

The Business

INTERMEDIATE Student's Book

John Allison with Paul Emmerson

INTERMEDIATE



DVD-ROM

with
Interactive Workbook
Business Dilemmas
& Video

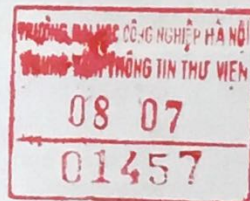


MACMILLAN

The **Business**

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To the student

The objective of *The Business* is to help you learn two things: how to do business in English and the language you need to do it. The new language and structures are presented in the Student's Book whilst the DVD-ROM provides language practice and extension.

Here is a summary of what you will find in each.

Student's Book

The modules

The Student's Book contains 48 modules in eight units. Each unit deals with a key sector of activity in the business world. There are six different types of module:

1 About business

These modules contain information and language for the topic area of each unit. The focus is on understanding the topic and the general sense of the texts – don't worry too much about details such as new vocabulary.

2 Vocabulary

These modules build on the important words and phrases introduced in the previous module and provide thorough practice.

3 Grammar

The first part of these modules – Test yourself – tests your knowledge of important grammatical structures. Do this before and / or after the practice activities in the second part. If necessary, refer to the Grammar and practice section at the back of the book for help.

4 Speaking

These modules develop understanding and speaking skills in typical business situations. Good and bad examples are given for comparison, and the speaking activities allow you to practise key phrases and skills in realistic situations with other people.

5 Writing

These modules provide practice for the most important types of document you will need to write at work. Model texts are examined and used as a basis to write your own.

6 Case study

The case studies provide an opportunity to apply all the language, skills and ideas you have worked on in the unit. They present authentic problem-solving situations similar to those you will meet in business.

Internet research

Every module includes an Internet research task. The Internet provides almost unlimited resources for improving your English and learning more about business. These tasks direct you to interesting background and details on topics related to each module. The tasks can be done before or after working on the module.

Other features

In addition to the eight main units, the Student's Book contains the following:

Reviews

These units can be used in three ways: to consolidate your work on the units, to catch up quickly if you have missed a lesson, and to revise before tests or exams.

Additional material

This section contains all the extra materials you need to do pair or group work activities.

Grammar and practice

This section gives a very useful summary of rules with clear examples, but also provides further practice of the essential grammar points in this level of the course.

Recordings

Full scripts of all the audio recordings are given, allowing you to study the audio dialogues in detail. However, try not to rely on reading them to understand the listenings – very often, you don't need to understand every word, just the main ideas.

Wordlist

In the modules, words which you may not know are in grey; you will find definitions in the wordlist, often with examples. Words in red are high-frequency items, which you should try to learn and use. The others, in black, are words you just need to understand.

The DVD-ROM

The DVD-ROM is designed to help you continue improving your English on your own, away from the classroom. It includes an interactive workbook which, like the Review units in the Student's Book, can be used in three ways: to improve your listening, grammar, vocabulary and pronunciation; to catch up on lessons you have missed; to revise for tests and exams.

Interactive workbook

This includes everything you would normally find in a workbook, and more; activities for vocabulary, grammar, pronunciation, writing and listening practice.

Video

Each unit includes an episode of a mini-drama illustrating the communication and people skills practised in each unit, with exercises to practise the functional language used in the video.

Business dilemmas

There are four problem-solving games to allow you to review and practise functional language from the Student's Book. Try doing these with a partner to practise discussing problems and solutions.

Tests

Four tests, one for every two units, allow you to check your progress through the DVD-ROM. If you do well on a test, you get 'promoted'; if you do well on all four tests, you become CEO!

Business documents

There is a model document for each unit, including letters, invoices, CVs, etc. Each document includes annotations explaining the structure and key phrases, and a follow-up activity tests understanding of this.

Grammar reference

You can refer to this section any time for helpful grammar rules and examples.

Class audio

This section of the DVD-ROM contains all the audio recordings from the Student's Book, together with scrollable scripts.

Downloadables

The DVD-ROM includes a set of downloadable files for use outside the DVD-ROM or away from your computer. There is a downloadable and printable PDF of the answers to the Student's Book exercises; a Word file containing the text of each Business document; and MP3 files of all the Student's Book audio that you can transfer to your MP3 player or iPod for listening on the move.

We sincerely hope you will enjoy working with *The Business*.
Good luck!

