Jazyková odborná príprava v Aj

Pracovný zošit

Content

1. Social contacts in business
- Meeting a foreign visitor – introductions and greetings
- Developing contacts with foreign partners – different situations

2. Travelling and booking
- Trips – means of transport – advantages and disadvantages
- Travel documents and tickets – train, airplane, bus/coach
- Insurance – health problems, lost luggage
- Accommodation types – services

3. Money
- Handling with money
- Spending money – personal budget
- Changing money – currencies

4. Shopping and trade
- Forms of payment
- Law and ethics in shopping
- Advertising

5. Jobs and employnment
- Choosing a job – information about job vacancies, job ads
- Getting a job – documents, interviews
- Employment – work conditions

SOCIAL CONTACTS - skills and competencies

Making introductions

Greetings

Participating in a dialogue

Asking for/Offering information

Apologizing

Agreeing/Disagreeing

Expressing opinion

Writing e-mails

Writing letters (personal and formal)

Diealing with numbers and figures

Telephoning

Finding specific information in newspapers

Participating in job interviews

Employnment awareness

Reacting adequately in different situations

Cultural awareness

Presentation

LANGUAGE WORK

Getting information

1 Five people are visiting your company today. Look at their business cards and ask and answer questions about them.

What's his/her name?
(What is)

What nationality is he/she?

Who does he/she work for?

Where does he/she work?

What's his/her position in the company?

MAKING CONTACTS – language and culture

A Which of the following cities would you most like to visit for a conference or on holiday?

Barcelona	London	Rio de Janeiro	Hong Kong	Paris	Prague
Sydney	Venice	New York	Buenos Aires	Tokyo	

B Some business pople were asked for their opinions about conferences.
Complete what they said using the words in the box.

days + year	excuse + gossip	videoconferencing + bar	cards + intention
time + ideas	audience + stomach		

a Frankly, they´re a complete wast of ..... – same old faces, same old talks, same old.....
b I can often learn more in three.....than I do in the rest of the.....
c The worst thing is having to get up in front of an .....with that sick feeling in your stomach.
d I usually end up with a million business.....from people I´ve absolutely no .....of contacting them.
e They´re really just an .....to have fun on epenses and catch up on all the.....
f We do a lot of.....these days. The trouble with that is you can´t meet in the .....afterwards.

C Who´s who? One of the main reasons for going to conferences is to meet the right people.
Complete the following questions and answers using the prepositions in the box.

in 2x	at2x	on	to	with	by	for

Who´s that guy/woman over there.....

1 standing.....the entrance?
him/herself?
2 .....the long dark hair?
the loud voice?
3 .....the corner?
The blue suit?
4 .....the bar?
the table in the corner?
5 talking .....the waiter?
those people?

Oh, that´s Kim Lane. (I think) he/she.....

6 is.....financial services.
7 works.....Chase-Manhattan.
8 is staying ..... the Hilton.
9 is giving a talk.....globalisation.

D Which of the following topics are :

- **interesting?**
- **safe?**
- **conversation killers?**
- **a bit risky?**
- **taboo?**

family the news your country religion clothes your health people you both know how work´s going the city you´re in politics sex sport the weather food & drink the hotel you´re staying at your holiday plans

E Choose the more formal word or phrase in each of these sentences.

1 *Thanks/Thank you* for your advice.
2 *I would appreciate it/I´d be* happy if you could let me know by 10 May.
3 *Please contact/get in touch with* our agent in Hamburg.
4 We are confident that the situation will *get better/improve*.
5 The goods were poor quality so *we returned them/sent them back.*
6 They have *asked for/requested* a detailed discription of the problem.
7 Let us know if you *need/require* a translation.
8 We never *received/got* a reply.
9 Production slowed down *because of/owing to* staff shortages.
10 Can I be of any *help/assistance*?

F Rewrite the following sentences to make them more formal.

1 We asked for stricter quality control.
2 You should send back any faulty item within ten days.
3 Thanks for your letter of 15 January, which we got yesterday.
4 If you need more help with the new software, please get in touch with us.
5 We´d be happy if you could make your after-sales servise better.

G Match these sentences halves.

