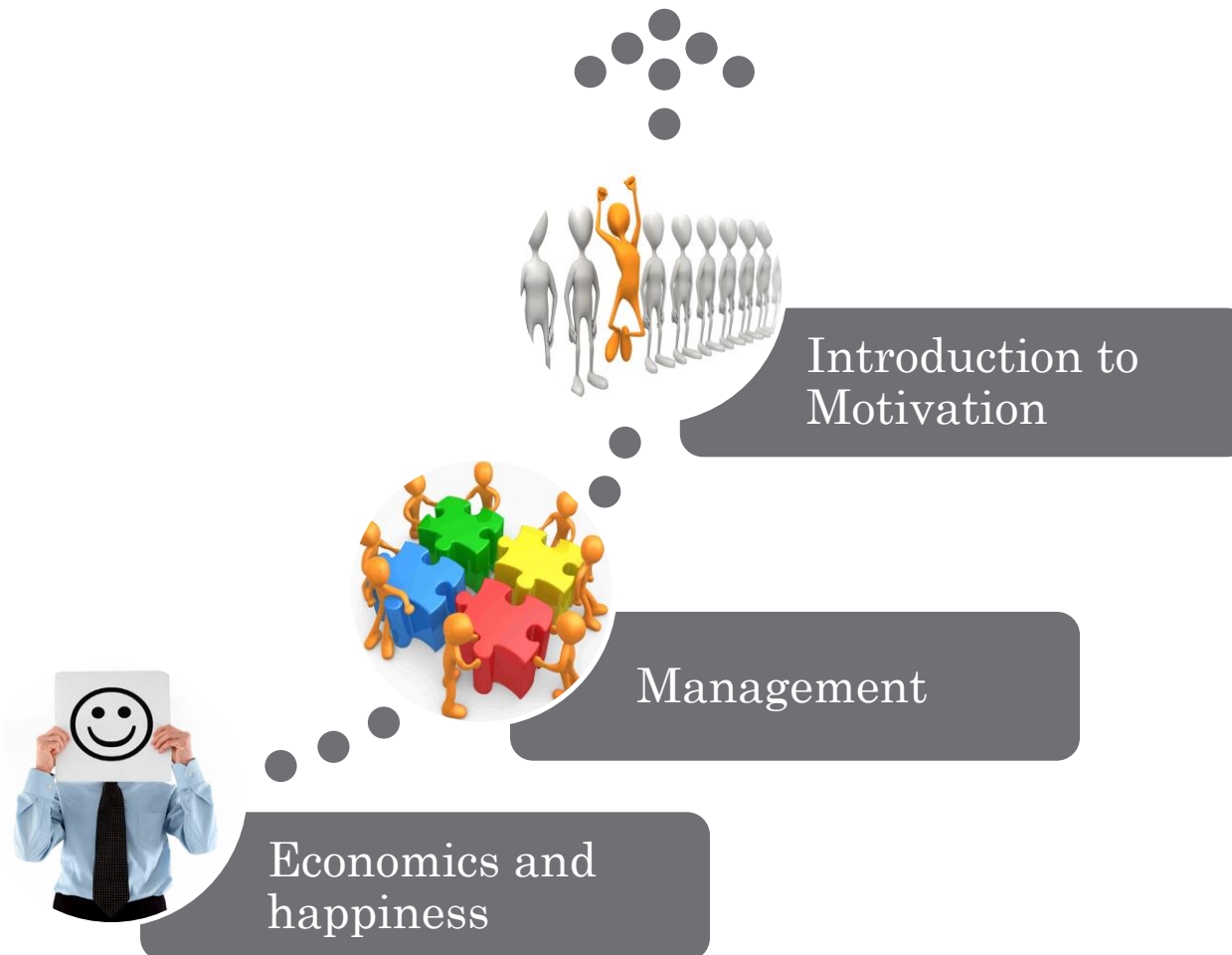


ENGLISH FOR ECONOMICS AND BUSINESS

LEZIONE 4 – 08/11/2013



KEYS FOR THE CLOZE TEST

COMPANY
STRUCTURE



pp.23-24
Materiale
Didattico



1. Pyramidal / a group of / top / level
2. Line / line / chain
3. Boss / give instructions / subordinates / report
4. Staff / has no line authority / integrated / chain / help
5. French industrialist / inventor / functional
6. Battles / innovation
7. Decentralize
8. Lower / unable / important decisions / boss
9. Management / report / superior
10. Autonomous / temporary

TEXTS

Materiale didattico
pp. 16-17

Buying the future
You're hired!





