

COMMERCE

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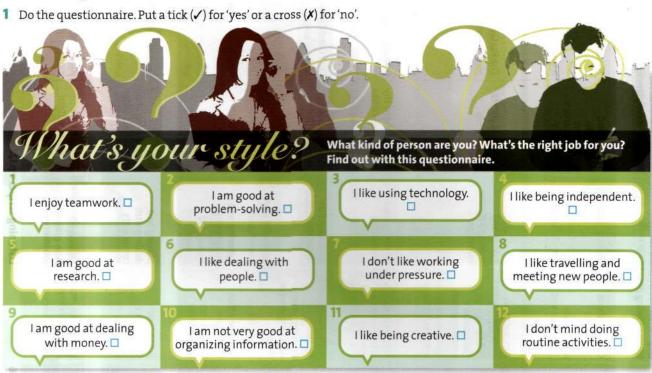
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1 The business environment

Start up



- 2 Compare your answers with your partner.
 - EXAMPLE
 - A I enjoy teamwork. What about you?
 - B No, I don't actually. I like being independent.
- 3 Read the texts below about Chloe and Markus, and answer the questionnaire for them. Put a question mark (?) when there isn't enough information.

Markus

Buyer of luxury leather goods

I work for a department store. My office is in New York, but I travel a lot. I love travelling and I spend a lot of time in Italy and Morocco. I enjoy meeting new people and seeing the new styles. I love the challenge of getting a good contract for my company, negotiating a good deal. I spend a lot of time on my own, but that's not a problem as I enjoy being independent. In fact, I'm not a great team worker. I don't really like the routine paperwork when I get back to the office – but it needs to be done!

Chloe

Exhibition organizer

I really enjoy my job. I love working under pressure and I like dealing with people. The other thing I really enjoy is problem-solving. And when you organize an exhibition, there are always lots of problems to sort out! I enjoy working as a team, but I hate dealing with money. I wasn't good at maths at school, but it's a part of the job, and I have to do it. Sometimes I work in the office, but I'm really not an office sort of person.

I hate the routine!



In this unit

- talking about what you're good at and what you like
- Present Simple
- describing what people do at work
- saying numbers
- introducing people

Language spot

Present Simple

We use the Present Simple for facts
 I enjoy teamwork.

My company makes furniture.

My company makes furniture. They don't work well under pressure.

Read about Markus again and underline examples of the Present Simple.

 We can use certain verbs in the Present Simple (e.g. like / love / enjoy / be good at / don't mind / hate) with an -ing form.
 I like organizing information.

You're good at working in a team. She doesn't mind doing routine activities.

Read about Chloe again and find phrases with *like / love / enjoy / hate + -ing*.

>> Go to Grammar reference p.116

1 Choose three jobs from A. Use phrases from B to write five sentences about each job.

EXAMPLE

A bank clerk deals with money and meets people.

A

bank clerk database administrator market researcher sales representative

computer operator personal assistant secretary

В

ask people questions arrange meetings deal with money meet people send emails and letters attend meetings sell products do research travel organize information make phone calls use a computer write reports

In pairs, compare your answers.

EXAMPLE

- A What does a personal assistant do?
- **B** He makes phone calls, arranges meetings, and sends emails and letters.

3 Now write sentences as in the example.

EXAMPLE

Jacob / 3 travel / 8 organize information Jacob likes travelling, but he doesn't enjoy organizing information.

