



Business Explorer

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UNIT

1

Calls

UNIT GOALS

- Using the telephone to call new contacts
- Skills for following up on the telephone

S

PEAKING PART

Respond to the following questions:

- How often do you have to talk to anyone you don't know over the phone?
- How do you feel when receiving calls from strangers?
- Do you like talking over the phone with you family or friends?

PART A

International Business Etiquette

Culture Focus

As the global market grows, the need to understand multiple international standards of business etiquette grows. Research the country you will be working in or visiting; note the proper etiquette, culture and customs for that country. **Knowing the language** makes an excellent impression on the people you are doing business with. Barely knowing the language, but feigning fluency, could really harm the work you are trying to accomplish.

Be mindful of time zones. You don't want to wake someone up on their cell phone or call someone with an unreasonable deadline or concern at an awkward time of day for them. As there is no standard global work day, you should keep in mind that work hours vary from country to country. This is important when scheduling meetings or conference calls.

Know the holidays that will be observed, and be respectful of the time surrounding the holidays, as people may be less available.

Meals can be extremely crucial in making a positive international business etiquette impression.

The customs that are followed when dining are often very important, and mistakes in this area could be costly. Knowing the etiquette well in advance should allow you to relax and enjoy what could be an amazing new experience!

Language focus

Steve Johnson sells health insurance. He is calling two different companies to talk to the HR director. Look at the extracts from two conversations. Match the two assistants' queries on the left with Ravi's answers on the right.

A. Assistant 1

1. Who's calling please?
2. Form what company?
3. I see but is Mr. Lee expecting this call?
4. I'm afraid Mr. Lee is not currently available

Could you please send your company catalog, and Mr. Lee will give you a call if he's interested?

Steve Johnson

- a. No, I am calling Mr. Lee to introduce our company's new product.
- b. Okay, I'll email one.
- c. It's Steve Johnson
- d. Health Consultant Inc.

A. Assistant 2

1. May I know who's calling please?
2. That you. Are you one of our clients?
3. Could you please tell me what is it about?
4. I'm sorry but Mr. Peterson is busy at the moment. Could I take a message instead?

Steve Johnson

- a. No, I am not.
- b. This is Steve Johnson of Health Consultant Inc.
- c. No, it's fine I'll just call again.
- d. My company supplies health insurance. I'm sure Mr. Peterson will be interested.

Communication Activity

FILE CARD

Pretend that you are placing an international phone call to Australia as a purchasing manager assistant. You have to ask them a list of query for the new product (technical equipment) that they offered. You have to make an appointment with their representative to demonstrate how it works.

PART B Staying in Touch

Language focus

Each of the telephone dialogues below has communication problems. Match the problem to dialog.

The caller doesn't give a reason for calling.

The caller doesn't identify himself/herself.

There's too much small talk.

1

A: Hello. Jenny Sanders speaking.

B: Hi Jenny. How are you?

A: Er... Fine thanks.

B: Great. Hope I haven't called at a bad time.

A: No, it's okay.

B: Good.

A: Sorry, who is this?

2.

A: Hello. This is Luke Mattison.

B: Hi, Mr. Luke. It's John.

A: Hi John How are things?

B: Pretty good thanks. And you?

A: Not. Bad.

B: How was your weekend?

A: Relaxing. I just stayed at home.

B: Great. How was your family?

A: Fine thanks. How can I help you Teng?

3

A: Hello.

B: Hi, is this Sally?

A: Yes, it is. Hi Dianne.

B: Hi, Busy?

A: Yeah. A little.

B: Yeah, me too. I've been rushing around all morning...

A: ... Er, Sally, what can I do for you?

Culture focus

Read these questions and find the answers in the text below. Check your answers with a partner.

What do you like to be called by people you don't know? By people you know?
Discuss your preferences.

Make a list of questions that can be asked to create small talk at the beginning of a telephone conversation.



Communication activity

Make a phone call using the information below. Prepare what you will say. Don't forget to make small talk.



Call Mr. Geoff Seed. You are the sales director. You are talking to major supplier. You often meet socially. Last week you had dinner together. The major supplier took you to a seafood restaurant, where you got food poisoning. You're better now. You will send a list of samples that you need from the major supplier by email this week.

UNIT

2

Email

UNIT GOAL : Politeness in written English.
Topic sentences and paragraphs

S

PEAKING PART

1. How often do you use email at work? At home?
2. Do you email friends? Customers? Colleagues? Others?

PART

A

Writing Smartly

Reading

Top Five Rules for Email Etiquette

Writing in all capitals can convey that you are shouting in your message, and nobody likes to be yelled at. Consider other ways to get your message across while conveying its importance. Using all capitals can be annoying and trigger an unintended response.

Don't Write in All CAPITALS

Writing in all capitals can convey that you are shouting in your message, and nobody likes to be yelled at. Consider other ways to get your message across while conveying its importance. Using all capitals can be annoying and trigger an unintended response.

BCC Recipients or Use a Mail Merge

When sending a mailing, some people place all the email addresses in the To: field. If the recipient list is large, that means that all your readers will have to scroll through the list of those on the email to read the message. In the case of viewing email on a smartphone, this can be extra irritating. You also have to consider that others may not want their email address published for everyone to see. You can avoid both these issues by using the BCC field, or using a program like Outlook to do a mail merge that sends a unique message to each person on your list.

Don't Use Email to Discuss Confidential Information

Email messages are easy to copy, print and forward. If you don't want anything getting out, don't email it. Plus, remember that even if that email isn't forwarded on to someone else, company management can easily intercept inappropriate mail.

Take Care with Abbreviation and Emoticons

Save abbreviations like LOL (laugh out loud) or IDK (I don't know) for text messages among friends. Some may not understand your abbreviations. And while emoticons are fun, they just aren't professional and you don't know how the recipient will take them. Just like abbreviations, readers may not know what they mean. It's better to spell it out and write what you mean.

Don't Request Delivery and Read Receipts

This will almost always annoy your recipient before he or she has even read your message. Besides, it usually does not work anyway since the recipient could have blocked that function, or his/her software might not support it. If you want to know whether an email was received, it is better to ask the recipient directly to let you know.

Language focus

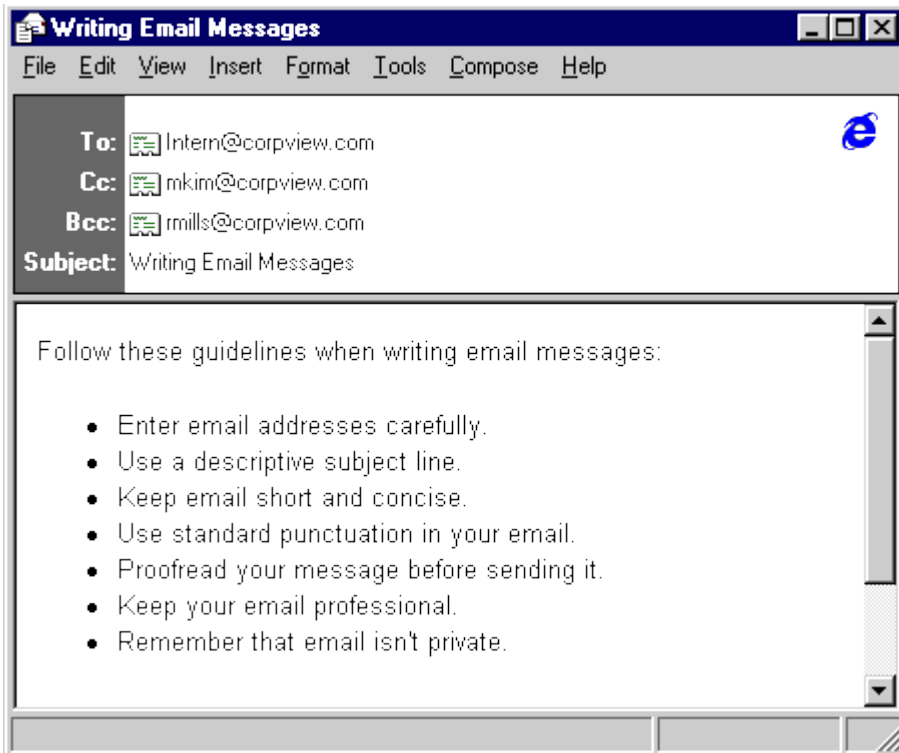
Write sentences with similar meaning into the given ones. Which sentence is more polite?