LET'S START WITH...

A BIG QUESTION

More Money
=
More Happiness?



WHAT MAKES YOU HAPPY?

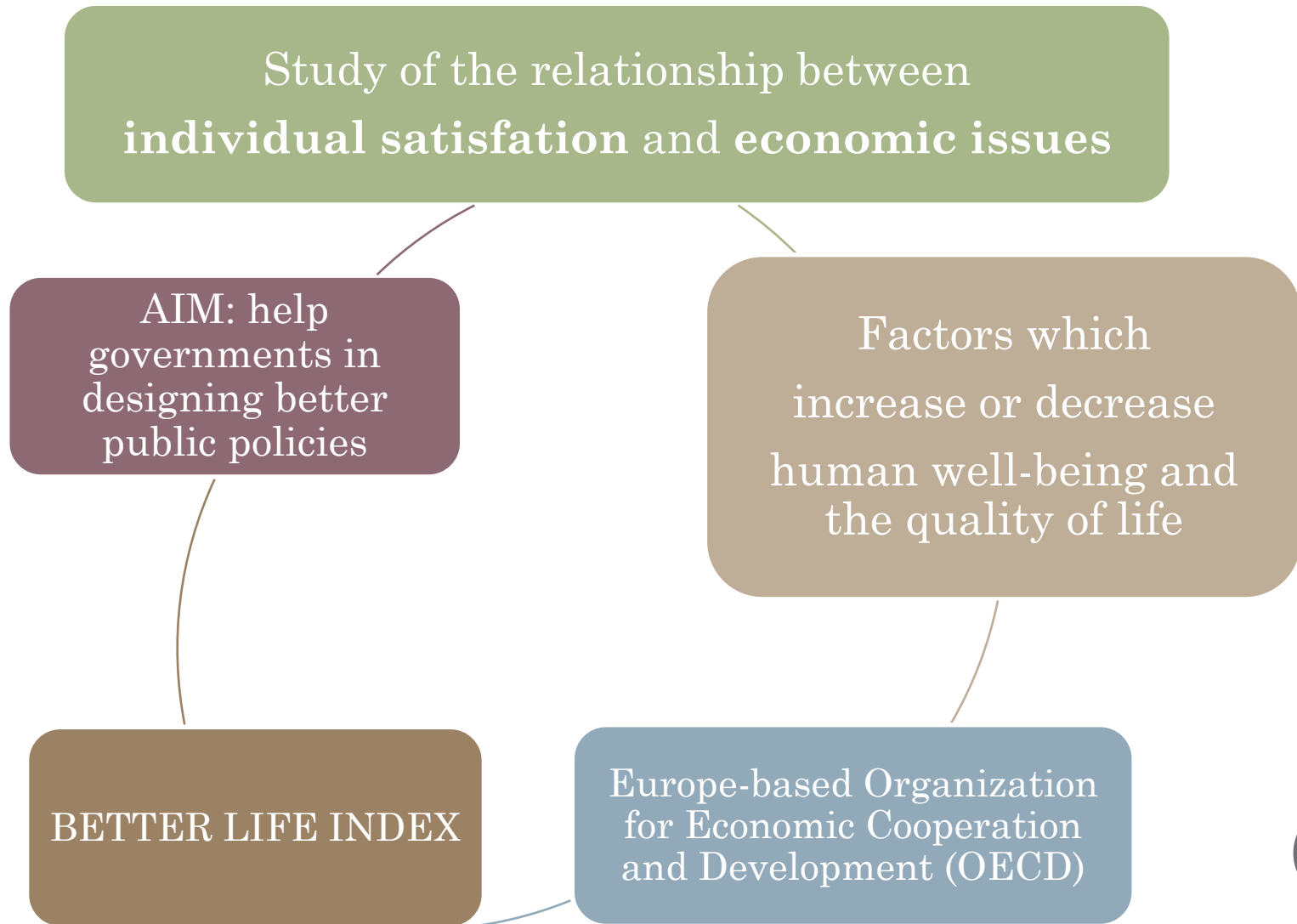
Is the
accumulation of
wealth the key of
our dreams?