1 Good answers don´t always come quickly,	a) you can´t be tough all the time.
2 Sometimes you have to compromise -	b) or they´ll think you´re weak.
3 Don´t get angry too quickly -	c) enthusiastic negotiators
4 Don´t agree with everyone all the time,	d) be consistent.
5 Say when you like an idea -	e) so don´t be too impatient.
6 Keep the same attitude towards others .	f) try and stay calm.

H Make the adjectives negative by adding the correct prefix from the box. Use a good dictionary.

in-	im-	ir-	un-

1 .....sympathetic
2 .....patient
3 .....formal
4 .....responsible
5 .....co-operative
6.....polite
7.....responsive
8.....emotional
9.....critical
10.....consistent

I Complete each sentence with the negative form of one of the three adjectives.

1 It was very .....to be late for the meeting and not even apologise.

a) polite b) emocitonal c) formal

2 He prefers .....meetings, where everybody can relax and feel comfortable.

a) patient b) responsive c) formal

3 It takes two to tango. They should both try to be less .....

a) critical b) co-oprerative c) formal

4 He signed the contract without reading it. What an.....attitude!

a) emotional b) responsive c) responsible

5 She´ll criticise you one day and praise you the next. How can anyone be so.....?

a) patient b) emotional c) consistent

6 I think he is too.....He seems to accept whatever people say without thinking.

a) co-operative b) critical c) formal

J Sometimes we meet new situations or problems and we have to say what action we´ll take.

A The line´s busy.
B I´ll call back later.

A Could you take a message?
B Hold on. I´ll get a pencil.

Decide what to do in these situations.

A I´m afraid your train is delayed.
B I´ll take a taxi.

1 I´m afraid your train is delayed.	(taxi)
2 The President is busy just now.	(later)
3 We need some more paper.	(order)
4 They don´t speak English.	(translator)
5 This quotation is very high.	(another supplier)
6 I have to go to head office tomorrow.	(a lift)
7 They want written confirmation of the order	(fax)
8 Mrs Bell just fainted.	(water)

MANAGING CONFLICTS – QUIZ

How good are you at managing conflicts? Answer the questions in the quiz bellow.

1 You are in a meeting. People cannot agree with each other. Do you
a) say nothing?
b) intervene and propose something new?
c) take sides with those you like?
d) suggest a 10-minute break?

2 Your two closest friends have an argument and stop speaking to each other. Do you
a) behave as though nothing has happened?
b) bring them together to discuss the problem?
c) take the side of one and stop speaking to the other?
d) talk to each one separately about the situation?

3 You see two strangers. One begins to hit the other. Do you
a) pretend to be an off-duty police officer, and ask them what is going on?
b) call the police?
c) shout at them to stop?
d) walk away quickly?

4 Your neighbours are playing very loud music late at night. Do you
a) ask them to tur nit down?
b) do nothing?
c) call the posice?
d) play your own music as loudly as possible?

5 You are in the check-in queue at an airport. Somebody pushes in. Do you
a) ask them to go to the back of the queue?
b) say nothing?
c) complain loudly to everyone about people jumping queues?
d) report them to an airport officials?

6 A colleague criticises your work. Do you
a) consider carefully what they say?
b) ignore them?
c) get angry and criticise them?
d) smile, but wait for an opportunity to get back at them?

KEY
Give yourself the following marks.

1 a) 2	**2** a) 2	**3** a) 3	**4** a) 4	**5** a) 4	**6** a) 4
b) 3	b) 3	b) 4	b) 2	b) 2	b) 3
c) 1	c) 1	c) 3	c) 3	c) 1	c) 1
d) 4	d) 4	d) 1	d) 1	d) 3	d) 2

6 – 11 You need to improve your conflict management skills.
12 – 17 You are quite good at conflict management in certain situations
18 – 22 You are good at conflict management in most situations
23 – 24 You yre excellent at conflict management. You shoudl be working for the United Nations.

to the other participants. Think of different replies.

4 Match these replies to the right comment.

a Yes please. I'll have a gin and tonic.
b Yes, it is. I didn't expect all this traffic.
c It's very good of you but I'd like to walk.
d Cheers.
e That's right. I'm from Brazil.
f Cheerio, then. See you tomorrow.
g It's Emma. Emma Tanner.
h Yes it is, isn't it?
i Don't worry. I'll have an orange juice instead.
j The Sheraton. It's not far from here.
k Very good indeed, thank you.
l Thanks. They look delicious.

