

Today in class:

- **Review 1 (Units 1-5)**



1 Underline the correct forms of the words in italics.

My name is Alexander Herrbach, I'm a 27-year-old mechanical engineer and at the moment I ¹ *am working / have worked* for a company in the South of Germany where I ² *am / have been* since I ³ *have left / left* France last July. Actually I have ⁴ *already / recently* spent most of my life here in Germany because that is where I ⁵ *complete / completed* my secondary and university education.

Before I ⁶ *have graduated / graduated* I went on a European study programme in ⁷ *Britain / British* for one year. After university I ⁸ *join / joined* an American company in Berlin and subsequently I ⁹ *moved / have moved* to France when the headquarters were transferred there.

In my present job my duties ¹⁰ *are including / include* supervising our activities in what we call 'the rest of the world'. Basically this ¹¹ *means / is meaning* that I'm responsible for giving our representatives there our commercial and technical support. It's a new job for me so I'm ¹² *currently / usually* learning exactly what it ¹³ *involves / is involving*. However, there are many new things that I'm still not ¹⁴ *used to do / used to doing*.

At present our company ¹⁵ *is expanding / has expanded* its activities outside of its main market, which is Europe, and we ¹⁶ *develop / are developing* our network of agents, particularly in South Africa and Brazil.

I ¹⁷ *used to think / am used to thinking* that it was enough to speak two foreign languages but I now realise that the more languages you speak the better you communicate. That is why I ¹⁸ *always / sometimes* take every opportunity to develop my language skills.

In order to prepare for my future as a manager I ¹⁹ *intend / have intended* to study for an MBA. In fact my boss ²⁰ *has agreed / agrees* to give me one day a week off work for this.

Review:

New Insights into Business, strana 54, zadatak 1

Solutions

1

- | | |
|--------------------|--------------------------|
| 2 have been | 12 currently |
| 3 left | 13 involves |
| 4 already | 14 used to doing |
| 5 completed | 15 is expanding |
| 6 graduated | 16 are developing |
| 7 Britain | 17 used to think |
| 8 joined | 18 always |
| 9 moved | 19 intend |
| 10 include | 20 has agreed |
| 11 means | |

Review : Describing changes

New Insights into Business, strana 54, zadatak 3

decline	drop	increased
raised	risen	rise
gone up	fell	reduction
reduced		

- 1 Tax last year: 10% Tax this year: 12%
The government has raised tax.
- 2 Cars last year: 2 million
Cars this year: 1.8 million
There has been a _____ in car production.
- 3 Price last year: \$50 Price this year: \$35
The price of this product has been _____.
- 4 Employees last year: 40
Employees this year: 75
There has been a _____ in the number of employees.
- 5 Orders last year: 10 million
Orders this year: 8 million
Orders _____ this year.
- 6 Investment last year: \$500,000
Investment this year: \$650,000
The company has _____ investment in new equipment.
- 7 Franchisees last year: 120
Franchisees this year: 300
The number of franchisees has _____.
- 8 Budget last year: 100%
Budget this year: -25%
There has been a _____ in the budget.
- 9 Franchise fees last year: £30,000
Franchise fees this year: £35,000
Franchise fees have _____.
- 10 Sales per outlet last year: \$1,000,000
Sales per outlet this year: \$850,000
There has been a _____ in sales per

Solutions

- 3
- 2 There has been a **drop / decline** in car production.
- 3 The price of this product has been **reduced**.
- 4 There has been a **rise** in the number of employees.
- 5 Orders **fell** this year.
- 6 The company has **increased** investment in new equipment.
- 7 The number of franchisees has **gone up / risen**.
- 8 There has been a **reduction** in the budget.
- 9 Franchise fees have **risen / gone up**.
- 10 There has been a **decline / drop** in sales per outlet.

Review: Keywords Units 1-5

New Insights into Business, strana 55, zadatak 1

Vocabulary check

1 Complete the boxes with the words and expressions from the list below that are most commonly associated with each theme.

Company Structure _____ _____ _____	Recruitment _____ _____ _____
Retailing <u>department store</u> _____ _____	Franchising _____ _____ _____
Management _____ _____ _____	

department store
operation manual
organisation chart
corporate culture
applicant
authority
interview
headquarters
front end fee
discount

mass market
royalty
IT
subordinate
CV
subsidiary
head-hunter
management services fee
range
decision-making

Solutions-Review: Keywords Units 1-5

Vocabulary check

1

Company Structure

organisation chart

headquarters

IT

subsidiary

Retailing

department store

discount

mass market

range

Management

corporate culture

authority

subordinate

decision-making

Recruitment

applicant

interview

CV

head-hunter

Franchising

operation manual

front end fee

royalty

management services fee

Review:

New Insights into Business, strana 55, zadatak 3

3 Complete the extract from the letter of application below, using an expression from A in the correct form and a preposition from B.