What is
money for?

Is a **need** a real
necessity or is it
a **want**?



HAPPINESS ECONOMICS



A THEORY OF "HAPPYNOMICS"

The New Economics of Happiness

Derek Thompson

www.theatlantic.com

23 May 2012

**Can 'happiness
economics' provide
a new framework
for development?**

Christian Kroll

www.theguardian.com

3 September 2013



Happiness economics is a **new field** that strives to find out **what really makes people happy** based on **surveys** asking citizens:

"How satisfied are you with your life as a whole these days?" or "How happy are you?".

Rather than letting experts define what makes for the **good life** from an armchair perspective, happiness economics allows us to identify the **factors** that matter for people's wellbeing as they themselves experience it.



Decision-makers
are realising that
consumption and GDP growth
are not the key to happiness,
and a promising search has
been triggered for what really
makes life worthwhile.



In a number of countries, governments have therefore started to draw lessons from happiness research.

In the UK, for instance, the Office for National Statistics has recently started collecting data on happiness from 200,000 Britons every year.



Being aware of what factors really matter for their citizens is an advantage that **policymakers** in today's rich nations did not have at comparable stages of development.



A study carried out by Christian Kroll reveals that the role of three very important development goals, namely **income, health and education**, for people's life satisfaction varies significantly across nations.

Previously, it was widely believed that these factors were universal prerequisites of happiness that mattered to more or less the same extent everywhere.



DEREK THOMPSON

Good life is subjective

Different people have
different values

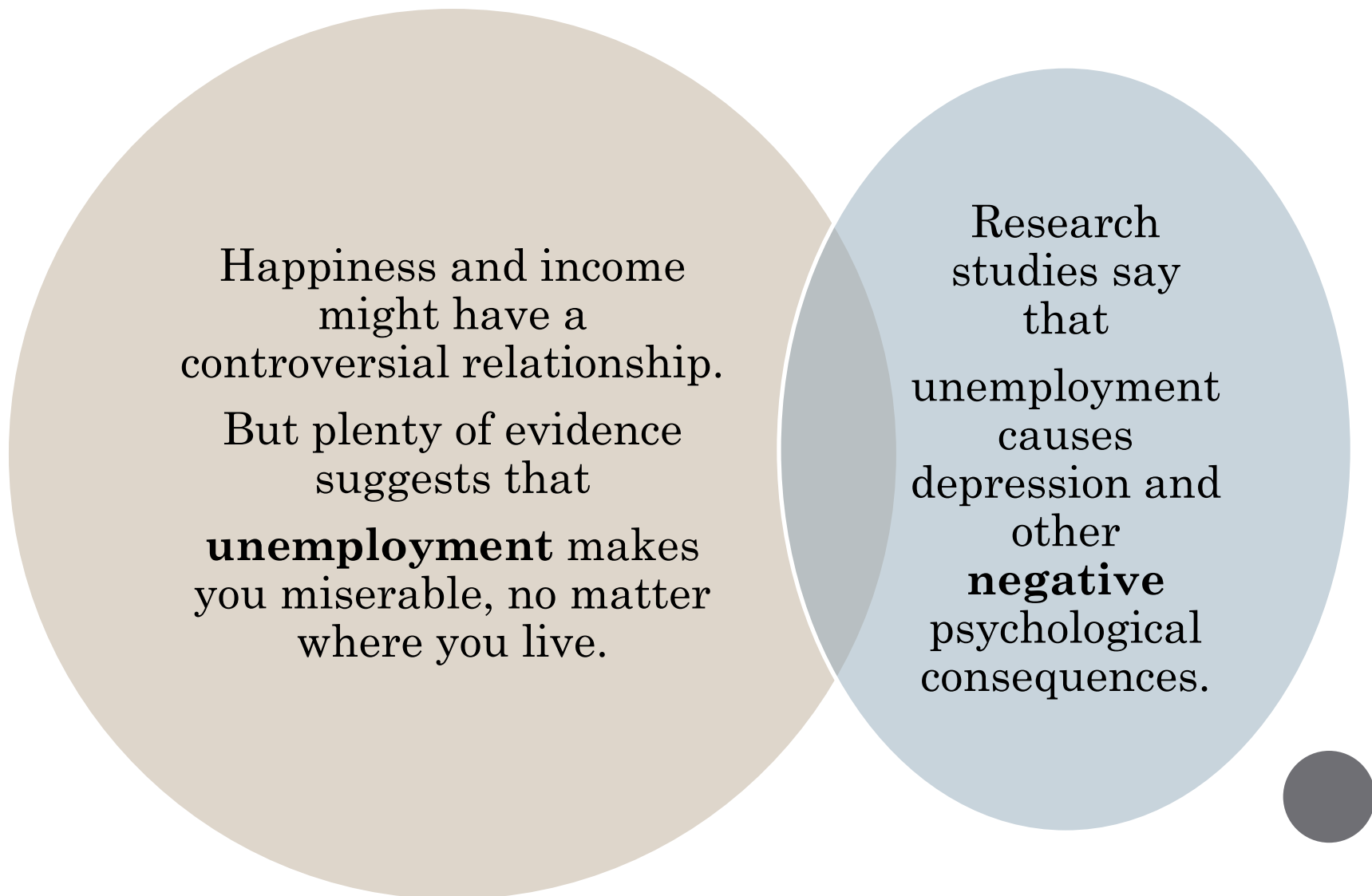
Different people have
different needs or
want different things