1. It's Monday , as I said on the phone.
2. We are pleased to inform you that Lily Anderson, president of Anderson Enterprise, will attend.
3. Could I invite you to dinner to discuss business?
4. Give me a call if you can make it.
5. We would be grateful if you can make it.
6. How about going out for a meal to talk it over?
7. As I mentioned in our telephone conversation, the event will be held in two days time.
8. Lily Anderson is coming.



Communication activity

Write your own business email following the format given.



Your Name (*your contact information*)

Your Address
Your City, State, Zip Code
Your Phone Number
Your Email Address

Date

Contact Information (*the person you are writing to*)

Name
Title
Company
Address
City, State, Zip Code

Dear Mr./Ms. Last Name:

When writing a business letter, keep your letter simple and targeted, so the purpose of your letter is clear.

The first paragraph of your business letter should provide an introduction to why you are writing.

Then, in the following paragraphs provide more information and specific details about your request. Explain why you are writing so it's easy for the reader to understand what you are asking.

The last paragraph of your letter should reiterate the reason you are writing and thank the reader for reviewing your request.

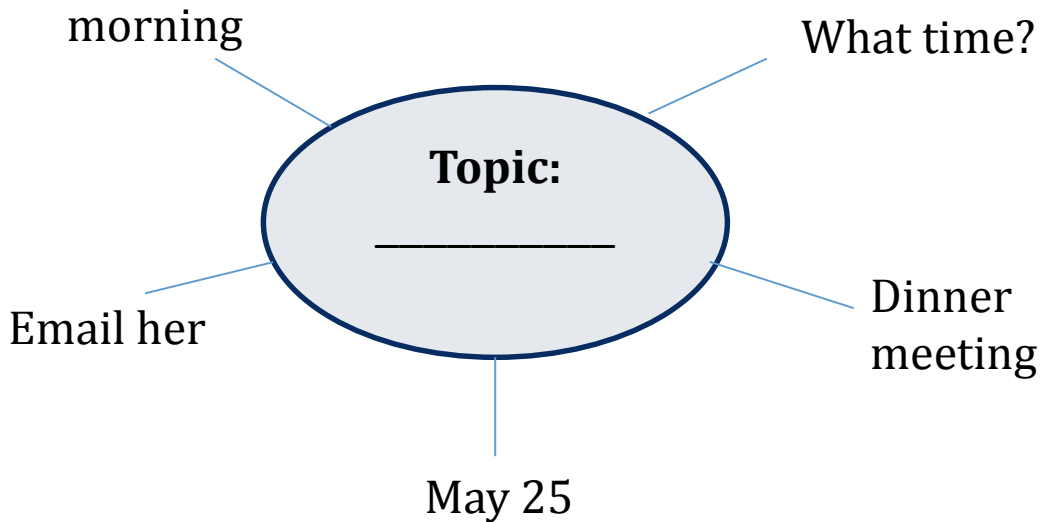
Respectfully yours,

Handwritten Signature (mailed letter)

Typed Signature

Language focus

Look at the “topic spider”. The words around are the supporting information. The topic goes in the “body”. Look at the paragraph below. Decide what the topic is and write it in the “body.”

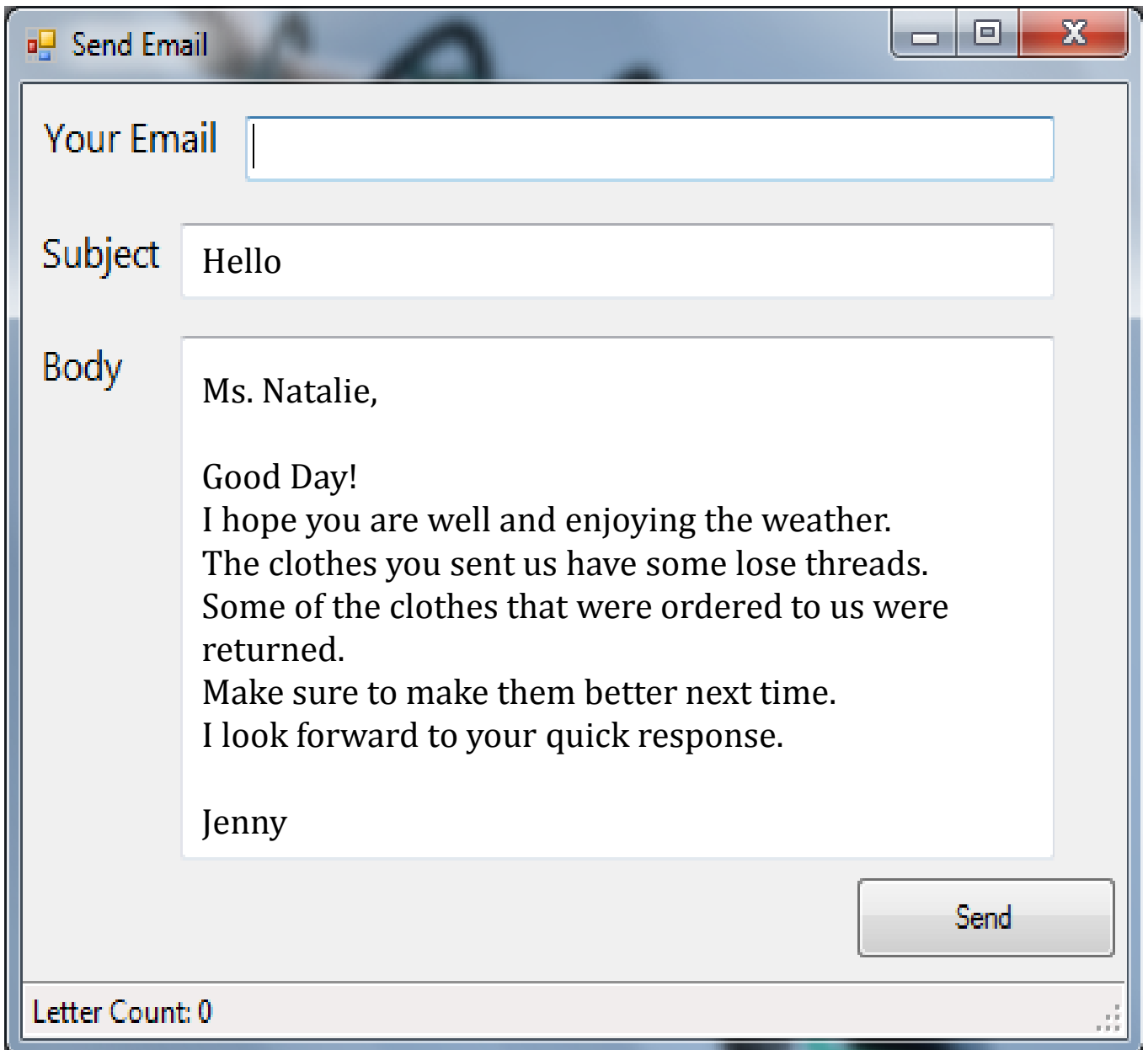


I have arranged for you to meet Ms. Jessie Brooke. You can meet her in the afternoon on May 25, but please send her an email to inform her about the time of the meeting. She is not available for a dinner meeting due to her full schedule, I'm afraid.