AT A CONFERENCE DRINK PARTY

Work as a class to keep the conversation going at a conference drinks party at Disneyland, Paris. It´s a warm summer evening and the place is full of delegates. The conference theme is *Business in the Twenty-first Century*.

1 Invent a name and nationality for yourself

NAME..... NATIONALITY.....

2 Then, complete the questions below. Think of possible answers for each and make notes in
A- part
Q – questions
A – answers

Q So, who / work for? .....
A .....

Q And what / do there?.....
A .....

Q Where / based?.....
A .....

Q How / business?.....
A .....

Q Can / get / drink?.....
A .....

Q Where / from originally?.....
A .....

Q first tim / Paris?.....
A .....

Q How / enjoying / conference?.....
A .....

Q giving / presentation?.....
A .....

Q know many people here?.....
A .....

Q So, where / staying?.....
A .....

Q Can / get / anything / bufet?.....
A .....

3 When everyone is ready,

- **mingle with other people in the class**
- **introduce yourself to as many people as possible to show interest in what they tell you**
- **use the questions above to try to keep conversation going. Remember that you can talk about other people in the room as well as yourself.**
- **Exchange business cards of fix an appointment with anyone you could do business with**

WRITING BUSINESS LETTERS

A People often start a business letter by saying why they are writing. Complete these typical opening sentences with the correct verb form the box.

confirm	complain	enquire	invite	request

1 I am writing to .....the dates we agreed for our next meeting.....
2 I would like to.....your advice.....
3 I am writing to.....about the low quality of the goods you supplied.....
4 Thank you for your.....to visit your stand.....
5 With reference to your.....about the course.....

B It´s usual in a business letter to behin by making reference to a previous communication. Complete the beginning of the replies to the five letters in exercise A.

confirming	request	enquiry	complaint	invitation

1 Thank you for .....dates...
2 With reference to your.....for advice...
3 With reference to your.....about the low quality...
4 Thank you for your.....to visit your stand...
5 With reference to your..... about the course...

C Put the sentences in this letter in the correct oreder.

Mr G. Simpson
MORRISON OFFICE SUPPLIES INTERNATIONAL
1 Connaught Place
Edinburgh
EH2 7EY

23 March

Dear Mr Simpson

OUR ORDER BG/503

a) As we urgently need those supplies, could you please send the correct items and pick up the wrong ones as soon as possible.

b) However, you sent us toner cartridges for photocopiers instead of the leaser jet ones we had ordered.

c) We look forward to hearing from you.

d) I am writing with reference to the above order for office supplies.

e) In addition, three of the boxes contained different coloured paper.

f) We ordered 5 toner cartridges (Ref. LXJ2) and 10 boxes of white A4 photocopying paper (Ref. PA4/1).

Yours sincerely

Anny Max

Anny Max

D Write a reply to the letter in exercise C. The Useful language will help you.

OFFICE SUPPLIES
INTERNATIONAL
Connaught Place
Edinburgh EH2 7EY
Tel./Fax. 0131 123 7658

Paul Gower Advertising
23 Alexandra Road
Bournemouth

25 March

Dear Ms Max

.....
.....
.....

Yours sincerely

George Simpson

George Simpson
Head of Customer Service

E USEFUL LANGUAGE

Opening

- Further to your.....
- With reference to your.....
- Thank you for your.....

Apologising

- We would like to apologise for the problems you had.
- Once again, our apologies for the inconvenience you you had.

Explaining

- I am afraid there was a mix-up over your order.

Promising action

- The goods will be sent by special delivery.

Closing

- We look forward to receiving further orders from you.
- We very much hope that you will continue to do business with us.

F This letter was sent to remind a customer of an unpaid invoice. Choose seven items from the box to complete it correctly.

attention	cheque	delay	faithfully	information	order	overdue
dates	queries	receipt	settlement	sincerely	terms	invoice

BEEBOP FOOTWEAR – Wholesale&Retail
Koningstraat 53
1020 Brussels

Mr D Brown
The Golden Moccasin
72 St Andrew Square
Edinburgh EH2 3LM

12 July 2010

Dear Mr Brown,

I would like to bring to your .....1 the fact that our .....2 KS/1389, dated May 10, is .....3 for payment.

