



# COMMERCE 1

Martyn Hobbs and Julia Starr Keddle



Start meaning business

# COMMERCE ①

Available soon:



ISBN 978 019 456983 5

*Oxford English for Careers* is a new, up-to-date course where you learn what you need to know for a career in commerce.

- Learn the English you need to do the job
- Practise language in real work situations
- Learn specialist vocabulary on every page

**COMMERCE ①** gives you the language, information, and skills you need to start your career:

- *It's my job* – real people talk about their work in commerce
- *9 to 5* – expressions for working and socializing with colleagues
- *Business know-how* – key interpersonal skills for business
- *Writing bank* – practice in business writing
- Facts, figures, and quotations all about commerce
- Online interactive exercises to revise and recycle language:  
[www.oup.com/elt/oefc](http://www.oup.com/elt/oefc)

**And for the teacher:**

- The Teacher's Resource Book helps you to *teach* commerce – so you can prepare your students to *work* in commerce
- Background introductions give you the specialist knowledge you need to teach the unit with confidence
- Handy tips give you easy-to-understand explanations and advice
- Additional activities and unit-by-unit tests help you provide your students with extra practice and support
- Online resources including Listening scripts, Glossary, and further help on how to teach commerce:  
[www.oup.com/elt/teacher/oefc](http://www.oup.com/elt/teacher/oefc)

**Available now:**

Commerce 1 Class CD

ISBN 019 456982 9

Commerce 1 Teacher's Resource Book

ISBN 019 456976 4

**Your career in commerce starts here**

**... with *Oxford English for Careers*.**

**OXFORD**  
UNIVERSITY PRESS

[www.oup.com/elt](http://www.oup.com/elt)

CEF

B1

A2

A1



# Contents

CAREER SKILLS AND KNOWLEDGE			LANGUAGE SKILLS				LANGUAGE KNOWLEDGE		
It's my job / Company profile	Business know-how	Project	Listening	Reading	Speaking	Writing	Language spot	Vocabulary	Pronunciation
<b>1 The business environment</b> • p.4									
Amazon.com	Getting on in business	Researching a well-known company	Describing daily office routine	Don't disturb me – I'm not working!	Meeting people	Emailing a friend about your job	Present Simple	Forming jobs from verbs Numbers	Numbers
<b>2 The company</b> • p.10									
Daniel Deroche	How to manage your time	Researching a company's structure	Describing current activities	E-commerce	Making and answering phone calls	Writing a web page	Present Continuous	Departments in a company	Phone numbers
<b>3 Travel</b> • p.16									
bmi	Travelling tips	Researching an airline	Bad travel experience	Hotel adverts	Apologizing Booking a hotel	Filling in an online booking form	Past Simple	Travel	
<b>4 Sport</b> • p.22									
Ali Prasad	How to concentrate	Researching sports sponsorship	Favourite sport Describing qualifications and experience	Sport – it's big business!	Leaving a phone message	Writing a job application letter	Present Perfect		
<b>5 Sales</b> • p.28									
QXL	Find your own USPs	Researching eBay		Sales techniques	Making and accepting invitations Arranging a meeting	Emailing a schedule	Present Continuous for future, <i>be going to</i>	Describing trends	<i>going to</i>
<b>6 Cultural awareness</b> • p.34									
Dermot Kincaid	How to make a good impression	Researching advice on how to behave in a particular country	Cultural faux pas Recorded messages	How to talk to an American Glocalization		Writing a job description	Talking about obligation		<i>must / musn't</i>
<b>7 Trade fairs</b> • p.40									
Yo!	Attending a careers fair	Researching an entrepreneur	Discussing freebies for a trade fair Interviews with trade fair attendees	Trade fairs and exhibitions	Giving advice Eating out	Emailing a description of a trade fair	<i>should / shouldn't</i>		
<b>8 Advertising</b> • p.46									
Ana Blume	Improve your creativity	Creating an advert promoting careers in sport	Radio adverts	Advertising techniques Who's who in advertising	Checking information	Writing a description of an item for an online auction	Comparatives and superlatives		Emphasising information

## Writing bank • p.52

Emails 1 – Making contact  
Emails 2 – Hotel booking  
Letters 1 – Thanking

Emails 3 – Arranging a meeting  
Letters 2 – Enquiries  
Letters 3 – Following up

Emails 4 – Inviting  
CVs  
Faxes – Giving directions

Emails 5 – Answering enquiries  
Report  
Emails 6 – Complaining

Letters 4 – Job applications  
**Writing bank key p.65**

## 9 Fashion and style • p.66

Gap Inc.	How to dress for the international business world	Presenting your company	Answering a fashion questionnaire People who work in the fashion industry	Camper shoes	Making requests	Writing and replying to invitations	Present Perfect	Noun + noun combinations	
----------	---	-------------------------	--	--------------	-----------------	-------------------------------------	-----------------	--------------------------	--

## 10 Technology • p.72

Gary Wilson	Staying up to date		Email tips	How the Internet works Netiquette – email manners Bad experiences with technology	Taking and leaving a phone message	Making requests by email	The Passive		Email addresses
-------------	--------------------	--	------------	---	------------------------------------	--------------------------	-------------	--	-----------------

## 11 Job satisfaction • p.78

Lush	Are you getting job satisfaction?	Researching good employers	Talking about working conditions	The best UK companies to work for	Checking and reassuring	Writing about the job you would like	Question tags		
------	-----------------------------------	----------------------------	----------------------------------	-----------------------------------	-------------------------	--------------------------------------	---------------	--	--

## 12 Market research • p.84

Matsuko Takahashi	Be a good listener		Interviews in the street Interview with an ethnographer	A market research report Ethnographers – watching people shop	Making polite requests		First Conditional	Describing percentages	Intonation
-------------------	--------------------	--	--	--	------------------------	--	-------------------	------------------------	------------