The better life index
makes you choose the
metrics (es. housing,
working condition,
community etc)

"Differences in preferences, not merely ability, play a role in driving the variation in income across individuals"

Benjamin Lockwood Matthew Weinzierl

UNEMPLOYMENT AND UNHAPPINESS



Happiness and income
might have a
controversial relationship.

But plenty of evidence
suggests that
unemployment makes
you miserable, no matter
where you live.

Research
studies say
that
unemployment
causes
depression and
other
negative
psychological
consequences.

It's conceivable that employment-maximizing policies might be more important, from a happynomics standpoint, than income-egalitarian policies.



TEXTS - MATERIALE DIDATTICO

pp. 12-14

Economics and Happiness

p. 35

The kids are all right

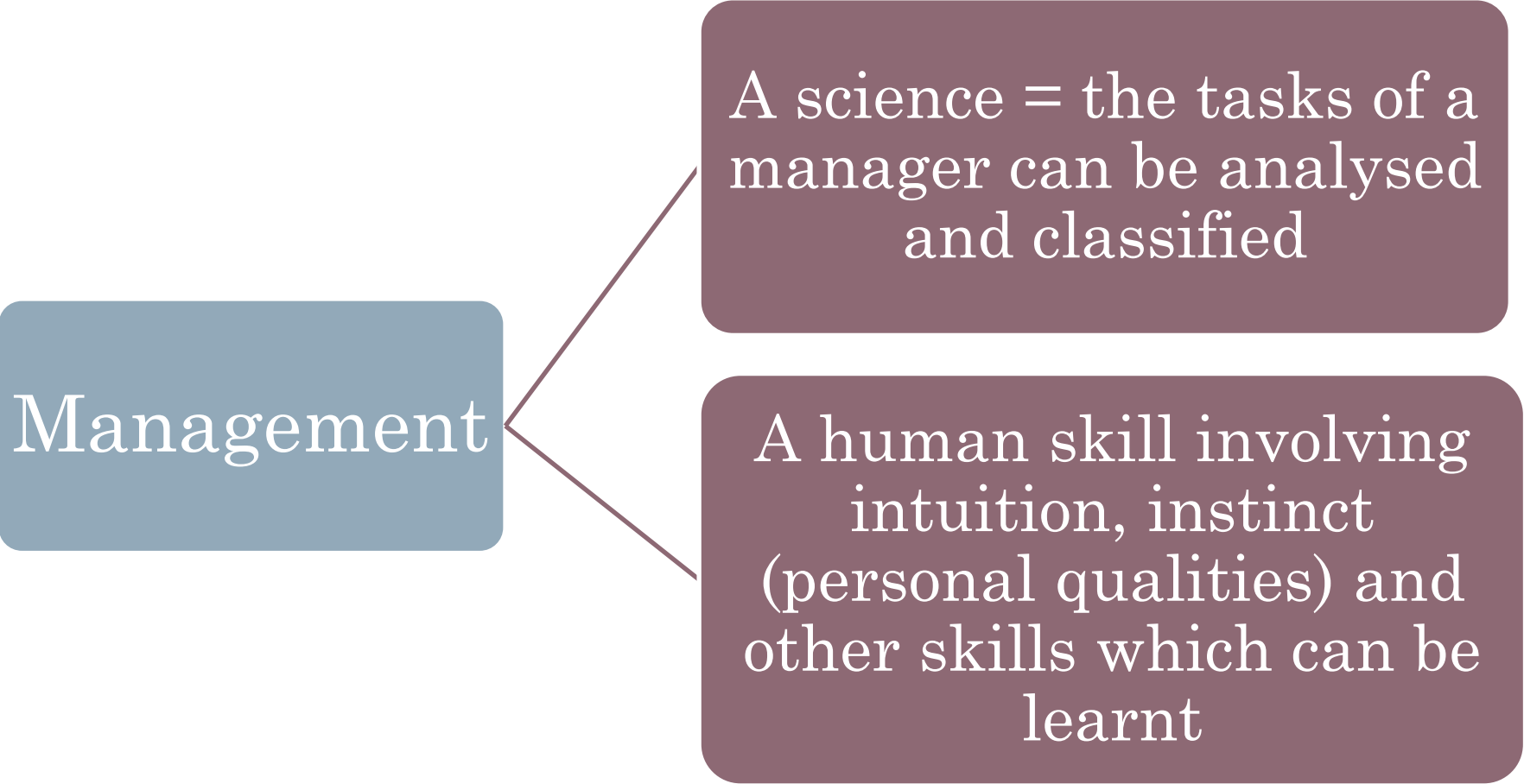


What is
management?

Who is a manager?

What are his/her
tasks/skills/qualities?

Management



```
graph LR; Management[Management] --- Science["A science = the tasks of a manager can be analysed and classified"]; Management --- Skill["A human skill involving intuition, instinct (personal qualities) and other skills which can be learnt"]
```

A science = the tasks of a manager can be analysed and classified

A human skill involving intuition, instinct (personal qualities) and other skills which can be learnt



A GOOD MANAGER is able to

- make quick decisions
- to do things quickly
- to communicate with people
- to convince people to do things
- to motivate people
- to do his job perfectly
- ...



A GOOD MANAGER is

- logical, rational and analytical
- friendly and sociable
- decisive
- efficient
- persuasive
- competent
- authoritative
- highly educated
- Ambitious
- ...



Peter Drucker = American business professor and consultant

The work of a manager can be divided into 5 different functions:

1. Planning
2. Organizing
3. Integrating
4. Measuring
5. Developing people

1. PLANNING

- Setting objectives