Getting to the Point

Exploring

Find the mistakes and then correct this email.



The screenshot shows a window titled "Send Email" with a standard Windows-style title bar (minimize, maximize, close buttons). The window contains the following fields and text:

- Your Email:** An empty text input field.
- Subject:** A text input field containing the word "Hello".
- Body:** A large text area containing the following text:

Ms. Natalie,

Good Day!
I hope you are well and enjoying the weather.
The clothes you sent us have some lose threads.
Some of the clothes that were ordered to us were
returned.
Make sure to make them better next time.
I look forward to your quick response.

Jenny
- Send:** A button located at the bottom right of the body text area.
- Letter Count:** A status bar at the bottom left showing "Letter Count: 0".

Communication activity

Look at the information about three emails. Add "legs" with supporting information to each "topic spider." Then write each email.

1. You have arranged a meeting for Dylan Moore with Mr. Jang at his office. Email Dylan with the details.
1. Cynthia Perry of Perry's garden will visit your office next week. Decide where you will meet her and email her with instructions.

Language focus

GUIDELINES FOR WRITING PROFESSIONAL E-MAIL

SUBJECT LINE

Provide clear, specific subject lines that help the sender identify what he or she must do. For example, if you want someone to approve a funding request, try this: "Please approve SLM spectrophotometer purchase." Put key information at the beginning, limiting text to five words when possible.

Modify the subject line when appropriate; do not continue using the original subject in your reply (or replies) if the subject has changed. Alternately, start a new e-mail if the subject/recipients have changed and/or if the e-mail string is unmanageably long.

GREETING/SALUTATION

Use "Dear," title, and last name. For example, use "Dear Dr. Smith," but NOT "Dear Dr. Rhonda Smith," "Dear Rhonda Smith," "Dear Smith," or "Dear Dr. Rhonda." At the NIH, use "Dr." if you are unsure how the person should be addressed.

If someone signs an e-mail with his or her first name, you have permission to address that person by first name in subsequent e-mails.

BODY OF E-MAIL

Be clear about whether you need something from the recipient. Is this e-mail just to give someone information, or do you need a reply?

Limit the message to one subject. If you need to raise multiple issues, clearly state this in the first line or in the Subject line. Example (in the body of the e-mail): "Please see below for two questions about our proposal." You may also wish to number a series of questions or issues to make it easier for the recipient to read and respond.

Keep it short. People may be reading e-mails on mobile devices and may not scroll past the first screen.

CLOSING

Include a friendly closing. "Sincerely" may be too formal for a regular business communication, so consider other closings, such as the following: Regards, Best regards, Best wishes, Thanks, and Have a great weekend (if the weekend is coming!)

UNIT

3

Beyond Cultures

- UNIT GOAL**
- describing what a company makes or provides
 - comparing products and services

S

PEAKING PART

1. What are your company's rules or guidelines for the following?
*Dealing with customers *working hours *the way you dress *sending employees overseas *moving employees to another branch/country

PART

A

The 4 Stages of Culture Shock

Reading

Match the appropriate title to the different stages of culture shock.

- A. Frustration stage.
- B. Acceptance stage.
- C. Honeymoon stage.
- D. Adjustment stage.

The 4 Stages of Culture Shock

STAGE 1

The first stage of culture shock is often overwhelmingly positive during which travelers become infatuated with the language, people and food in their new surroundings. At this stage, the trip or move seems like the greatest decision ever made, an exciting adventure to stay on forever.

STAGE 2

Frustration may be the most difficult stage of culture shock and is probably familiar to anyone who has lived abroad or who travels frequently. At this stage, the fatigue of not understanding gestures, signs and the language sets in and miscommunications may be happening frequently. Small things—losing keys, missing the bus or not being able easily order food in a restaurant—may trigger frustration. And while frustration comes and goes, it's a natural reaction for people spending extended time in new countries.

STAGE 3

Frustrations are often subdued as travelers begin to feel more familiar and comfortable with the cultures, people, food and languages of new environments. Navigation becomes easier, friends and communities of support are established and details of local languages may become more recognizable during the adjustment stage.

STAGE 4

Generally—though sometimes weeks, months or years after wrestling with the emotional stages outlined above—the final stage of culture shock is acceptance. Acceptance doesn't mean that new cultures or environments are completely understood, rather it signifies realization that complete understanding isn't necessary to function and thrive in the new surroundings. During the acceptance stage, travelers have the familiarity and are able to draw together the resources they need to feel at ease.

Language focus

Discuss

- Why is it important to learn different stages of Culture shock.
- How do you think foreigners feel when they move to your country?
- How would you feel if you're sent abroad for a year without your family?



Communication Activity

Think of the major changes in your life now or in the past. It doesn't have to be living in another country, Choose examples from the ones given or you think of your own.

First day at a new job
Moving to another city
Going to a University/college
Changing career

Discuss with your teacher a stage of culture shock and for your given example give advice if appropriate. Different examples on different stages.

Culture Focus

“Organizational culture is civilization in the workplace.” — Alan Adler

Culture is a social control system. Here the focus is the role of culture in promoting and reinforcing “right” thinking and behaving, and sanctioning “wrong” thinking and behaving. Key in this definition of culture is the idea of behavioral “norms” that must be upheld, and associated social sanctions that are imposed on those who don’t “stay within the lines.” This view also focuses attention on how the evolution of the organization shaped the culture. That is, how have the existing norms promoted the survival of the organization in the past? Note: implicit in this evolutionary view is the idea that established cultures can become impediments to survival when there are substantial environmental changes.

Answer these questions:

Are you familiar with organizational culture?

Based on what you read what is organizational culture?

Could you give examples of well know companies with great cultures?

What are the advantages of a company with good organizational culture?

Reading

GOOGLE

Synonymous with culture for years, and sets the tone for many of the perks and benefits startups are now known for.

Free meals, employee trips and parties, financial bonuses, open presentations by high-level executives, gyms, a dog-friendly environment and so on. Googlers are known to be driven, talented and among the best of the best.

As Google has grown and the organization has expanded and spread out, keeping a uniform culture has proven difficult between headquarters and satellite offices, as well as among the different departments within the company. The larger a company becomes, the more that culture has to reinvent itself to accommodate more employees and the need for management.

While Google still gets stellar reviews for pay, perks and advancement, there are also some employees who note growing pains that you'd expect from such a huge company, including the stress associated with a competitive environment. Hiring and expecting the best from employees can easily become a stressor if your culture doesn't allow for good work-life balance.

FACEBOOK

Facebook is a company that has exploded in growth as well as being synonymous with unique company culture.

Facebook offers, as do many similar companies, lots of food, stock options, open office space, on-site laundry, a focus on teamwork and open communication, a competitive atmosphere that fosters personal growth and learning and great benefits.

Yet, Facebook has the same struggles as similar companies: a highly competitive industry leads to a sometimes stressful and competitive workplace. Additionally, a free and organic organizational structure that worked for the smaller organization is less successful for the larger one.

To meet these challenges, Facebook has created conference rooms, has separate buildings, lots of outdoor roaming space for breaks and has management (even CEO Mark Zuckerberg) working in the open office space alongside other employees. It's an attempt at a flat organizational culture using the buildings and space itself to promote a sense of equality among the competition.

