

Ministry of Higher Education
Northern Technical University
Technical Institute / Kirkuk
Material Management Dept.



Specialized English Readings

(First Phase)

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UNIT ONE

(Materials Management)

What is Materials Management?

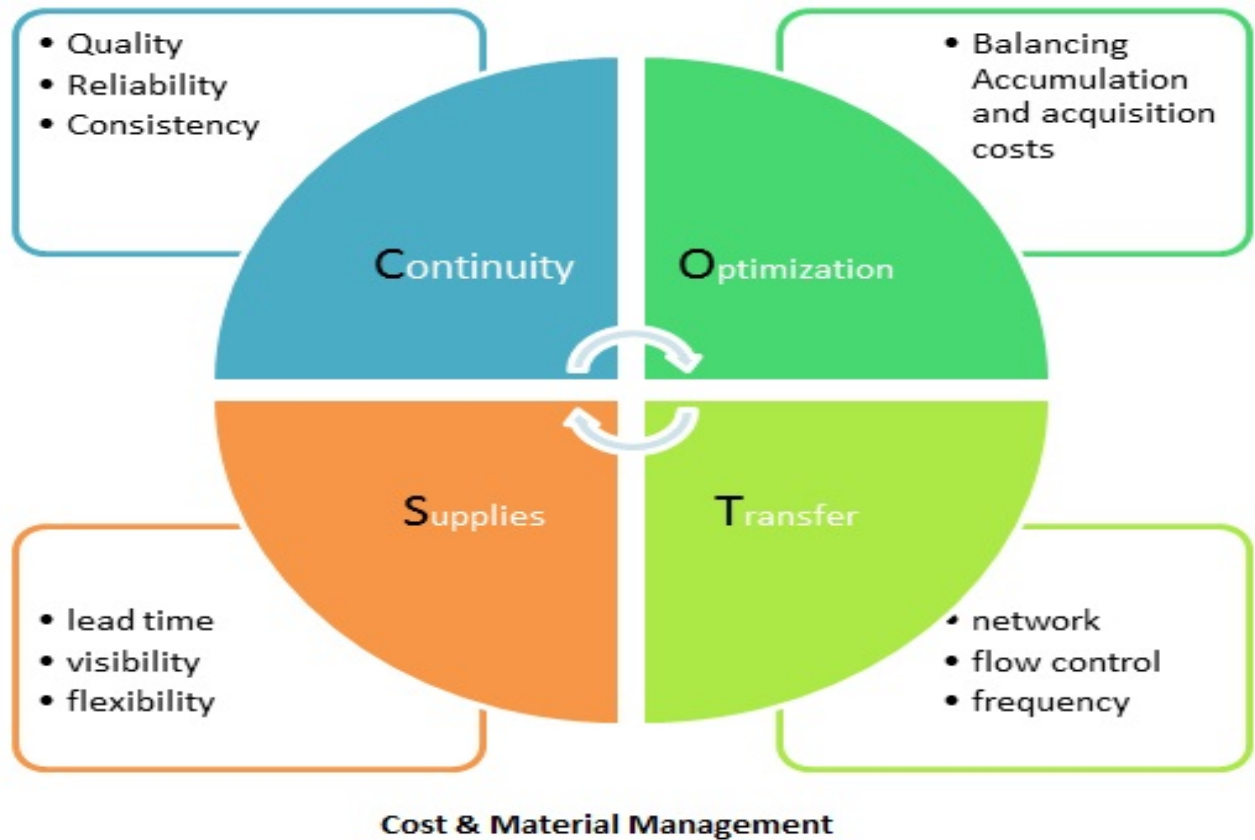
Materials Management is a method for planning, organizing and controlling the activities that are related to the flow of materials in a company.

This can lead to the control of the location, movement and time of those materials from their introduction, production, manufacturing process and final delivery .

Materials management controls the flow of materials with demand, prices, quality and delivery schedules .

Types of Materials Management

- 1- Materials Requirements Planning .
- 2- Purchasing .
- 3- Inventory Planning and Control .
- 4- Flow and Supply of Materials .
- 5- Material Supply Management
- 6- Quality Control .



Why Material Management Is Important For Every Company ?

Material Management is a core function of all manufacturing companies. If a company is not effective in its materials management, it will be very challenging for it to be cost effective in the process of manufacturing goods or services. Organizations should have good Material management strategies.