I would like to remind you that our .....4 of payment are 30 days. Therefore, we would be pleased if you could arrange prompt.....5.

If you have any.....6 about the invoice in question, please contact my department immediately.

I look forward to hearing from you.

Yours.....7.

Tony Huysmans,

Supervisor, Accounts Department

Use this list of standard phrases to complete the letters opposite.

THE START		
Dear Sir or Madam,		*
Dear	Mr Sloan,	**
	Mrs Sloan,	**
	Miss Sloan,	**
	Ms Sloan,	**
Dear Mary-Lynn,		***

THE FINISH	
Yours faithfully,	*
Yours sincerely,	**
Best wishes,	***
AMERICAN ENGLISH	
Sincerely yours,	
Yours truly,	

* suitable if you don't know the name of the person you are writing to.
** suitable if you know their name.
*** suitable if the person is a close business contact or friend.

THE REFERENCE	
With reference to	your advertisement in the Reporter, ... your letter of 25th April, ... your phone call today, ...

THE REASON FOR WRITING	
I am writing to	enquire about ... apologize for ... confirm ...

REQUESTING	AGREEING TO REQUESTS
Could you possibly ... ? I would be grateful if you could ...	I would be delighted to ...

GIVING BAD NEWS	ENCLOSING DOCUMENTS
Unfortunately ... I'm afraid that ...	I am enclosing ... Please find enclosed ...

Close letters with a friendly phrase or reference to future contact.

CLOSING REMARKS	
Thank you for your help.	
Please contact us again if	we can help in any way. there are any problems. you have any questions.

REFERENCE TO FUTURE CONTACT	
I look forward to	hearing from you soon. meeting you next Tuesday. seeing you next week.

GEO ORT LTD

COMMERCE WAY LEIGHTON BUZZARD BEDFORDHSIRE LU7 3BW
Tel: 01525 72245 Fax: 01525 72611

Dear Mr Cochet,

REFERENCE — .....[1] your phone call today,
.....[2] for not sending you our price list. .....[3] , it is still at the printers. — REASON FOR WRITING / GIVING BAD NEWS

However, ...[4] a copy of the old list with the new prices pencilled in. — ENCLOSING DOCUMENTS

.....[5] — CLOSING REMARKS

FINISH — .....,[6]

Jacqueline Scott

Jacqueline Scott

GEO ORT LTD

COMMERCE WAY LEIGHTON BUZZARD BEDFORDHSIRE LU7 3BW
Tel: 01525 72245 Fax: 01525 72611

Dear Mary,

REFERENCE — .....[1] your phone call yesterday.
.....[2] to confirm that — REASON FOR WRITING
.....[3] come and speak at the GMB Congress in Manchester on July 13th. — AGREEING TO A REQUEST

REQUEST — .....[4] send me a map showing how to get to Queen Mary's Hall?

.....[5] — REFERENCE TO FUTURE CONTACT

FINISH — .....,[6]

Jacky

Jacqueline Scott

TELEPHONE EXPRESSIONS

Finding your correspondent	Can I/I´d like to speak to Lisa, please. Can you put me through to Diana Carter? Hello, is that Mr. Mancini?
Identifying yourself	This is Tom Carter (speaking). Tom Carter here.
Identifying the caller	Who´s calling/speaking, please? Could you give me your name, please? Which company are you from?
Asking caller to wait	Hold on, please/Hold the line, please. I´m trying to connect you. Could you call back later? Can Mrs Carter call you back?
Explaining absence	I´m afraid/I´m sorry, but he´s in a meeting/with a client/off sick/on holiday.
Leaving a message	Could you take a message? Could/Can I leave a message?
Taking a message	Can I take a message? Would you like to leave a message? I´ll pass on the message. I´ll give him/her the message.
Dealing with problems	I think you´ve got the wrong number. Could you speak up – it´s a bad line. Could you speak more slowly, please?

SOCIAL EXPRESSIONS

PROMPTS	**RESPONSES**
I´m Mr.....How do you do?	How do you do./Pleased to meet you. My name is .....
Please, take a seat.	Thank you.
Would you like some coffee?	Yes, please. No, thank you.
How are you? How are things going? How´s business?	Fine, thank you. Very well. Not so bad, thank you.