- 1 George/ © work in a team / ⊗ do routine activities
- 2 Stephanie/ © deal with people / ⊗ deal with money
- 3 Lauren / ⊕ do research / ⊗ solve problems
- 4 Andy / © use technology / ⊗ be creative
- 5 Rachel / ⊚ meet new people / ⊗ work under pressure

Vocabulary

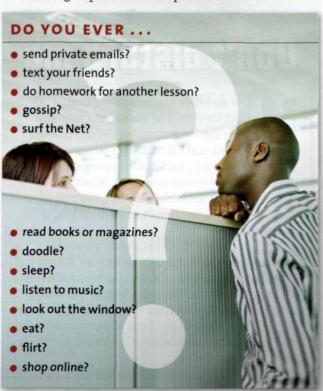
Form jobs from these words.

buy administrate organize operate research train design control manage

EXAMPLES buyer administrator

Reading

1 Work in groups. Discuss the questions.



£2.5 million

Cost to UK companies of staff surfing the Net

- Read the text and answer the questions.
 - 1 How much time each day do UK office workers spend not working?
 - 2 What's their most popular non-work activity?
 - 3 How much time each day do they spend using the computer for non-work activities?
 - 4 What percentage of Italian office workers flirt in the office?
- 5 What do some employers do to reduce 'absenteeism in the office'?
- 6 What do some employers do to make their staff happier at work?
- 3 Work in pairs. Discuss the questions.
 - Did anything in the article surprise you?
 - Do you consider these activities to be 'time-wasting'? Imagine you are the manager of a company. What would you do about these activities?



Pon't disturb me – I'm not workingl

OW do office workers spend their day?
Well, they work of course, but they also find time for other things. A recent report reveals that UK office workers spend about an hour and a half a day on personal business. They spend 54 minutes gossiping, 16 minutes flirting, 14 minutes surfing the Net, 9 minutes emailing friends and family, and 3 minutes shopping online.

Surfing the Net in office time for personal reasons is common throughout Europe. Nearly half of workers in Italy, the UK, and Germany confess to visiting sites for holidays and finance when they should be working. In Italy, 4 out of 10 office workers flirt in the workplace and 1 out of 3 employees sends and receives text messages on their mobile during their working day.

Unsurprisingly, employers are not happy with this 'absenteeism in the office'. Many companies use filters to prevent surfing, and even turn off coffee machines to prevent gossip. In Milan, a worker who regularly surfed unsuitable sites was suspended for ten days.

But is the best solution to stop workers socializing and surfing the Net? After all, you don't stop thinking about work when you go home, and your private life doesn't stop when you go to work. A study of the best employers in the UK says that laughing with colleagues, socializing, and having fun creates a workplace where staff work the hardest! One successful company has a room with perfumed oils and music, where staff can relax. Another offers games rooms and satellite TV. It seems that only motivated workers give 100% attention to their jobs.

dot-com

- (adj) relating to business done on the Internet
- (n) a company which sells products or services on the Internet

Listening

	write	letters
--	-------	---------

□ key in data

 \square send emails

□ write minutes

□ do filing

☐ fill in forms

☐ surf the Net☐ have meetings

□ send faxes

☐ mave meetings
☐ write reports

□ gossip

☐ speak to customers

□ make coffee

□ arrange travel

□ book meeting rooms

☐ fill in time sheets

☐ distribute the post

- Listen again and decide if the sentences are true (T) or false (F).
 - 1 Maria makes a coffee before her morning meeting.
 - 2 In the morning she meets people from all over the world.
 - 3 She has to make a lot of phone calls in her job.
 - 4 She doesn't like sending faxes because it's boring.
 - 5 She surfs the Net five or six times during the day.
 - 6 She has to fill in a time sheet at the end of her day.

Company profile

Amazon.com

- Discuss the following questions with a partner.
 - Where does your family buy books, computers, flights, food?
 - Do you buy things on the Net?
 - What are the advantages and disadvantages of e-shopping?
- Now read about Amazon.com. Student A reads the text on this page, and Student B reads the text on page 112. Then cover the information and ask your partner these questions.

Student A's questions

- How many people work for Amazon?
- What are some of Amazon's key features?
- How does it manage all the data?
- Does anything ever go wrong?

