

## Types of Business Departments

Your Name

Educational Institution

Business resembles the unity of a number of components, which are interconnected. They are joined by one target – making profit. Successful functioning of all business sectors ensures profitable functioning of business in general. The whole range of activities helps business to function effectively and efficiently. Basic operation departments in business are *production of goods, marketing, personnel management and finances*. All these kinds of activities are closely connected with each other. (Borrington, Simpson, 2006)

*Production* of goods presupposes sharing ideas and creating products and goods. Before doing that it's essential to conduct a marketing research to study consumer's needs, wants and preferences. The changing attitudes can effect the marketability of the product. Purchasing long-lived goods, like house, cars, refrigerators etc. can reduce significantly at the times of economic crises, the same as it may increase immediately at the times of economic growth. Everyday products, like food and clothes are not usually much effected by economic changes.

The price of the product usually depends on the amount of costs invested by manufacturer and the level of competition in some particular area on the market. It is highly unprofitable to sell goods on market, which cost less than the cost of the manufacturer. A company should require a minimal possible profit launching a new product line.

*Marketing* has always been consumer-oriented as it depends on their demand. The main function of marketing is to make the product popular within consumers. Sales experts develop different marketing strategies which aim to persuade the customer to buy this or that product. Marketing management involves organizing, planning, directing, packaging, pricing and promotion of goods and services. Apart from it, marketing is responsible for distribution of the product. (Borrington, Simpson, 2006)

Marketing specialists should stay in close contact with consumers and fix the slightest changes in their needs and attitudes.

*Finance* sector deals with money matters. Finance specialists control the amount of money to pay

bills or search for some additional investments to extend the further development of the company. Both – income and outcome matters are fully controlled by finance department. It is responsible for maintaining successful and reliable collaboration with bank. It's specially essential, when the company wants to get a loan in the bank for further investing in its business. Beside that, finance department is to involve other companies take part in new and promising projects.

Effective business depends on *human resources management*. To bring profit business needs professionals to do the job. Human resources business sector deals with hiring well-qualified specialists and solving any kind of conflicts between the ordinary employees and their managers. Personnel managers select the best possible candidates for the vacancies they have, lead the interviews and inform the successful candidates about their responsibilities and the peculiarities of the position opening. They also take care about the employees by providing social compensation and benefit packages for them.

### References

Borrington, K, Simpson, P. (2006). Business Studies Notes For IGCSE. Organizational structure.  
Cambridge: Hodder Education

# **Business Studies Notes For IGCSE**