Takeaway: When your company depends on new hires who excel in a competitive field, your company culture and any associated perks will likely be the tipping point for applicants. You must stand out from other companies vying for attention.

Communication

You are to start up a new business. In which product or service are you willing to venture?

- Hotel
- Transportation
- IT company
- School/ Education
- Food / Restaurant

What perks will you provide to your employees?

1. _____
2. _____
3. _____

What guidelines will you initiate for them to serve clients well. And explain their importance.

Ex.
Trust
Argue
Clean
Honest

UNIT

4

Working Together

UNIT GOAL

- Asking permission politely to your boss
- Giving and refusing permission
- Delegating tasks to your staff effectively

S

PEAKING PART

1. How easy it is to ask vacation/day off to your boss?
2. What are the things that you ask your staff to do for you?
3. What are the things that your superiors ask you to do although they can do them on their own.

PART

A

Seeking Approval

Reading

7 Ways to Get Your Boss to Say “Yes”

Thinking about asking your boss for a raise, flex time, or permission to telecommute?

Here are seven tips to maximize your chances of getting what you want.

1. **Get the timing right.** If your company’s just got terrible financial news, or you were warned about your slow production last week, or your boss just separated from her husband, now is not the time to make a special request.
2. **Make sure you deserve it.** Do you have a track record of accomplishments and increased value to justify your request? It’s pretty easy for a manager to say no to a request from an employee who isn’t wowing anyone; it’s much harder to turn down a request from an employee who she’d be devastated to lose.

3. Build a business case for it. Ask yourself why your employer should find your proposal attractive. For instance, if you're proposing working from home one day a week, maybe you'll get more done because you'll be working during the time you'd otherwise be commuting and will end up putting in more hours than if you were working in the office.

4. Preemptively point out the downsides and offer solutions. Pointing out the downsides yourself — rather than waiting for your manager to do it — can be powerful, because it vastly increases your credibility. Suddenly, you're not trying to "sell" your boss on something, but instead are collaborating to figure out how to achieve something. Plus, if you don't foresee the downsides and offer solutions to them, you're leaving your manager to resolve those downsides — which makes your request much less likely to be granted.

5. Know your own power. If you're a fantastic employee, you probably have more power than you think you do. If you're great, your manager doesn't want to lose you and is probably willing to go out of her way to try to accommodate you, if she can.

6. Realize the answer might be "no" for reasons that have nothing to do with you. Sometimes your request is reasonable and your boss would like to say yes but can't, because she's stymied by bureaucracy above her, or has to deal with five more urgent issues first, or knows that if she'll face a revolt from others if she grants your request. Be sensitive to the realities of your workplace and take a broader view than just how things look from your own desk.

7. If the answer is no, find out what it would take to change that. For instance, if you're turned down for a raise, ask what you'd need to accomplish in order to earn one.

Language Focus

Is this an appropriate way to ask a supervisor for a day off (assuming the supervisor isn't a friend of yours or someone you have known for a long time).

“Can\ I have Friday off?”



Softening Phrases

Using “could” instead of “can” does make a request more polite but there are phrases we use to be less direct and more polite when we make requests.

- When the person we are making the request to does not have an obligation to say yes.
- When we are making a big request.
- When we are making a request to someone who is at a higher level within the company.

I was hoping you/I could...

I was wondering if you/I could...

Do you think you/I might be able to..?

These are all requests (even though example one and two are not actually questions). These are polite, indirect ways of asking for something.

Communication activity

Look at the following scenarios and write an appropriate request for the situation. Use softening phrases.

1. You need to give a presentation in two weeks. Someone you used to work with has recently written an excellent article on the same topic that you have to present on. You would like to print the article and hand it out to the attendees at your presentation. How would you ask your former coworker for permission to do this?
2. Your company has just purchased a new Smart Board for the conference room. You don't know how to use it yet, but a coworker of yours has a lot of experience with this type of technology. You would like him to show you how to use it on his lunch break. How would you ask him to help you?
3. Your car is in the shop, and you had to take the bus to work. It's raining really hard, and you don't want to take the bus home. One of your coworkers lives a few miles from you. You want her to give you a ride home. How would you ask her for a ride?
4. You own a construction company. Your company has just completed an addition to a customer's house. The job was finished on time and the customer is happy. You'd like to put a small promotional sign outside of your customer's house that says "Another quality job done by your company's name." How would you ask your customer if you can do this?

Go over the possible answers. ll 5 of these examples probably require softening phrases because of one or more of the following reasons:

- A) the person we are making the request to doesn't have an obligation to say yes
- B) the request is a big one
- C) the person we are making the request to is higher up in the company.

Reading**So how do you start delegating successfully?****Don't look for perfection.**

Your objective is to get the job done, not create a masterpiece. Establish a standard of quality and a fair time frame for reaching it. Once you establish the expectations, let your staff decide how to carry out the project.

Provide complete job instructions.

Make sure your employee has all the information needed to complete the job. Confirm that he/she understands--and accepts--the requirements.

Stop believing you're the only one who can do the job properly.

Just because an employee does things differently doesn't mean he or she won't do the job right or as well. If you establish expectations of the goal and the standards to follow, then methodology shouldn't be an issue. An important and often overlooked part of delegation is that it helps develop employees for advancement and creates a better work environment.

Focus on teaching skills.

Delegating doesn't mean passing off work you don't enjoy, but letting your employees stretch their skills and judgment. As you hand over greater responsibility, it's important to understand that learning new skills sometimes includes making mistakes. Don't punish employees who make a good-faith effort to do things right.

Check on progress.

Let the employee do the work, but check in periodically on progress. Don't look over employees' shoulders or watch their every move. When you outline the expectations in the beginning, make sure you build in checkpoints for follow-up.

Say thank you to the people who have accepted the responsibility.

Make sure employees know that their efforts are recognized and appreciated.

Mackay's Moral: The most successful managers aim to make themselves unnecessary to their staff.

Communication activity

Answer these questions.

- Do you think that the managers in your company are using their time productively? Why or why not?
- What are the things that are delegated to you at work? Are you satisfied with what you do?
- Do you see yourself in a higher position by the end of this year? Why or why not?
- What do you think is the best reward to a good employee?
- What question will you ask your company's CEO if you're given a chance?
- What kind of employee are you?
- Describe your working style.



UNIT

5

Work Performance

- UNIT GOAL**
- Handling rude comments
 - Agreeing on measures of performance
 - Accepting good feedbacks and criticisms

S

PEAKING PART

- How have you been criticized before by your boss and colleagues? How?
- How do you feel being criticized?
- How do you react when you think that you were given a poor judgment at work?

PART

A

7 Effective Ways to Deal With Criticism

Reading

1. What Can I Learn from Criticism?

Most criticism is probably based, at least in part, on some truths. Criticism may appear negative. But, through criticism we have the opportunity to learn and improve from their suggestions.

2. Respond to the suggestions not the tone of the criticism.

The problem is that people may make valuable critical suggestions. However, their tone and style of criticism means that we respond not to the suggestions but remember their confrontational manner. In this respect we need to separate the criticism from the style of criticism. Even if people speak in a tone of anger, we should try to detach their emotion from the useful suggestions which lie underneath.

3. Value criticism.

The problems is that quite often, we only value praise. When people speak kind words we feel happy. When people criticize we feel miserable. However, if we only received insincere praise and false flattery, how would we ever make progress? If we wish to improve and develop we should invite constructive criticism and appreciate their suggestions.