Amazon.com

Amazon.com is a website where millions of customers in over 200 countries can buy a wide range of goods online. They sell both products and services. These include books, CDs, DVDs and computer games, clothes, computers, mobile phones, cameras, and travel services. You can also rent DVDs. This amounts to tens of millions of items. The company is based in Seattle, in the United States, but it has an international division with localized languages, products, and customer service. Amazon doesn't have just one website, but six global websites.

With your partner, read the two texts again and translate the following key terms into your own language. If necessary, use a dictionary.

1	range	
2	customer service	: : : : : : : : : : : : : : : : : : :
3	secure payment	:
4	product flow	:
5	to update	

Project

With your partner, write five questions about a well-known company.

EXAMPLE
Apple Mac
What type of company is it?

2 Go online and research the answers to your questions.
EXAMPLE

It's one of the world's leading computer manufacturers.



I'm studying business at college. I want to work in an international company. It's really important to get a good business qualification. Knowing English nowadays is essential. Keiko Sato



If you want to get a job you must have lots of contacts. It's not what you know – it's who you know.

Enrique Rivero

Vocabulary

Numbers

- 1 With your partner, decide how to read these numbers in English.
 - 513 2,892 2/3 9.56
- 2 Q Listen and write out the numbers as you hear them.
 - 1 saying numbers 250 _____ 5,789 _____ 2 saying fractions
 - - 3/4 1/3
 - 3 saying decimal points
 - 15.06 7.96 __

Pronunciation

Numbers

- 1 O Listen and circle the numbers you hear.
 - a 115.000 150.000
 - b 19 90
 - c 15 50
 - d 13.5 30.5
 - e 14 40
 - f 2,317 2,370
- Work in pairs. Each student writes
 - two fractions
 - two decimals
 - two numbers containing 11–19
 - two numbers containing 20, 30, etc.
 - two very big numbers

Dictate your numbers to your partner. Write your partner's numbers.

9 to 5

Meeting people

It's Lisa Scacchi's first day at Alchemy Advertising. What do you think is happening in picture 1? Can you guess the conversation?



- 2 Listen and check.
- 3 In picture 2, Richard introduces Lisa to Sara Parkes. Who says what? Write R, L, or S next to the expressions.

Expressions

- 1 Sorry, Richard. _____ 2 No problem. _____
- 3 Have you got a moment? _____
- 4 I'd like you to meet Lisa Scacchi, my new PA. _____
- 5 This is Sara Parkes, our Accounts Manager. _____
- 6 Pleased to meet you. _____
- 7 It's nice to meet you, too. _____
- 4 Now listen to Richard introducing Lisa to Joe Abrams. Why is Lisa surprised?

Speaking

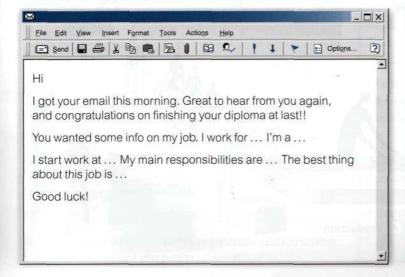
Work in groups of three. Two of you work in a company. One of you is a visitor. Student A go to p.108, Student B go to p.112, and Student A go to p.115.

Business know-how

- Which of these are the three most important for you in your situation?
- Getting on in business
- Learn more than one language.
- Get a business qualification.
- Network with family and friends.
- Read business magazines and business sections in newspapers.
- Try to get work experience in an office.
- Discuss your opinions with a partner. With your partner, add two or three of your own suggestions.

Writing

A friend is looking for a job in your field. Complete the following email. Explain to him / her about your job (you can choose one), the company you work for, and the essential qualities needed for the job.



Checklist

Assess your progress in this unit.
Tick (✓) the statements which are true.

- I can talk about my strengths and weaknesses
- I can describe what people do as part of their jobs
- I can ask for and give basic information about a company
- I can introduce people

Key words

Verbs

attend deal with employ fill in key in research

Jobs

bank clerk database administrator market researcher sales representative

Nouns

customer service database manufacturer product range

Look back through this unit. Find five more words or expressions that you think are useful.