## 13 Bright ideas • p.90

Apple Computer Inc.	Become more inventive	Researching Trivial Pursuit	Interview about Trevor Baylis	The best office inventions The business of invention	Agreeing and disagreeing	Writing about your hero	Past Continuous		
---------------------	-----------------------	-----------------------------	-------------------------------	---	--------------------------	-------------------------	-----------------	--	--

## 14 Dealing with people • p.96

Anna Scarpino	Dealing with your anger	Do an online test about your Emotional Intelligence		Emotional Intelligence	Making and dealing with complaints	Email complaining about an incorrect order	Second Conditional	Word families – verbs and nouns	Dark 'I'
---------------	-------------------------	---	--	------------------------	------------------------------------	--	--------------------	---------------------------------	----------

## 15 Getting a job • p.102


IKEA	Key interview questions	Finding a suitable job online	Job interviews	How not to impress at an interview!	Talking about plans Role-playing a job interview	Filling in a job application form	<i>will / won't / may / might</i>	Getting, being off, and leaving work	
------	-------------------------	-------------------------------	----------------	-------------------------------------	---	-----------------------------------	-----------------------------------	--------------------------------------	--



# 1 The business environment

## Start up

1 Do the questionnaire. Put a tick (✓) for 'yes' or a cross (X) for 'no'.



*What's your style?* What kind of person are you? What's the right job for you? Find out with this questionnaire.

1 I enjoy teamwork. <input type="checkbox"/>	2 I am good at problem-solving. <input type="checkbox"/>	3 I like using technology. <input type="checkbox"/>	4 I like being independent. <input type="checkbox"/>
5 I am good at research. <input type="checkbox"/>	6 I like dealing with people. <input type="checkbox"/>	7 I don't like working under pressure. <input type="checkbox"/>	8 I like travelling and meeting new people. <input type="checkbox"/>
9 I am good at dealing with money. <input type="checkbox"/>	10 I am not very good at organizing information. <input type="checkbox"/>	11 I like being creative. <input type="checkbox"/>	12 I don't mind doing routine activities. <input type="checkbox"/>

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.

 <p><b>Markus</b> <b>Buyer of luxury leather goods</b></p> <p>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!</p>	 <p><b>Chloe</b> <b>Exhibition organizer</b></p> <p>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!</p>
--	--



## ● Language spot

### Present Simple

- We use the Present Simple for facts  
*I enjoy teamwork.*  
*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	computer operator
database administrator	personal assistant
market researcher	secretary
sales representative	

#### B

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

- 2 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.*

### 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

- 3 Now write sentences as in the example.

#### EXAMPLE

*Jacob / ☺ travel / ☹ 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.

### DO YOU EVER ...

- send private emails?
- text your friends?
- do homework for another lesson?
- gossip?
- surf the Net?

- read books or magazines?
- doodle?
- sleep?
- listen to music?
- look out the window?
- eat?
- flirt?
- shop online?





Unit 1  
**£2.5million** env

Cost to UK companies of staff surfing the Net

**2** 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?



## Don't disturb me – I'm not working!

**H**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

- 1  Listen to Maria, a customer sales assistant, describing how she spends a typical day. Tick the activities she mentions.
- |  |  |
|--|--|
| <input type="checkbox"/> write letters       | <input type="checkbox"/> key in data         |
| <input type="checkbox"/> send emails         | <input type="checkbox"/> write minutes       |
| <input type="checkbox"/> do filing           | <input type="checkbox"/> fill in forms       |
| <input type="checkbox"/> surf the Net        | <input type="checkbox"/> send faxes          |
| <input type="checkbox"/> have meetings       | <input type="checkbox"/> gossip              |
| <input type="checkbox"/> write reports       | <input type="checkbox"/> make coffee         |
| <input type="checkbox"/> speak to customers  | <input type="checkbox"/> book meeting rooms  |
| <input type="checkbox"/> arrange travel      | <input type="checkbox"/> distribute the post |
| <input type="checkbox"/> fill in time sheets |  |
- 2  Listen again and decide if the sentences are true (T) or false (F).
- Maria makes a coffee before her morning meeting.
  - In the morning she meets people from all over the world.
  - She has to make a lot of phone calls in her job.
  - She doesn't like sending faxes because it's boring.
  - She surfs the Net five or six times during the day.
  - She has to fill in a time sheet at the end of her day.

## Company profile

### Amazon.com

- 1 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?
- 2 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.



- 3 With your partner, read the two texts again and translate the following key terms into your own language. If necessary, use a dictionary.
- range \_\_\_\_\_
  - customer service \_\_\_\_\_
  - secure payment \_\_\_\_\_
  - product flow \_\_\_\_\_
  - to update \_\_\_\_\_

## Project

- 1 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     $\frac{2}{3}$     9.56

- 2 Listen and write out the numbers as you hear them.

1 saying numbers

250 \_\_\_\_\_

5,789 \_\_\_\_\_

2 saying fractions

$\frac{1}{2}$  \_\_\_\_\_

$\frac{3}{4}$  \_\_\_\_\_

$\frac{1}{3}$  \_\_\_\_\_

3 saying decimal points

3.5 \_\_\_\_\_

15.06 \_\_\_\_\_

7.96 \_\_\_\_\_

## Pronunciation

### Numbers

- 1 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

- 2 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

- 1 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 C go to p.115.

## Business know-how

1 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.

2 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.

Hi

I got your email this morning. Great to hear from you again, and congratulations on finishing your diploma at last!!

You wanted some info on my job. I work for ... I'm a ...

I start work at ... My main responsibilities are ... The best thing about this job is ...

Good luck!

## 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.