4. Don't take it personally.

This is often the biggest problem which occurs with regard to criticism. If I criticize my Mother's cooking, she feels personally offended. But, it is a mistake to identify ourselves with an apple pie. Somebody may find good reasons why our cooking is bad; but, this does not mean they are criticizing ourselves. When people criticize us directly, we should feel they are not criticizing our real self; but, just an unilluminated aspect of ourselves. When we criticize others, we are perhaps criticizing their pride or jealousy; but, the jealousy is a mere passing emotion, it is not the real person.

5. Ignore False Criticism.

Sometimes we are criticized with no justification. This is a painful experience. But, potentially we can deal with it more easily than criticism which is justified. One option is to remain aloof and ignore it completely. We should feel that false criticism is as insignificant as an ant trying to harm an elephant. If we remain silent and detached the criticism is given no energy. If we feel the necessity of fighting it – in a way, we give it more importance than it deserves. By remaining silent we maintain a dignity that others will come to respect.

6. Don't Respond Immediately

It is best to wait a little before responding. If we respond with feelings of anger or injured pride we will soon regret it. If we wait patiently it can enable us to reflect in a calmer way.

7. Smile

Smiling, even a false smile, can helps us to relax more. It creates a more positive vibration and smoothens the situation. It will definitely help psychologically. Smiling will motivate the other person to moderate their approach.

Communication activity

Distinguish if it's a constructive criticism or it's a hurtful one.

Hurtful criticism puts the person down and does not offer advice on how to correct the problem.

Constructive criticism points out something positive and also gives advice on how to correct the problem.

Statement		Kind of Criticism
1. Your typing is fast but you have too many errors. Please use the spell check.	=	
2. Who dresses you? You can't wear that to the office.	=	
3. I do not like the way you speak to customers. You are mean and rude.	=	
4. You have good people skills but you talk too much to coworkers. Please focus on your deskwork.	=	

Language focus

Expressions for Agreeing and Disagreeing

Words and phrases that we use when we agree or disagree with someone in English.

Stating an opinion

In my opinion...

The way I see it...

If you want my honest opinion....

According to Lisa...

As far as I'm concerned...

If you ask me...

Asking for an opinion

What's your idea?

What are your thoughts on all of this?

How do you feel about that?

Do you have anything to say about this?

What do you think?

Do you agree?

Wouldn't you say?

Expressing agreement

I agree with you 100 percent.

I couldn't agree with you more.

That's so true.

That's for sure.

(slang) Tell me about it!

You're absolutely right.

Absolutely.

That's exactly how I feel.

Exactly.

I'm afraid I agree with James.

I have to side with Dad on this one.

No doubt about it.

(agree with negative statement) Me neither.

(weak) I suppose so./I guess so.

You have a point there.

I was just going to say that.

Expressing disagreement

I don't think so.

(strong) No way.

I'm afraid I disagree.

(strong) I totally disagree.

I beg to differ.

(strong) I'd say the exact opposite.

Not necessarily.

That's not always true.

That's not always the case.

No, I'm not so sure about that.

Interruptions

Can I add something here?

Is it okay if I jump in for a second?

If I might add something...

Can I throw my two cents in?

Sorry to interrupt, but...

(after accidentally interrupting someone) Sorry, go ahead. OR Sorry, you were saying...

(after being interrupted) You didn't let me finish.

Settling an argument

Let's just move on, shall we?

Let's drop it.

I think we're going to have to agree to disagree.

(sarcastic) Whatever you say./If you say so.

Try using these opening statements in conversing with your teacher.

How to Accept Suggestions

The worst suggestions come after you're done and someone says, "Next time you could"
You think, next time you do it. Jerk!

Suggestion-makers look like they feel superior.

Suggestions feel like ingratitude. People with "ideas" should just get out of the way so you can get something done.

The harder you work the more suggestions from bystanders feel like a punch in the gut.

"To accept good advice is but
to increase one's own ability." Goethe

Don't:

Explain.

Lash out.

Make excuses.

Say, "That's stupid."

Hand them the broom in disgust and say you do it!

Don't punish people who have ideas. But, ignore people who just want things done their way.

Do:

Say, "Thank you. Maybe we can use your ideas next time."

Ask if they would like to be involved.

Smile and let it go. It's not worth being upset.

Make suggestions effectively?

The trouble with suggestions is the pursuit of excellence demands them. Tweaks are another way of enhancing efficiency and achieving better results.

Express curiosity before making suggestions.

Ask:

What goals are you shooting to achieve?

What are your frustrations?

How can I help?

5 Suggestions on making suggestions:

Avoid thinking everyone has your strength and should do things your way. Do your suggestions align with their strengths?

Begin conversations by asking, "What's working?" and, "What's not working?" It's a waste to ask, "How are things going?"

Make after action reports – suggestions – part of the system.

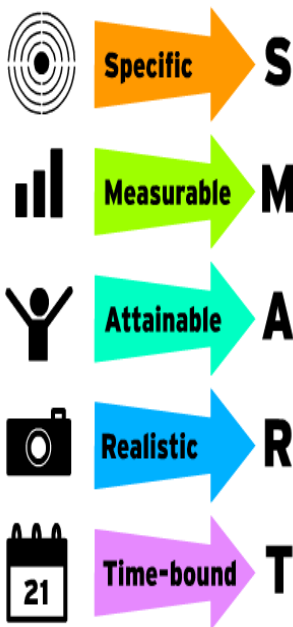
Ask, "What if we tried?"

Get involved.

Communication activity

What is SMART Goal setting?

SMART goal setting brings structure and tractability into your goals and objectives. In stead of vague resolutions, SMART goal setting creates verifiable trajectories towards a certain objective, with clear milestones and an estimation of the goal's attainability. Every goal or objective, from intermediary step to overarching objective, can be made S.M.A.R.T. and as such, brought closer to reality.



These are the questions that you may ask yourself when setting your goals and objectives: (try answering them)

- What exactly do I want to achieve?
 - Where?
 - How?
 - When?
 - With whom?
 - What are the conditions and limitations?
 - Why exactly do I want to reach this goal?
- What are possible alternative ways of achieving the same?

UNIT

6

HR Department

- UNIT GOAL**
- Talking about personal qualities needed for job interview
 - Talking about skills development

S

PEAKING PART

- What are the popular jobs in your country?
- What are the trainings that you think you need?
- What are the training opportunities in your company?



PART

A

The Right Man for the Job

Reading

PERSONALITY:

Hardworking
Dependable
Positive
Self-motivated
Team-oriented
Organized
Works well under pressure
Effective communicators
Flexible
Confident

QUALIFICATIONS:

Must have GED or high school diploma.
High school diploma or equivalent required.
Bachelor's degree required.
Associate degree or equivalent (minimum of 34 credit hours and an additional one (1) year of relevant full-time experience).

EXPERIENCE:

Master's degree and 3 years of experience or Ph.D degree with no prior experience is acceptable.

Communication activity

Answer these easy job interview questions.

1. Why are you interested in this position?
2. Tell me about yourself.
3. Why are you leaving your current job?
4. What do you know about the company?

Language focus

Explain why you need these traits to be a good employee.



- Treating co-workers with respect
- Honest and timely communication
- Team player
- Focused on problem solving
- Deep knowledge and understanding of the industry

Reading**SKILL DEVELOPMENT**

Skill Development means developing yourself and your skill sets to add value for the organization and for your own career development. Fostering an attitude of appreciation for lifelong learning is the key to workplace success. Continuously learning and developing one's skills requires identifying the skills needed for mobility, and then successfully seeking out trainings or on-the-job opportunities for developing those skills.

Developing your skills begins with assessing which skills are important for your desired career development. Read about career skills in the self-assessment section of this website. Speak with your supervisor or manager and other career mentors to identify the types of skills that will help move you forward in your career.