A

to believe
to collaborate
to result
to report
to benefit
to apply
to work
to be responsible
to be involved
to succeed

B

from
in (x4)
to
on
for (x2)
with

I am writing to ¹ apply for the position of Senior Computer Programmer. As you can see in my enclosed curriculum vitae, I already hold the position of Team Manager where I ² supervise three programmers who ³ report to me directly. As an additional part of my job I have to ⁴ collaborate with other Team Managers from different divisions of the company. I have recently ⁵ been involved in a major research and development project where my team was asked to ⁶ develop a new network application for the company's accounts department. During this project we ⁷ benefited from solving a number of complex technical problems. This programme is now in the final stages and once complete will ⁸ result in considerable savings in both cost and time. While I am happy in my present position, I would welcome the challenge of managing a bigger team. I firmly ⁹ believe in the value of teamwork and power sharing which I know are important elements in the working environment of your company. Moreover, I feel sure that on both a personal and professional level I would be able to ¹⁰ take up the opportunity of working for a company with such a well-established international reputation.

Solutions

3

2 am responsible for

3 report to

4 collaborate with

5 been involved in

6 work on

7 succeeded in

8 result in

9 believe in

10 benefit from

Workbook, strana 15, zadatak 2

Vocabulary

2 Combine a word from A with one from B to match each of the definitions below.

A

department
shopping
sales
stock
retail
special
bargain

B

hunters
pitch
stores
chains
offers
centres
turnover

- 1 _____ a persuasive argument to sell a product
- 2 _____ the rate at which goods are sold
- 3 _____ sales promotions to attract customers
- 4 _____ shops with outlets in many locations
- 5 _____ customers who seek the lowest prices
- 6 _____ large shops, usually located in city centres, which sell a wide variety of products
- 7 _____ retail facilities where customers have access to a variety of different stores in the same location

Solutions

2 1 sales pitch 2 stock turnover
3 special offers 4 retail chains
5 bargain-hunters 6 department stores
7 shopping centres

Dialogue

Complete the following dialogue with the phrases:

Can I try it on?

Do you have it in a bigger size?

Can I help you?

It's \$40.

How was it?

Assistant: Can I help you?

Lisa: Yes, how much is that skirt?

Assistant: It's \$40.

Lisa: Can I try it on?

Assistant: Yes, what size are you?

Lisa: I don't know.

Assistant: Ok, try a size 10. The changing room is over there.

(Lisa puts on the skirt. It's too small.)

Lisa: Do you have it in a bigger size?

Assistant: Yes, here you are.

Lisa: Thank you

(Lisa puts on the new skirt. It fits.)

Assistant: How was it?

Lisa: I'll take it.

Review : Nouns/Adjectives of nationality

New Insights into Business - WORKBOOK, strana 31, zadatak 4

4 Complete each sentence below with an adjective or a noun of nationality, using the information in the accompanying passages.

1 Packard Bell has already taken a significant share of the US computer market and has performed better, in some areas, than its main national rivals Compaq and Apple.

Compaq, Apple and Packard Bell are American computer companies.

2 Nordak is currently recruiting a senior manager who will head up the UK office of its first foreign subsidiary.

Nordak is not of _____ origin.

3 The shares of Heineken NV have reached a record level in their home market in Amsterdam, Holland.

Heineken is a _____ company.

4 Whenever we set up a foreign subsidiary, we always make sure that it is managed by someone from the country concerned. That will be the case with our new operation in Finland.

Our new subsidiary will be managed by a _____.

5 The authorities in Japan now allow foreign firms to manage investment funds on the Tokyo market.

The Tokyo market was previously restricted to _____ firms.

6 This year we have decided not to attend the trade fair in Milan as the date coincides with a similar but more important event in Vienna in Austria.

We will be attending the _____ trade fair.

7 Our main markets are Eastern Europe and North America. However, we also do some business with Portugal.

The _____ are our best customers in Western Europe.

8 Although our company was originally from Sweden, four years ago we transferred all of our operations to Switzerland.

The company is no longer _____. Today it is _____.