- Decision about how the organization can achieve objectives
- WHICH INVOLVES
- Developing strategies, plans, precise tactics
- Allocating resources of people and money



2. ORGANIZING

- --- Managers
- organize activities in a company
- divide the work into manageable activities and then into individual jobs
- select people to manage these jobs and activities



3. INTEGRATING

- ---- Managers
- Practise the social skills of **motivation** and **communication**
- Communicate objectives to the staff
- Make decisions about pay and promotion
- Organize and supervise the work of subordinates



4. MEASURING

- ---- Managers
- Measure the performances of their staff
- Control if/Make sure that
- each individual member has achieved his/her objectives



5. DEVELOPING PEOPLE

- ---- Managers
- Develop people
- Consider their potential
- Help his staff members to improve their personal skills and qualities



**Complete the following sentences
with these words:**

achieved – board of
directors – communicate –
innovations – manageable
– performance – resources
– setting – supervise

- 
-
- 1. Managers have to decide how best to allocate the human, physical and capital _____ available to them.
 - 2. Managers – logically – have to make sure that the jobs and tasks given to their subordinates are _____.
 - 3. There is no point in _____ objectives if you don't _____ them to your staff.
 - 4. Managers have to _____ their subordinates, and to measure, and try to improve, their _____.
- 

- 
-
- 5. Managers have to check whether objectives and targets are being _____.
 - 6. A top manager whose performance is unsatisfactory can be dismissed by the company's _____.
 - 7. Top managers are responsible for the _____ that will allow a company to adapt to a changing world.
- 

Match up these verbs and nouns to make common collocations:

Allocate	Decisions
Communicate	Information
Develop	Jobs
Make	Objectives
Measure	People
Motivate	Performance
Perform	Resources
Set	Strategies
Supervise	Subordinates