Your development should follow the 70-20-10 rule:

70% of your development should come from on-the-job activities and action learning. This can include development experiences like managing a project, serving on a cross-functional team, taking on a new task, job shadowing, job rotation, etc.

20% of your development should come from interactions with others. This includes having a mentor, being a mentor, coaching, participating in communities of practice, serving as a leader in a staff organization, etc.

10% of your development should come from training, including classes, seminars, webinars, podcasts, conferences, etc.

Language focus

Answer these questions.

1. What is skill development?
2. How does skill development starts?
3. What's the rule to follow in your career development?
4. How would you describe your career now?
5. Are you satisfied with your job?
6. What are the changes that you want to make in your job if you're given the chance?

Commination activity

Rank the following training needs 1-6 according to their importance to you (1=most important, 6= least important)

- English language training
- Graduate school
- Computer training
- On the job training with a supervisor
- Sharing ideas with colleagues
- Other.....

UNIT

7

Social Media

- UNIT GOAL**
- How to Judge the Reliability of Internet Information
 - What are the Top reliable search engines.

S PEAKING PART

How do you get the latest news?

What are the advantages of being able to get latest news from social media and what are the disadvantages?

PART A

How to Judge the Reliability of Internet Information

Here is a list of points to consider when you are trying to judge the reliability of information you find on the Internet:

- Who is the author or sponsor of the page? source to cite.
- Are there obvious reasons for bias?
- Is contact information provided?
- Is there a copyright symbol on the page? If so, who holds the copyright?

- Is this page a "zombie," or one considered "walking dead" because the person who posted it no longer maintains or updates it?
- What is the purpose of the page? Why is this information being posted--as information, as a public service, as a news source, as a research tool for academics, as a personal ax to grind, or as a way to gain attention?
- How well organized is the page? Is the page easy to navigate? Is it complete? When was the page last updated? Is the information on it current? How credible are the links it provides?
- Is the information on the page primary or secondary?
- Can you verify the information on the Web page some other way? For example, can you check the page's bibliography (if there is one) against your library's holdings or check the information against a source in the library?
- If you are worried that the information may lack credibility, try starting with a source you know is reputable. For example, if you have to do a project on the latest in cancer research, you can begin your search at major cancer research institutes, such as Mayo Clinic in Rochester, Minnesota .
- Finally, remember that even though a page might not meet your standards as a citable source, it may help you generate good ideas or point to other usable sources. Also, be sure not to stop your search at the first page you find--shop around and do some comparing so that you can have points of reference.

Communication activity

Top reliable search engines.



Bing – Bing is Microsoft’s attempt to challenge Google in the area of search but despite their efforts they still did not manage to convince users that their search engine can produce better results than Google.

Yahoo – Since October 2011 Yahoo search is powered by Bing. Yahoo is still the most popular email provider and according to reports holds the third place in search.

Google – No need for further introductions. The search engine giant holds the first place in search with a stunning difference of 45% from second in place Bing. According to the latest comscore report (October 2012) 69.5% of searches were powered by Google and 25% by Bing. Google is also dominating the mobile/tablet search engine market share with 89%!

Answer these following questions:

1. Which of these search engines do you use?
2. Which do you think is the most reliable?
3. What’s the main function of these search engines in your job?
4. Do you find these search engines useful? In what ways?
5. What’s the most popular search engine in your country?

PART B

Economical Growth

Research about the latest economical news .

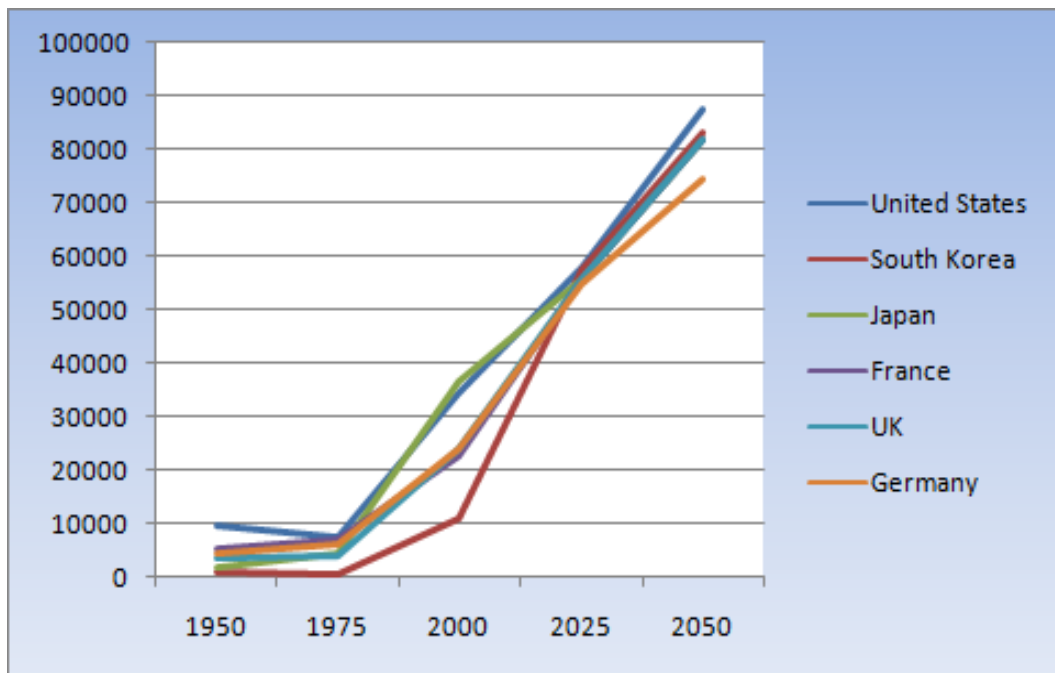
Make a list of questions that you want to ask about the current economical state of your country.

Do you think that it's a good year to start a business or invest ? If so why or why not?

What do you think are the businesses that can be successful given the economical state of you country?

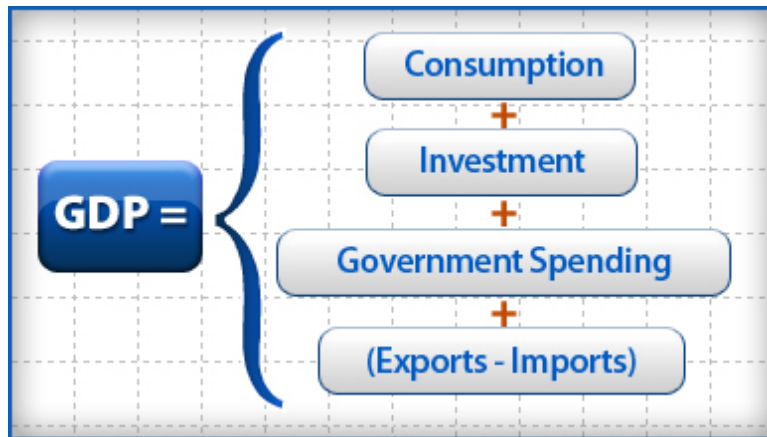
How are the people in your country reacting to the booming economy?

SOUTH KOREA'S GDP GROWTH RATE



Language focus

- Describe the graph on the other page about South Korea's GDP Growth rate .
- What effects do the changes in your country's GDP have in the company you work for?



Reading

Workers waste an hour a day on Facebook, shopping and browsing holidays, study find

It is a habit familiar to most office workers: taking a quick break from work to browse a news website, pay a bill or check Facebook.

Now, however, researchers have found that the typical worker spends an hour-a-day carrying out non work-related tasks at their desk.