John Allison
Paul Emmerson

Contents

	About business	Vocabulary	Grammar
1 Corporate culture PAGE 6	1.1 Work culture and placements	1.2 Work organization and responsibility	1.3 Past tenses and advice structures
2 Customer support PAGE 18	2.1 Call centres	2.2 Customer service and telephoning	2.3 Asking questions and giving instructions
Reviews 1 and 2	PAGES 30–31		
3 Products and packaging PAGE 32	3.1 Packaging	3.2 Specifications and features	3.3 Articles, relative clauses and noun combinations
4 Careers PAGE 44	4.1 Career choices	4.2 Careers, personal skills and qualities	4.3 Present tenses
Reviews 3 and 4	PAGES 56–57		
5 Making deals PAGE 58	5.1 E-tailing	5.2 Negotiating and e-tailing	5.3 Conditionals and recommendations
6 Company and community PAGE 70	6.1 Corporate social responsibility	6.2 Meetings, ethical behaviour and social performance	6.3 The passive and reported speech
Reviews 5 and 6	PAGES 82–83		
7 Mergers and acquisitions PAGE 84	7.1 Risks and opportunities in M&A	7.2 Business performance	7.3 Future forms and expressing likelihood
8 International trade PAGE 96	8.1 Export sales and payment	8.2 International deals and payments	8.3 Prepositions
Reviews 7 and 8	PAGES 108–109		
Additional material	PAGES 110–117		
Grammar and practice	PAGES 118–133		
Recordings	PAGES 134–147		
Wordlist	PAGES 148–159		

Speaking	Writing	Case study
1.4 Meetings – one-to-one	1.5 A placement report	1.6 Counselling
2.4 Dealing with problems by telephone	2.5 Formal and informal correspondence	2.6 Cybertartan Software
3.4 Presentations – structure	3.5 A product description	3.6 Big Jack's Pizza
4.4 Job interviews	4.5 A CV	4.6 Gap years and career breaks
5.4 Negotiations – bargaining	5.5 A proposal	5.6 St John's Beach Club
6.4 Meetings – teamwork	6.5 Reports and minutes	6.6 Phoenix
7.4 Presentations – visuals	7.5 Presentation slides	7.6 Calisto
8.4 Negotiations – diplomacy	8.5 Requests and reminders	8.6 Jeddah Royal Beach Resort

The *Wordlist* is a module-by-module glossary of all the words in grey in this coursebook.

1.1 About business Work culture and placements

Internet research

Search for the keywords "work fun". Find out how companies are trying to create a fun atmosphere at work.

Discussion

1 You've just started working for a new company. Do you:

- a) wear your best clothes or b) wear jeans and a T-shirt like all the other employees? Why?
- a) stop work at five o'clock like everyone else or b) stay longer to finish your work? Why?
- a) share your ideas and opinions at staff meetings immediately or b) say nothing like most of your colleagues? Why?

Scan reading

2 Scan the article opposite to find:

- 1 what the monkey experiment demonstrated.
- 2 seven examples of unwritten rules.
- 3 what new staff learn about work culture and how they learn it.

The words in grey are explained in the *Wordlist* on page 148.

Discussion


3 In small groups, discuss the questions.

- 1 What do you think organizations and companies can do to avoid negative unwritten rules?
- 2 What unwritten rules do you imagine you might encounter in your country as an intern in:
 - a government department?
 - a small public relations firm?
 - a manufacturing company?

Think about:

- office etiquette, e.g. dress code, punctuality, personal calls, coffee and lunch breaks.
 - relationships with colleagues, management and clients / business partners.
 - autonomy and initiative.
- 3 Which work culture above would you prefer to work in? Which would be the most difficult to adapt to? Why?

Listening for gist

4  1:01, 1:02 Listen to Alessandra, an Italian business student, and David, a British civil service manager, talking about problems they experienced with work placements, and answer the questions.

- 1 What problems did Alessandra and David have?
- 2 What were the misunderstandings that caused these problems?

Listening for detail

5 Listen again. What mistakes did the students and the supervisors make in each case?

Brainstorming and presentation

6 In small groups, hold a brainstorming meeting to decide how companies can help interns to adapt to their work culture. Design a set of guidelines for supervisors of interns. Then present your guidelines to another group, and give feedback on the other group's ideas.