A A lot of the English you need on the phone is just a small number of key words used in different combinations. Work with a partner. How many telephone expressions can you make in *2 minutes* using *one* word or phrase from *two or more* sections below (e.g. *Can I have your name, please?*) Write them down.

Can	I you	ask check speak to take see if help have give speak up hold on get tell leave say spell read get back to	who´s me you he/she him/her your name a message someone something a momenti it that	please about it again with me with you back to me I called within the hour to call me back a few details in that is there for me later today calling when he/she´ll be back

B You overhear a colleague say the following things on the phone. What questions do you think she was asked? Use some of the tlephone expressions you made above.

a .....
Yes, I´d like to speak to Ifakat Karsli, please.

b .....
Yes, it´s Ivana Medvedeva.

c .....
M-E-D-V-E-D-E-V-A, Medvedeva.

d .....
Yes. Can you just tell her Ivana called?

e .....
Yes, I´ll tell him as soon as he gets in.

f .....
Of course. Your reference number is 45-81099-KM. OK?

g .....
Sorry, is that better?

h .....
Around three, I should think.

i .....
Can we make that two hours?

j .....
Certainly. Can you give me your number?

k .....
Sure. When can I expect to hear from you?

l .....
Sure. Just a minute. Where´s my pen. OK, go ahead.

TRAVELLING – skills and competencies

Purpose of travelling (Why do people travel?)

Means of transport

Types of accommodation

Booking travel tickets

Hotel reservation

Travel insurance

The most beautiful place I´d like to visit/I´ve ever visited

TRIPS – MEANS OF TRANSPORT

A How namy different means of transport do you know and what are their main advantages and disadvantages? Work with a partner and compare your lists.

B Choose the most suitable means of transport for the following passengers and give reasons for your choice:

- a businessman who wants to get from Paris to Bratislava
- a young mother with a child who wants to get from Žilina to Prague
- a group of young people who go for and Exchange from Berlin to Vienna
- a retired married couple who want to go on a sightseeing tour around Europe
- participants to an international meetin/conference in New York

ACCOMMODATION TYPES

Accommodation to suit every budget and every taste, all graded by a unigue quality assurance scheme.

Guest House
A guest house normally has at least 4 letting bedrooms, some with ensuite or private facilities. It´s usually run as a commercial business. Breakfast is available and evening meals may be provided.

B&B
Accommodation offering bed and breakfast, usually in a private house. B&B normally accommodate no more than 6 guests, and may or may not serve an evening meal.

Small Hotel
A small hotel normally has a minimum of 6 letting bedrooms and a maximum of 20. Most bedrooms have ensuite or private facilities. Small hotels serve breakfast, dinner and, normally, lunch, and they have a drinks licence (though i may be a restricted licence). They are normally run by the owner and reflect their own personal style.

Hotel
A hotel normally has at least 20 letting bedrooms, of which most have ensuite or private facilities. They serve breakfast, dinner and, normally, lunch, and they usually have a drinks licence.

International Resort Hotel
A hotel with 5-star quality award that has a range of leisure and sporting facilities. These include an 18-hole golf course, swimming pool and leisure centre, and country pursuits.

Self-catering
A house, cottage, apartment, chalet or similar accommodation, with self-catering facilities, which is let normally on a weekly basis to individuals, although shorter breaks may be available.

Serviced Apartment
Essentially self-catering apartments where services sucha s cleaning are available. Meals and drinks may also be available, either to each apartment or in a restaurant and/or a bar on site.

Campus Accommodation
This accommodation provided by colleges and universities for their students is often made available – with meals – to individuals or groups at certain times, typically the summer, Easter and Christmas holiday periods.

Hostel
A building run by a private operator or non-profit membership organisation, where beds and sometimes meals and other services and facilities are provided.

Camping park
A park for camping only.

Touring park
A park that offers touring pitches, and may offer camping pitches as well.

Holiday park
A park that offers holiday homes and, most likely, touring and camping pitches.

A Which of the following cities would you most like to visit for a conference or on holiday?

Barcelona	London	Rio de Janeiro	Hong Kong	Paris	Prague
Sydney	Venice	New York	Buenos Aires	Tokyo	

B Some business pople were asked for their opinions about conferences.
Complete what they said using the words in the box.