Effective material management is essential and important in order to achieve the following targets :

- 1-provide the best type of services to the customers .
- 2- produce at maximum efficiency of the operating unit .
- 3-managing inventories at pre-determined levels to stabilize investments in inventories .

BASIC PRINCIPLES OF MATERIAL MANAGEMENT

- Effective management and supervision; it deals on material functions of; planning, organizing, staffing, controlling, report and budgeting.
- Sound purchasing method
- Skillful and hard poised negotiation
- Effective purchase system
- Should be simple
- Simple inventory control program.

PRINCIPLES IN MATERIAL MANAGMENT



What are the problems of materials management ?

Common material management challenges include :

- 1-Inaccurate or partial Bill of Materials listing from the engineering firm.
- 2-Engineering requisition issues.
- 3- Purchase order revisions and inaccuracies.
- 4-Shipping and receiving errors causing inaccurate inventory levels.
- 5-Inaccurate material inventory counts.
- 6- Inventory adjustments .

UNIT TWO

(Communication)

What is Communication ?

Communication is the process of sending and receiving messages through verbal or nonverbal means, including speech, or oral communication; writing and graphical representations (such as info graphics, maps, and charts); and signs, signals, and behavior.

Communication :- It can be defined as a social process through it, information are transmission from the first side (sender) to another side (Receiver) .



Types of Communication

There are several different ways we share information with one another.

For example:

- You might use **verbal communication** when sharing a presentation with a group.
- You might use **written communication** when applying for a job or sending an email.

There are four main categories or communication styles including verbal, nonverbal, written and visual :

1- Verbal

Verbal communication is the use of language to transfer information through speaking or sign language .

2-Nonverbal

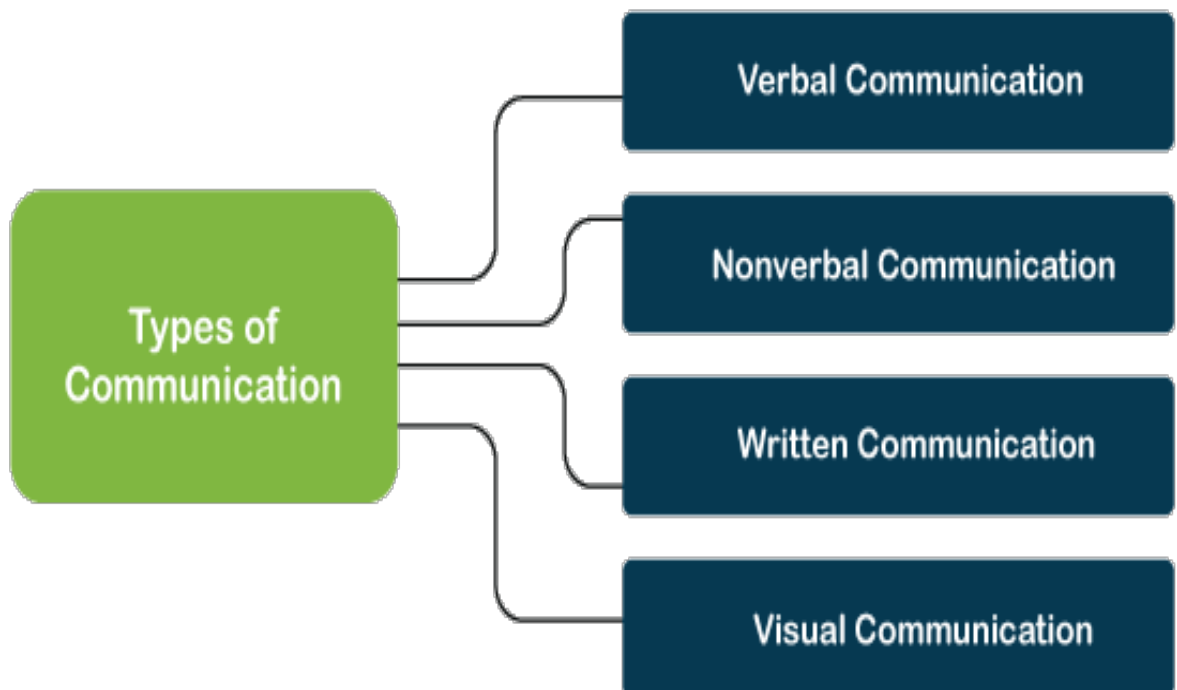
Nonverbal communication is the use of body language, gestures and facial expressions to convey information to others .

3-Written

Written communication is the act of writing, typing or printing symbols like letters and numbers to convey information. It is helpful because it provides a record of information for reference .