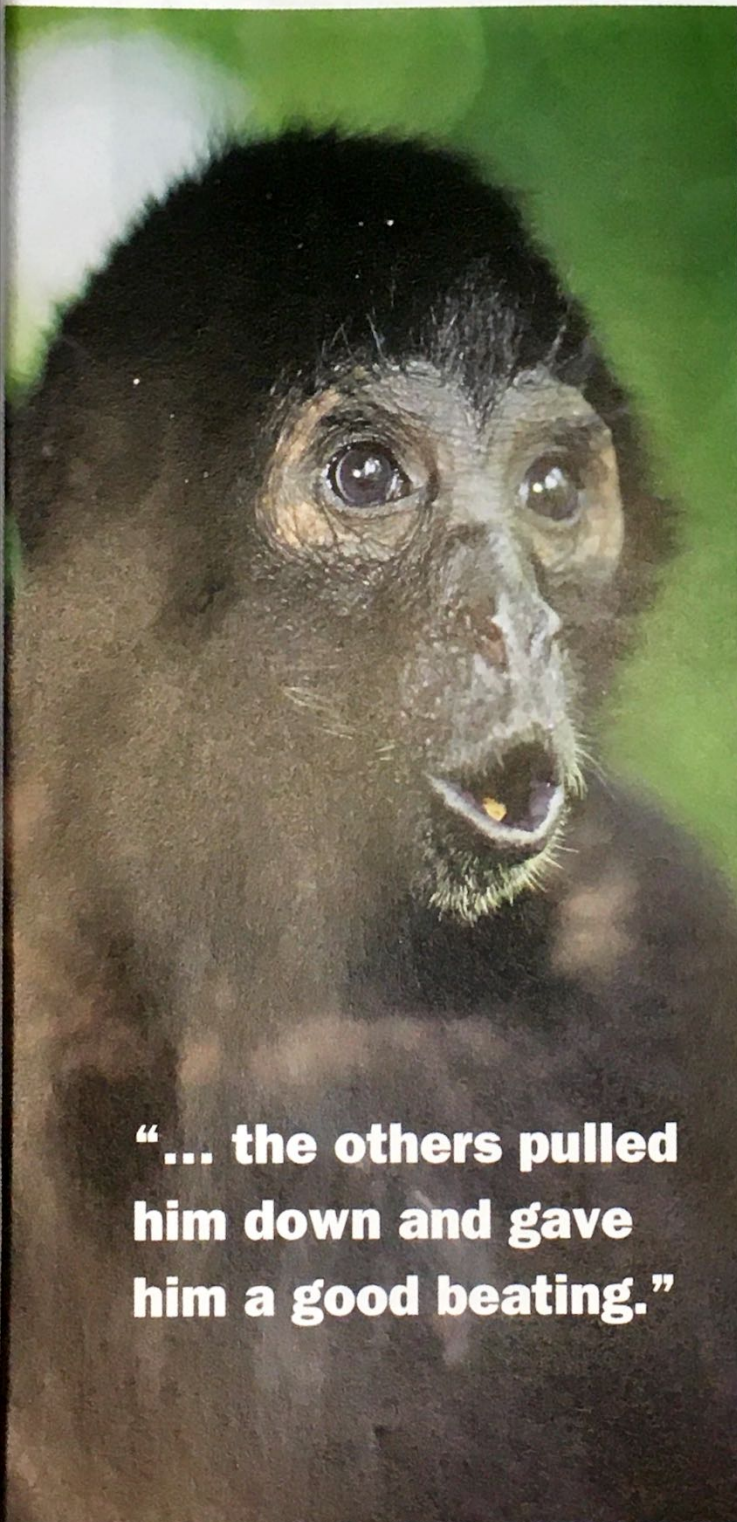
GUIDELINES FOR SUPERVISORS

Thank you for agreeing to supervise a student work placement. The following guidelines are designed to help you ensure your intern adapts quickly to the work culture of the organization.

- If possible, give advice about office etiquette by telephone before the beginning of the placement.
- Give the student a copy of the company rules on the first day.
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Monkey business?

Scientists put a group of five monkeys in a cage. At the top of a ladder, they hung a banana. As soon as a monkey climbed the ladder, he was showered with cold water; the group soon gave up trying to reach the banana.



“... the others pulled him down and gave him a good beating.”

5 Next, the scientists disconnected the cold water and replaced one of the five monkeys. When the new monkey tried to climb the ladder, the others immediately pulled him down and gave him a good beating. The new monkey learned quickly, and enthusiastically joined
10 in beating the next new recruit. One by one, the five original monkeys were replaced. Although none of the new group knew why, no monkey was ever allowed to climb the ladder.

Like the monkeys in the experiment, every culture
15 and organization has its unwritten rules. These rules are probably the single most influential factor on the work environment and employee happiness. Though many work cultures embrace positive values, such as loyalty, solidarity, efficiency, quality, personal development and
20 customer service, all too often they reinforce negative attitudes.

In many businesses, an unwritten rule states that working long hours is more important than achieving results. In one medium-sized company, the boss never
25 leaves the office until it is dark. Outside in the car park, he checks to see who is still working and whose office windows are dark. Staff who risk leaving earlier now leave their office lights on all night.

Other common unwritten rules state that the boss is
30 always right, even when he's wrong; if you're not at your desk, you're not working; nobody complains, because nothing ever changes; women, ethnic minorities and the over 50s are not promoted; the customer is king, but don't tell anyone, because management are more
35 interested in profitability.

Often nobody really knows where these unwritten rules came from, but like the new monkeys, new recruits pick them up very quickly, despite the best intentions of induction and orientation programmes.
40 The way staff speak to management, to customers and to each other gives subtle but strategic clues to an organization's culture, as do the differences between what is said, decided or promised, and what actually gets done. New staff quickly learn when their ideas
45 and opinions are listened to and valued, and when it's better to keep them to themselves. They learn which assignments and aspects of their performance will be checked and evaluated, and whose objectives and instructions they can safely ignore. Monkeys may be
50 more direct, but work culture is every bit as effective at enforcing unwritten rules as a good beating.