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c The worst thing is having to get up in front of an .....with that sick feeling in your stomach.
d I usually end up with a million business.....from people I´ve absolutely no .....of contacting them.
e They´re really just an .....to have fun on epenses and catch up on all the.....
f We do a lot of.....these days. The trouble with that is you can´t meet in the .....afterwards.

C Fill in the gaps in the text with the best word.

Customer satisfaction

For the second time, the Korona Hotel has been ranked No. 1 for customer satisfaction.

„At our hotel, we give our .....1 more than a high-quality experience, we get them to enjoy the Korona way of life," says Kurt Ahlberg, the General Manager, „and we pride ourselves on excellent .....2 in a luxurious environment.

The .....3 are responsible and service-oriented, they obviously enjoy their jobs and want to help the clients. The Korona is committed to meeting the .....4 of today´s international business .....5, there is high-speed Iternet Access throughout the hotel, and there are three spacious meeting rooms, with all the .....6 needed for successful business.....7.

In addition, the .....8 of the hotel is ideal: a three-minute drive from the international airport.

Ahlberg has long understood that busy executives cannot afford to waste time in .....9 jams as they try to .....10 city centre venues. Nor do executives particularly enjoy getting up at dawn to catch an early-morning .....11.

1	a/ customers	b/ guests	c/ tourists	d/ shoppers
2	a/ waiters	b/ help	c/ chefs	d/ service
3	a/ crew	b/ assistants	c/ salesmen	d/ staff

4	a/ needs	b/ functions	c/ success	d/ failure
5	a/ tourists	b/ dealers	c/ travellers	d/ voyagers
6	a/ tools	b/ facilities	c/ buildings	d/ machines
7	a/ speeches	b/ lectures	c/ presentations	d/ talks
8	a/ location	b/ place	c/ venue	d/ situation
9	a/ transport	b/ street	c/ road	d/ traffic
10	a/ reach	b/ get	c/ arrive	d/ go
11	a/ arrival	b/ airport	c/ flight	d/ check-in

LANGUAGE WORK

Timetables, plans, and arrangements

1 We often use the Present Simple tense to talk about timetables. Work with a partner, asking and answering questions.

A *When does the London train leave?*
B *It leaves at 11.20.*

The London train	leave arrive	11.20 a.m. 3.45 p.m.
The meeting	start finish	3.00 p.m. 5.15 p.m.
The bank	open close	9.30 a.m. 3.30 p.m.

2 Now look at the conference programme and ask about

- the Regional Performance Reports
- shuttle buses to the airport
- Mange Tout Restaurant
- the Roof-Top Barbecue
- Highlights hairdressers
- coach tours of the city.

IAMT CONFERENCE

PROGRAMME FOR JULY 22ND

9.30 am	Regional Performance Reports: Germany Italy Scandinavia Marlborough Room Conference Suite 6th Floor
12.30 p.m.	Lunch Swithins Restaurant 3rd Floor
2.30 p.m.	Regional Performance Reports: The USA Hungary Spain Marlborough Room Conference Suite 6th Floor
8.00 p.m. - Midnight	Roof-Top Barbecue with the 'Hill Runners Jazz Quartet' Riverside Hotel Roof Garden

SHUTTLEBUSES TO THE AIRPORT SHUTTLEBUS

Riverside Hotel offers a regular daily service to Heathrow and Gatwick. Coaches leave from the main entrance at 7.00, 10.00, 13.00, 16.00 and 19.00.

Please allow 60 minutes for your journey to Heathrow and 90 minutes for Gatwick.

MANGE TOUT RESTAURANT
FRENCH CUISINE

Lunch
12 noon – 2.30 p.m.

Dinner
7.00 p.m. – 11.00 p.m.

The restaurant is located in the Florence Arcade on the Ground Floor. Patrons are kindly requested to reserve a table in advance to avoid disappointment.
(01751) 248260

HIGHLIGHTS

HIGHLIGHTS
UNISEX HAIRDRESSERS

9.45 a.m.–5.30 p.m.
Florence Arcade
Riverside Hotel
01751-248197

No appointment necessary

COACH TOURS OF THE CITY

Twice daily tours
10.30–12.30; 2.30–4.30

£8 adult £5 child
Please book at reception

PLANNING HOLIDAY /use the internet to choose destination and make reservation/

A Choose the destination you´d like to go.