4- Visual

Visual communication is the act of using photographs, art, drawings, sketches, charts and graphs to convey information .



The Importance of communication

- 1- To establish goals of an organization.
- 2- To develop plans for their achievement.
- 3- To select, develop, appraise members of the organization .
- 4- To organize human and other resources in the most effective way.
- 5- To lead , direct, motivate the employees .
- 6- To control performance .
- 7- To meet the external needs .

Elements of communication :-

There are many elements of communication

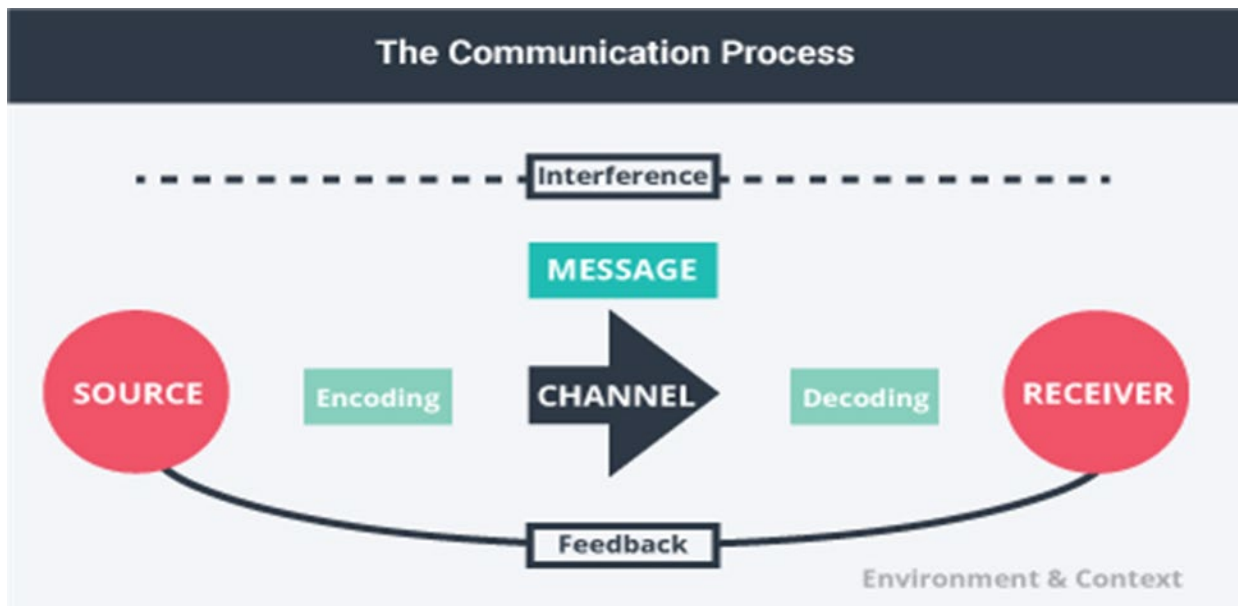
1-Sender:- The first side who send the information to another side (receiver) .

2-Receiver:- The second side who receive the information from the first side (sender) .

3-Message:- It is information ,sender need to transmit to receiver .

4-Channel :- Its represent the medium through it information are transmitted from sender to receiver .

5-Feedback



The Purpose of Communication

Communication is essential for the internal and external functioning of organizations.

It is **through information exchange that managers** become aware of the needs of customers , the availability of suppliers , the regulations of government and the concerns.

of a community . It is through communication that any organization becomes an open system interacting with its environment .

Levels of communication process :

There are six levels :

- * Intrapersonal (processing of information)
- * Interpersonal (couple, friend to friend)
- * Intergroup (family circle)
- * Intergroup or association (local community)
- * Institution \ organizational system or business (political system , business firm)
- * Nation \ society wide (mass communication) transnational .

Business Communication

What is Business Communication ?

Business communication is the process of sharing information between people within and outside a company.

Effective business communication is how employees and management interact to reach organizational goals . Its purpose is to improve organizational practices and reduce errors .

The importance of business communication :

- 1-Presenting options/new business ideas .
- 2-Making plans and proposals (business writing).
- 3-Executing decisions .
- 4-Reaching agreements.
- 5- Sending and fulfilling orders .
- 6- Successful selling .