Online banking, replying to personal emails, searching for holidays and even shopping or browsing for new clothes on the internet account for the majority of the jobs.

Other distractions while at work include checking the weather forecast, reading news sites and browsing or updating social networking sites like Facebook and Twitter.

It has also emerged that only 88 per cent of the day is spent actually working, with almost an hour of each day spent on personal tasks.

UNIT

8

Communicating

- UNIT GOAL**
- Comparing different media
 - Selecting the right media
 - Deciding how often to communicate.
 - What are some advantages of two-way communication?

S

PEAKING PART

What are the means of communication when you are work?
How do you communicate with co-workers?

PART

A

What are the Modern means of Communication

Other means of communication that can be considered modern include the use of **cell phones for voice communication**. Cell phones have become more sophisticated and cheaper as compared to the past. They give a greater range of options as far as communications methods are concerned. For instance, in addition to voice calls, most people can now use other means of communication including chat services on their phones.

As time goes by, the various means of modern communication tend to become more homogeneous, as everything can now be done online. For instance, rather than using traditional cell phone services to call, many people are now switching over to doing so over **the Internet**. This is usually cheaper than using a cell phone service. It is expected that, with time, modern forms of communication are likely to become more integrated, cheaper and faster. Means of having a more immersive experience when communicating are also being explored. These include the use of holographic interaction.

Communication activity

Write what are the advantages and disadvantages of using the mention means of communication these modern age.

Advantage

Disadvantage

but

What are the other means of communication while having business transactions.



Language focus

Talk about your preferred way of communicating for business and elaborate why you chose that.

Differentiate these:

- Business letters
- Faxes
- Email
- Telephone/cell phone
- Video conference

PART B

Choosing the right media

Fill in with your answers.

Activity	Yes/no	How often do you do it?	How often do you prefer to do it?
Have meetings with bosses			
Have meetings with your colleagues			
Have meetings with your colleagues from different area			
Email colleagues			
Fax colleagues			
Send letter to colleagues			
Call colleagues			

Reading

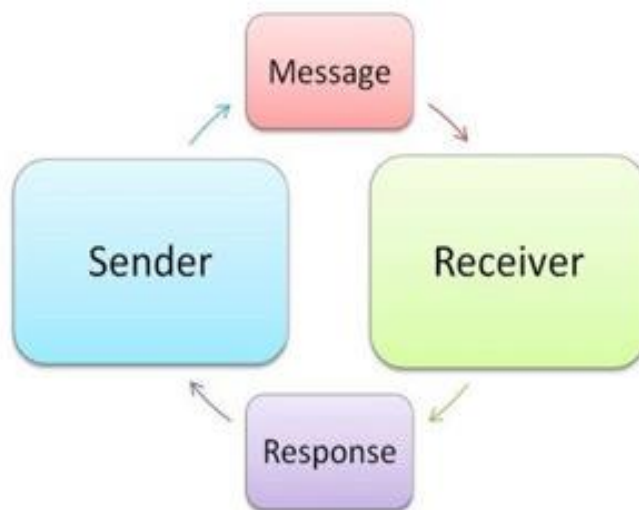
What are some advantages of two-way communication?

Communication refers to the process of passing a piece of information (or message) from one end (sender) to a destination (receiver). In some cases, communication may take a linear path and is unidirectional. This model is called one-way communication. Another model of communication involves an interaction between the sender and receiver. This is called two-way communication. One demerit of one-way communication is the lack of interaction. There is also a possibility of never finding out the fate of a message, as there is no feedback.

On the other hand, the two-way communication model is often more efficient than one-way communication because it allows both the sender and receiver to interact instantly. This interaction, which involves feedback and normal dialogue, helps in eliminating vagueness and ensures clarity of information. Presently, a lot of communication takes place via the Internet. Web technologies have made it very easy for people to communicate effectively.

Computers provide a visual interface that allows people to send messages on different platforms. Social networking has gone viral, as opposed to email messaging, because the former relies on instant messaging technology whereby people can communicate quickly and effectively.

Verbal communication involving one-on-one engagement is also another good example of two-way communication. It is seen as the most efficient way of personal interaction whereby emotions are expressed and understood well.



Communication activity

Answer these questions.

- Why is better to have a two way communication?
- What does it help eliminating?
- What can one do to be able to communicate well with co-workers?
- Share your experiences in communicating with co-worker.

Culture focus

Pretend that you are to communicate with your colleagues from Australia and you're trying to come up with a solution with the impending delay of the deliveries made for your company.

Create a dialogue:



UNIT

9

Managing Time

- UNIT GOAL**
- Dealing with stress
 - Scheduling
 - Planning projects

S PEAKING PART

Describe your schedule

How do you manage your schedule in preparing for projects?

Do you feel stressed out when at work? Why or why not?

PART A Three Tips for Managing Your Time at Work

1. Create an e-mail free zone. According to time management expert Julie Morgenstern, who wrote a book called *Never Check E-Mail in the Morning*, it's important to set aside at least an hour each day where you don't look at your e-mail. She recommends it be first thing in the morning so you can dedicate that time to working on strategy and big ideas.
2. Write your to-do list at night. Before you leave the office or shut down your laptop for the evening, jot down your assignments for the following day. If you start working on your to-do list when you come in the next morning, you're already wasting precious time that you could be using to tackle it. It also gives you time to think about your priorities overnight so you can hit the ground running when you get it.
3. Get clear on your priorities. Another phrase Morgenstern uses often is "dance close to the revenue line," meaning that you should tend to the things that have the biggest impact on your business first and the rest can wait. We live in an age of urgency, where everything seems important and people are looking for instant gratification.

Communication activity

Answer these questions.

1. What are the 3 tips mentioned here?
2. Which one do you apply everyday?
3. Which do you think is the easiest to apply?
4. Describe your daily work routine.



Language focus

Match the vocabulary words with their meanings.

**Time Management, Values
Goals ,Opportunity Cost, Sedentary, Stress, Time as an Investment,**

=Basic Needs These are the things people cannot live without, such as food, clothing, and shelter.

=Things you hope to achieve in your life and work toward, getting a good job, completing your college degree, getting married, owning your own home, or running in a marathon.

=What is lost by choosing one option instead of another. For example, the opportunity cost of choosing to take an afternoon nap might be a lost trip to the gym.

=A lifestyle is one that involves a lot of sitting around and not enough physical activity.

=is a mental or physical tension caused by worry over problems we may be experiencing in life. Stress is a negative emotion.

=The idea that spending time on a positive activity such as exercise, pursuit of a hobby, or volunteering will pay off in the long run with better physical and mental health.

=Organizing and using your time in a way that allows you to meet your daily needs as well as your short- and long-term goals with as little stress as possible.

=What individuals or cultures think of as important in life, as having meaning, or as being desirable.

Common Sources of Work Stress

Certain factors tend to go hand-in-hand with work-related stress. Some common workplace stressors are:

- Low salaries.
- Excessive workloads.
- Few opportunities for growth or advancement.
- Work that isn't engaging or challenging.
- Lack of social support.
- Not having enough control over job-related decisions.
- Conflicting demands or unclear performance expectations.

**WORKPLACE
STRESS**



Explain why each are included in this list.

Reading

How to manage work stress

Good stress management in the workplace is critical to your overall health.

Life coach Suzy Greaves says one of the key skills to managing workplace stress is knowing how to say no.

"I'm constantly challenging clients who say they have no choice but to overwork," she says. "I coach people to become empowered and believe they have a choice."

She explains that saying yes can win you brownie points in the short term, but if you take on too much and fail to deliver, it can be a disastrous long-term strategy.