Present the destination to the class /e.g. power point presentation/, point out some important places to visit.

Some ideas: London, Bali, Paris, Dubaj, Greece, Cuba, etc.

B Choose the hotel you´d like to stay in and make the reservation

Find the hotel on the internet, indroduce the facilities and services to the class.
Find the booking form, choose the dates and make reservation.

C Choose the airline company and book the flying ticket.

Inform the class about the price, flying times, journey, etc.
Explain the procedure on the airport: check-in, luggage, passport control, personal check up, waiting hall, gates, flying attendants, etc...
Restrictions when flying the airplane.

D Choose the travel insurance

What kind of insurance is necessary when travelling?
Where can you get the insurance – name insurance companies in your coutry.
Covering the damage while travelling, health insurance, luggage insurance, etc.
Point out possible problems.

3 Look at the itinerary below. Ask and answer questions about Mr Gruber's schedule.

A *When is he arriving?*
B *At nine o'clock.*
A *What's he doing first?*
B *He's meeting the Overseas Sales Manager in the conference room.*

ITINERARY FOR THE VISIT OF MR H. GRUBER TO THE LEYTONSTONE FACTORY
25 JULY

9.00	Arrival
9.05–9.45	Meeting with the Overseas Sales Manager (Conference Room)
9.45–10.15	Coffee with the Marketing Director and Finance Director
10.15–10.45	Company presentation video
10.45–11.45	Demonstration of the N4 prototype
11.45–12.40	Meeting with the Managing Director and Marketing Director (Boardroom)
12.40–2.30	Lunch with the Overseas Sales Manager (Saraceno Restaurant)
2.30–3.30	Tour of Leytonstone factory
3.30–4.00	Final discussions with the Overseas Sales Manager
4.00	Car to Terminal 2, Heathrow Airport
6.00	Flight to Frankfurt, LH 1607

We often use the Present Continuous tense to talk about future plans and arrangements. For more information, see page 167.

Making appointments

1 Put these sentences in the correct order to make a short conversation.

☐ Yes, please. Would Tuesday the 26th be convenient?
☐ Good morning, Mrs Mane. This is Peter Brien.
☐ It's quite all right. I'll look forward to seeing you on Thursday the 28th, then.
☐ I'm calling about our appointment on the 25th. I'm afraid I can't make it.
☐ Fine. Thank you. Goodbye.
☐ Good morning, Mr Brien. How can I help you?
☐ Yes, I can manage the 28th. I'm sorry to be a nuisance.
[1] Shifali Mane.
☐ It's not a problem. Would you like to fix another time, then?
☐ I'm afraid I'm tied up on the 26th. How about the 28th?

[25] Listen and check your answers.

LANGUAGE WORK

Air travel

"I have to ring my office."
"What's the taxi fare to the city centre?"
"Who won last night's ball game?"
"What's the code for Cleveland, Ohio?"
"Is it too early for the bar?"
"I have to be in Alaska by 8 tonight."
"Can I go through to the Departure Lounge now?"
"Is there anybody here to meet Mrs Leroy?"
"Where can I get a bus into town?"
"I can't find my boarding card."

"Do they take travellers' cheques at the Duty Free?"
"Where's the Gents?"
"How long is the stopover?"
"Will the flight leave on time?"
"Am I in time?"
"What star sign is the pilot?"
"I can't find a porter."
"Where are all the trolleys?"
"Can I leave my luggage here overnight?"
"Is this ticket out of date?"

"Where do I check in?"
"Where can I rent a car?"
"Can I reserve a hotel room in Denver, Colorado?"
"Which gate are we boarding from?"
"I have to catch the shuttle at 7."
"Do I have to declare my camera?"
"What's going on?"
"Can you cancel my hotel reservation?"
"I think that's my plane taking off."
"Please, somebody."

TWA HAVE THE ANSWERS.

We listened to travellers' questions at the airport and came up with an answer, in fact we came up with lots of answers – the TWA 'White Coats'.
'White Coats' are a team of young men and women at our Heathrow and JFK terminals – all available to help with your problems.
So the next time you're waiting for one of our six daily flights to the USA and your passport disappears or your colleague needs some elastic in a hurry, speak to the person in the white jacket with a red carnation in the buttonhole.