Methods of Business Communication

When business communication actually happens, it's either verbal or written

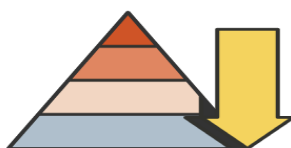
1-Written communication is great for keeping a paper trail of decisions and actions made as well as for putting together strategies and plans in place .

2-Verbal interactions enable instantaneous idea generation and a more open flow of thoughts .

4 Types of Business Communication

Upward Communication

Information exchanged up the organizational hierarchy

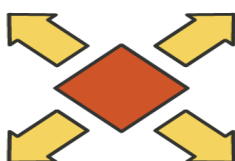
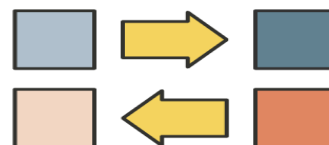


Downward Communication

Information exchanged from the top of the organizational hierarchy down

Lateral Communication

Information exchanged between peers or across teams



External Communication

Information exchanged with an outside organization

UNIT THREE

(Management)

What is Management ?

management can be defined as a process that involves guiding or directing a group of people toward organizational goals or objectives .

Functions of Management

Management in some form or another is an integral part of living and is essential wherever human efforts are to be undertaken to achieve desired objectives.

Management: is a set of principles relating to the functions of "planning, organizing, directing, and controlling, and the applications of these principles in harnessing physical, financial, human, and informational resources efficiently and effectively to achieve organizational goals" .



- **Management** is essential for an organized life and necessary to run all types of organizations.
- **Managing life** means getting things done to achieve life's objectives .
- **Managing an organization** means getting things done with and through other people to achieve its objectives .

There are basically five primary functions of management.

These are :

1-Planning .

2-Organizing .

3-Staffing .

4-Directing .

5-Controlling .

The Roles of Management

A role can be defined as an organized set of behaviors belonging to an identifiable job . These roles into three major groups :

1-Interpersonal roles which refer to manager interaction and directing to people .

2-Information roles which refer to manager transmitting of information within organization and its environment .

3-Decisional roles which refers to manager role in initiating

UNIT FOUR

(Statistics)

Statistics : is the study of the collection , analysis, interpretation , presentation and organization of data. In applying statistics to, . e.g. scientific , industrial. Or societal problem.

It deals with all aspects of data including the planning of data collection in terms of the design of surveys and experiments.



What is the Importance of Statistics in Business

Statistics play an important role in business. A successful businessman must be very quick and accurate in decision making .

He knows that what his customers wants, he should therefore, know what to produce and sell and in what quantities .

Statistics helps businessman to plan production according to the taste of the costumers, the quality of the products can also be checked more efficiently by using statistical methods .

So all the activities of the businessman based on statistical information. He can make correct decision about the location of business, marketing of the products, financial resources etc.

The Need for Statistics in Business

◆ Management

Uses statistics to improve the quality of the products manufactured.

◆ Marketing

Uses statistics to estimate the proportion of customers who prefer one product over another.

Business statistics topic 1

5

Characteristics of Statistics

The important characteristics of Statistics are as follows :-

- 1-Statistics are numerically expressed .
- 2- It has an aggregate of facts .
- 3-Data are collected in systematic order .
- 4- It should be comparable to each other .
- 5- Data are collected for a planned purpose .

Types of Statistics

2 major types of statistics :

1- Descriptive statistics : it consist of methods for organizing and summarizing information.

includes : graphs , charts , tables & calculation of average .

2- Inferential statistics : it consists of methods for drawing and measuring the reliability of conclusions about population based on information obtained. included : point estimation , interval estimation , hypothesis testing.

Unit Five

Insurance

Warehouse Insurance

Insurance is the fair transfer of the risk of a loss, from one entity to another in exchange for payment .

It is a form of risk management primarily used to hedge against the risk of a contingent , uncertain loss .

An insurance , Or insurance carries is a company selling the insurance , the insured or policyholder : is the person or entity buying the insurance policy . The amount of money to be charged for a certain amount of insurance .

The insured receives a contract , called the insurance policy , which details the conditions and circumstances under which the insured will be financially compensated .

Methods of Insurance

1- Co-insurance – risk shared between insurers .

2- Dual insurance – risks having two or more policies with same coverage .

3- Self – insurance situations where risk is not transferred to insurance companies and solely retained by the entities or individuals themselves.

4- Reinsurance – situations when insurer passes some part of or all risks to another insurer called reinsurer .

The Role and Importance of Insurance :

1- Life insurance encourages savings .

2- Promotes economic growth .

3- Medical support .

4- Spreading of risk .