"Have confidence in your 'no' when you think it's the right decision, even though it may not be the most popular one," she says. "In the long term, your ability to say no will be one of your most valuable attributes."

Learn to speak out

Greaves says you can prevent exhaustion by knowing how much work you can take on. By taking on too much, you could end up doing nothing well.

Calculate how long you'll need to deal with your current workload so that you can see if you have any extra capacity.

"If you're extremely busy and your boss asks you to do more, you can say no. Outline your reasons in a specific, measurable way, but always offer a solution."

Spot the signs of work stress

Learn to recognize the physical effects of stress and do something about it before it makes you really ill. Beware of work stress spilling over into other areas of your life.

Whatever the source of your stress, speak to your manager or someone in your organization that you feel comfortable talking to. Or get outside help.

Employers have a duty to ensure the health, safety and welfare of their employees. This comes under the Health and Safety at Work Act 1974. They're also required to conduct risk assessments for work-related stress.

If the problem is not work-related, they may be able to support you in some way or help to take some pressure off you at work while you resolve the stress in your personal life.

Who else can help with work stress?

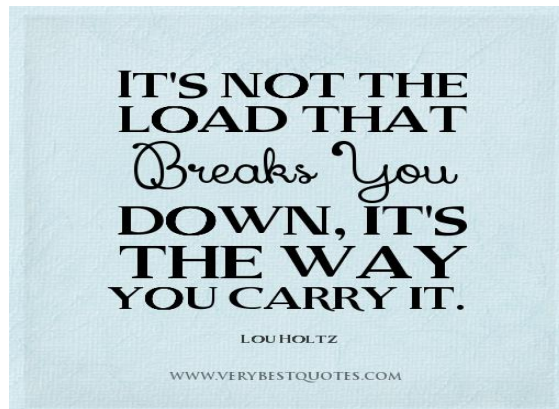
The HSE supports anyone who is responsible for tackling work-related stress in an organization.

That might be the person who has responsibility for human resources, a health and safety officer, trade union representatives or line managers.

The HSE believes good management practices can help reduce work-related stress. It offers a management standards approach to help employers take sensible and practical steps to minimize stress in the workplace.

Your GP can also help. Doctors aren't experts in employment law, but they can help you analyze the situation and refer you to more specialized help if necessary.

The British Heart Foundation has more tips for staying healthy and well at work.

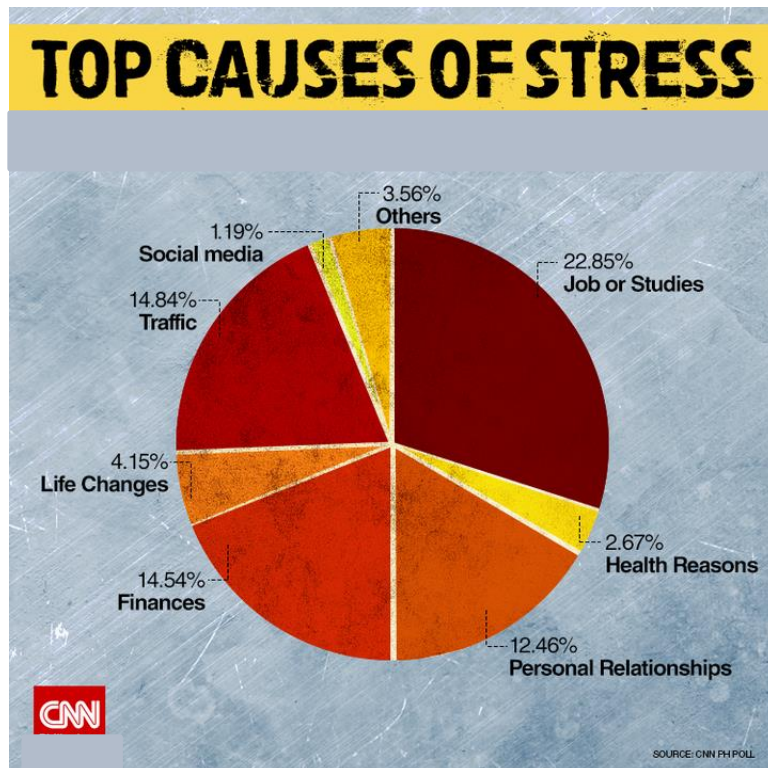


Communication activity

Answer these questions.

- What is one of the key skills to manage workplace stress?
- What can you earn if you say yes?
- What can happen if you don't learn how to say no?
- Why do you have to learn how to speak out?
- What should you do if your boss asks you to do something but you're extremely busy?
- Why is it important to recognize the physical effect of stress?
- Who can help you at work if you're feeling stressed out?

Culture focus



Look at this graph.

- Do you think that it is accurate? If not why?
- Traffic, is included in this graph too, do you consider it as something that causes you to be stressed out?
- How do you manage stress?
- What is the biggest source of your stress?

UNIT

10

Corporate Identity

UNIT GOAL:

- Reaching an audience
- Creating an image

S PEAKING PART

Which places do you usually see advertisements?
What kind of advertisement catches your attention?
Talk about an advertisement that lingered your mind for quite sometime.

PART A Advertise

Observe the pictures here and describe them.



Communication activity

Answer the following questions related with the pictures from the previous page.

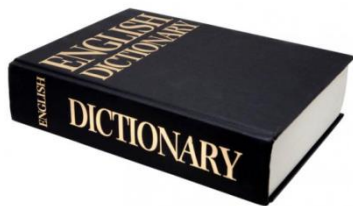


1. How important is advertising in a business?
2. What do you think these advertisements mean and what are they for?
3. How reliable an advertisement can be?
4. Why is it important to think like a customer if you want to have a good business?

Language focus

Pretend to work in an advertising company. Decide on:

1. The target market
2. The impression you want to give
3. The name of the product



The Story of Under Armour and it's worldwide branding success.

Brand Story: Under Armour calls itself the originator of performance apparel, or athletic gear designed to keep athletes “cool, dry and light throughout the course of a game, practice or workout.”

Further, the brand notes its mission originated in the pursuit of a t-shirt that provided compression and wicked perspiration off skin, regulating temperature and enhancing performance. Under Armour now says it seeks to make all athletes better through passion, design and the relentless pursuit of innovation.

In a Nutshell: Protect This House.

Measure of Success: The brand most recently partnered with actor/wrestler Dwayne Johnson and, at CES, debuted what it calls a connected fitness product portfolio including fitness system UA HealthBox, a smart shoe and two models of wireless headphones, all of which are powered by health and fitness platform UA Record. In October, the company announced third quarter revenue of \$1.2 billion.

Why it Works: The U in UA might as well stand for “Underdog.” But the Little Performance Apparel Company That Could solved a unique problem. Under Armour has also really perfected its voice and how to communicate with its legion of devotees.



PART B

How many of these companies/ brands do you know? What image do they have and how did they get it? Use different words (adjectives) to describe each company based on how you know them.



Language focus

Talk about :

The image of your company.

- it's weakness
- it's strengths

Your dream company.

- Why do you dream on working in that company.
- What are the things that you may acquire from it.

Your dream job.

- Why is it your dream job?
- Who are your influences in dreaming to get that job.

UNIT

11

Merchandizing

- UNIT GOAL**
- Talking about different shipping method.
 - Sorting out problems with shipping
 - Placing orders

S PEAKING PART

How do people in your area send things locally and overseas?
Is shipping a very popular way of sending things in your country?
What goods are commonly exported and imported in your



PART A Advertise

Observe the pictures here and describe them.

Among all these mode of transportation which one do you use often?

What's the most common trait of good courier?

Do you commonly use these mode of shipping? How often and are the things you usually send?