9 Next year the presidency of the commission will be taken by Spain.

The commission's new president will be a _____.

10 The country is one of the most attractive destinations for business investment in the EU and its capital, Dublin, has excellent facilities.

Many companies are setting up _____ operations.

Solutions

4 2 British 3 Dutch 4 Finn
5 Japanese 6 Austrian
7 Portuguese 8 Swedish; Swiss
9 Spaniard 10 Irish

Vocabulary development: prefixes

In the text on page 46, the word *non-existent* (para 7) consists of the prefix *non-* and the main word *existent*. The prefix gives the word the opposite meaning.

1 Match the prefixes with the groups of adjectives.

dis-	il-	im-	in-	ir-	un-
------	-----	-----	-----	-----	-----

- | | | | | |
|---|-----------------|----------|------------|-------------|
| a | <u>im</u> _____ | possible | probable | precise |
| b | _____ | honest | similar | organised |
| c | _____ | popular | economical | manageable |
| d | _____ | legible | legal | logical |
| e | _____ | complete | expensive | efficient |
| f | _____ | regular | relevant | responsible |

In which of the six lists do the adjectives have something in common?

2 Add prefixes to the following adjectives.

- | | | | |
|--------------|--------------|----------|-----------------|
| a unlikely | b respectful | c polite | d rational |
| e literate | f frequent | g lawful | h proportionate |
| i resistible | j liberal | k mature | l helpful |

Solutions

KEY:

b dis- **d** il- **f** ir-
c un- **e** in-

In lists **a**, **d** and **f**, the words begin with the same letter.

Note: 'il' goes with **l**, 'im' with **p** or **b** and 'ir' with **r**, but words beginning with **r** do not necessarily always take 'ir'.

KEY:

b dis- **d** ir- **f** in- **h** dis- **j** il- **l** un-
c im- **e** il- **g** un- **i** ir- **k** im-

A good leader

Workbook, page 28

- 1** In large organisations, leaders should spend no more than four hours a day in their offices. The rest of the time, they should be out with their people, talking to lower-level employees and getting their feedback on problem areas. They should be making short speeches and handing out awards. They should be travelling widely throughout their organisations.
- 2** The best leaders are those whose minds are never closed and who are eager to deal with new issues. Leaders should not change their minds too frequently after a major decision has been made, but if they never reconsider, they are beginning to show a degree of rigidity and inflexibility that creates problems for the organisation.
- 3** Executives must take a disciplined approach to their schedules, their post, their telephone calls, their travel schedules and their meetings. Staying busy and working long hours are not necessarily a measurement of leadership effectiveness.
- 4** Leaders may run efficient organisations, but they do not really serve the long-term interests of the institution unless they plan, set goals and provide strategic perception.
- 5** The leader must be willing to pass on skills, to share insights and experiences, and to work very closely with people to help them mature and be creative.
- 6** Leaders should let people know that life is not so important that you can't sit back occasionally and be amused by what is happening. Laughter can be a great reliever of tension.
- 7** Reliability is something that leaders must have in order to provide stability and strength to organisations. Leaders must be willing to be flexible but consistency and coherence are important elements of large organisations.
- 8** Leaders must not only understand the major elements of their businesses but must also keep up with any changes.
- 9** Leaders should be able to look at themselves objectively and analyse where they have made mistakes and where they have disappointed people.



A good leader is...

- open-minded
- charismatic
- hard-working
- responsible
- dependable (reliable)
- communicative



What are some dos and don'ts of travelling abroad?

Tiptoeing through the minefield

^B *Do*

- Show an interest in, and at least an elementary knowledge of the country you are visiting;
- Learn a few words of the language – it will be seen as a compliment;
- Be sensitive to countries who have bigger and better-known neighbours, and try not to confuse Canadians with Americans, New Zealanders with Australians, Belgians with French;
- Familiarise yourself with the basics of business and social etiquette. As a starting point, learning how to greet people is very important.

Don't

- Assume you won't meet any communication problems because you speak English. You may think you are paying somebody a compliment by telling them their business is going a bomb*, Americans will infer you think it is failing.
- Appear too reserved. As Americans are generally more exuberant* than their European colleagues, they may equate reserve with lack of enthusiasm.

A photograph of a sunset over a cliff. The sun is low on the horizon, creating a bright orange and yellow glow. A dark silhouette of a tree is visible on the right side of the cliff. The text is overlaid in the center of the image.

Thank
You for your
attention! See you
on midterm exam!