5- Source of collecting funds .

6- Provide safety and security .

7-It provides safety and security against particular event .

There is always a fear of sudden loss.

8-Insurance provides a cover against any sudden loss .

Insurance Companies

Insurance companies may be classified into two groups

1-Life Insurance companies , which sell life insurance and pensions products.

2-Non – life or property \ casualty insurance companies ,
which sell Other types of insurance .

Unit Six

Marketing

What is Marketing ?

- "The management process through which goods and services move from concept to the customer ."

- **Marketing** : is communication the value of a product or service to customers , for the purpose of selling that product or service .

- **Marketer**: is person whose duties include the identification of the goods and services desired by a set of consumers as well as the marketing of those goods and services on behalf of a company .



Principles of Marketing :

- 1- Identification, selection and development of a product .
- 2-Determination of price .
- 3-Selection of a distribution channel to reach the customers place .
- 4-Development and implementation of promotional strategy .

What is importance of Marketing to Society

1-Developing products that satisfy needs , including products that enhance society's quality of life .

2-Creating a competitive environment that helps lower product prices .

3-Developing product distribution systems that offer access to products.

4-Building demand for products that require organizations to expand their labor force .

5-Offering techniques that have the ability to convey messages that change societal behavior in a positive way.
(e.g. anti – smoking advertising) .

What is the difference between Marketing and Selling?

Marketing is based on thinking about the business in terms of customer needs and their satisfaction , Marketing differs from selling because selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product .

It is not concerned with the values that the exchange is all about marketing has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs .

Marketing Mix :

The elements of the marketing mix .This includes :

- 1- Product
- 2-Place
- 3-Price
- 4- Promotion

MARKETING MIX



Marketing mix developed to add three new elements

1-Process

2-People

3-Physical evidence

Unit Seven

Sales Management

Sales Management :

Sales management is the coordination of people and resources to effectively produce the desired goal. These long term goals include increasing sales volume, contributing to the sales pipeline, and continuing to focus on growing revenue .

To achieve these objectives, sales managers have vast responsibilities including, but not limited to :

Demand / sales forecasting, establishing quotas /objectives, budgeting , organization , recruitment, training , compensation , and sales performance evaluation .

In the end of the day, however

The most important role of sales management is not to manage sales, but to manage the people who make the sales.

Selling

Selling is the exchange of a commodity for money or service in return for money or the action of selling something .

A person who sells goods or service on behalf of the seller is known as salesman or saleswoman .

The Focus of Selling :

The focus of selling is on :-

1-The human agents , involved in the exchange between buyer and seller .

2-Effective selling also requires a systems approach , enable selling and develop sales capabilities .

3-Selling also involved salespeople who possess a specific set of sales skills and knowledge required to help that exchange of value between buyers and sellers .

Sales Management Process

- Describing the *personal selling function*
- Defining the strategic role of the sales function
- Developing the Salesforce
- Directing the salesforce
- Determining the salesforce effectiveness and performance

Importance of Sales Management

1. Most exciting
2. Highly financially rewarding
3. Challenging careers
4. Fastest & surest route to top management
5. Only function to generate revenue
6. Directly impacts the bottom line or net profit

Unit Eight

Accounting

What is Accounting ?

Accounting is the systematic and comprehensive recording of financial transactions pertaining to a business, and it also refers to the process of summarizing, analyzing and reporting these transactions to oversight agencies and tax collection entities .

Accounting is the measurement , processing and communication of financial information about economic entities .

Accounting , which has been called the " Language of business " , measures the results of an organizations economic activities and conveys this information to a

variety of users including investors, creditors ,
management and regulators .

Basic Accounting principles :-

1-Economic entity principle: the connections of a business should be kept separate from those of its owners and other businesses .

2-Matching principle: you should record all related expenses at the same time .

3-Monetary unit principle: a business should only record connections that can be stated in terms of a unit of currency.

4-Reliability principle: these connections that can be proven should be recorded .

5-Time period principle: a business should report the results of its operations over a standard period of time .

Types of Accounting

1-Financial accounting: focuses on the reporting of an organizations financial information to external users of the information such as investors , regulators and suppliers .

2- Management accounting .

3- Auditing .

4- Accounting information systems : An accounting information system is a part of an organizations information system that focuses almost exclusively on processing quantitative data .

Unit Nine

Democracy

What is Democracy ?

Democracy is System of government in which all the people of a state or polity are involved in making decisions about its affairs , typically by voting selection representative a parliament or similar assembly .

Democracy is further defined as

(a:) " government by the people , especially : rule of the majority .

(b:) " a government in which the supreme power is vested in the people and exercised by them directly or indirectly through a system of representation usually involving periodically held free elections" .



Types of Democracy :

1- Direct democracy : It is a political system where the citizens participate in the decision making personally contrary to relying on intermediaries or representatives .

A direct democracy gives the voting population the power to :

- (a) Change constitutional laws .
- (b) Put forth initiatives , referendums and suggestions for laws .
- (c) Give binding orders to electives officials .

2- Representative democracy : It involves the election of government officials by the people being represented .

3-Parliamentary democracy: It is a representative democracy where government is appointed by or can be dismissed by representatives .

4-Presidential democracy : It is a system where the public selects the president through free and fair election the president serves as both the head of state and head of government controlling most of the executive powers .

GLOSSARY

إدارة	Administration
جمعية	Association
مساعد	Assistant
بدائل	Alternatives
انتباه ، عناية	Attention
يسمح	Allow
طبقاً لـ	According to
على الأقل	At least
المشتري	Buyer
منفعة	Benefit
سطح السفينة	Board
يغطي	Cover
عام ، شائع	Common
إرباك محير	Confusing
تصنيف	Classification
مفهوم	Concept
شيك	Cheque
تجارية	Commercial
فرق	Difference
رغبة	Desire
وسيلة ، أداة	Device
يشجع	Encourage
تصدير	Export
كلية	Faculty
مجال، حقل	Field
شكل	Form
تسهيلات	Facilities
تغذية راجعة، الدعم	Feedback
عام	General
النوع	Gender
البضائع	Goods
النقاط الرئيسية	Headlines
يشير إلى	Indicate
معهد	Institute
استيراد	Import
مكثف	Intensive
صناعي	Industrial
محاضر	Lecturer
هوامش	Margins
إدارة	Management
الجندي ، التجنيد	Military
وزير	Minister
طريقة	Method
طبيعة	Nature
مالك	Owner
دائم	Permanent

ميزة	Advantage
إعلان	Advertisement
اختصارات	Abbreviations
إدارة التسويق المتقدمة	Advance marketing management
العنوان	Address
مظهر	appearance
يتجنب	Avoid
سلطة	Authority
جذاب	Attractive
الكمبيالة	Bill of exchange
مختصر	Brief
عقد	Contract
لجنة	Committee
شهادة	Certificate
شهادة المنشأ	Certificate of origin
اتصال	Communication
مراسلات	Correspondences
الحالي ، الجاري	Current
إقناع	Convincing
يؤكد	Confirm
تدمير ، خراب	Damage
قسم ، دائرة	Department
الخبرات	Experiences
التعليم	Education
بيئة	Environment
اقتصادي	Economic
شركة	Firm
الأرشفة	Filling
خاصية	Feature
الاستعلام لأول مرة	First enquiry
التجارة الخارجية	Foreign trade
الأداء العام	General performance
القوى البشرية	Human resource
يشمل ، يتضمن	Include
المعارض الدولية	International fairs
انطباع	Impression
الضمان، التأمين	Insurance
منخرط في ، مرتبط بـ	Involved in
رسالة الاعتماد	Letter of credit
الحالة الاجتماعية	Marital status
سوء الفهم	Misunderstanding
بحوث العمليات	Operations research
الدفع	Payment
فترة	Period
مبادئ	Principles
إيجابياً	Positively

الشراء	Purchasing
قائمة البضاعة المعدة للشحن وتكون على التغليف	Packing list
عروض الأسعار	Quotation
كميات	Quantities
تقدّم ، تعبّر عن	Represent
علاقة	Relationship
قاعدة	Rule
يدرك ، يميّز	Recognize
التحية	Salutation
إستراتيجية	Strategic
مصدر	Source
مخزن	Stockroom
سريع ، مستعجل	Urgent
حجم	Volume
حيوي	Vital

تمرين	Practice
إدارة الإنتاج والعمليات	Production & operations management
طريقة مناسبة	Proper way
الفاتورة الأولية	Performa invoice
إدارة المشاريع	Projects management
المستلم	Receiver
الديانة	Religion
مسئول عن	Responsible for
قطاع، قسم	Sector
قياسي	Standard
مزود	Supplier
النقابات التجارية	Trade associations
إدارة الجودة الشاملة	Total quality management
متعدّد	Various
قيّم	Valuable

Resource :

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