1 Which airline is this advertisement for?
What special service are they advertising?

2 Look at the left-hand column in the advertisement. Match the replies below to the correct problem.

1 No, it opened ten minutes ago.
2 No, but we've got a message for you.
3 There's an airport limousine downstairs.
4 The Cincinnati Reds.
5 Around £50.
6 Certainly. Go ahead.
7 I'll look up the best connection.
8 00 1 216.
9 When did you last have it?
10 There's a phone over there.

3 Look at the centre column in the advertisement. Find words or phrases that mean:

1 a person who flies planes
2 a person who carries luggage
3 a tax-free shop
4 a short stay in a place between connecting flights
5 baggage
6 things to carry baggage
7 the men's toilet
8 at the correct time
9 not late
10 expired (no longer useful or valid).

4 Look at the right-hand column in the advertisement. Find verbs or phrases that mean

1 getting on a plane
2 to tell a customs officer about something you are carrying
3 leaving the ground (a plane)
4 to book
5 the opposite of *to book*
6 the opposite of *to miss*
7 to hire
8 to register for a flight
9 happening
10 help!

5 Work with a partner. Take it in turns to be travellers asking the questions and a 'White Coat' answering them.

LANGUAGE WORK

Consequences

1 Would you like to do any of these things?

- go on a training course
- buy a new computer or software package
- employ an assistant
- move to bigger premises
- speak better English
- have one more hour in the day

Explain why. Say what the consequences would be.
It would mean we/I could...
It would help us/me to...
It would enable us/me to...
It would save time because we/I could...
It would improve...

2 Are your problems getting on top of you? Are you feeling depressed and under stress? Read these suggestions. Which ones are good ideas? Underline the ones that could help you.

50 WAYS TO COPE WITH STRESS

Get up 15 minutes earlier. **Prepare for the morning the night before.** Don't rely on your memory ... write things down. Repair things that don't work properly. MAKE DUPLICATE KEYS. **SAY "NO" MORE OFTEN.** **Set priorities in your life.** Avoid negative people. Always make copies of important papers. **ASK FOR HELP WITH JOBS YOU DISLIKE.** Break large tasks into bite sized portions. Look at problems as challenges. *Smile more.* **Be prepared for rain.** **SCHEDULE A PLAY TIME INTO EVERY DAY.** Avoid tight fitting clothes. Take a bubble bath. **BELIEVE IN YOU.** Visualize yourself winning. Develop a sense of humour. Stop thinking tomorrow will be a better today. Have goals for yourself. SAY HELLO TO A STRANGER. Look up at the stars. *PRACTISE BREATHING SLOWLY.* DO BRAND NEW THINGS. *Stop a bad habit.* TAKE STOCK OF YOUR ACHIEVEMENTS. **Do it today.** Strive for excellence, NOT perfection. LOOK AT A WORK OF ART. Maintain your weight. Plant a tree. *Stand up and stretch.* **Always have a plan B.** Learn a new doodle. **Learn to meet your own needs.** BECOME A BETTER LISTENER. *Know your limitations and let others know them too.* THROW A PAPER AIRPLANE. Exercise every day. *Get to work early.* CLEAN OUT ONE CLOSET. Take a different route to work. LEAVE WORK EARLY (WITH PERMISSION). **Remember you always have options.** Quit trying to "fix" other people. **GET ENOUGH SLEEP.** Praise other people. **RELAX, TAKE EACH DAY AT A TIME ... YOU HAVE THE REST OF YOUR LIFE TO LIVE.**

MONEY – skills and competencies

How to read numbers
Handling with money
Spending money - personal budget
Changing money - currencies

DEALING WITH NUMBERS

Everyone working in business in English will, sooner or later, need to say numbers, in meeting or on the telephone. This usually requires practice.

Zero, oh and nought

For the number 0 on its own, we say **zero**.
Before a decimal point we say either **zero** or **nought**:
0.5 zero point five or nought point five
After a decimal point we say **oh:**
0.001 nought point oh oh one
We also say **oh** in telephone numbers, years, hotel room numbers, bus numbers, etc.
0121-602 0405 Her number is oh one two one, six oh two, of four oh five.
1805 The Battle of Trafalgar was in eighteen oh five.
Room 402 I am in room four oh two.
(For football scores we say nil: Slovan Bratislava one, Real Madrid nil (1:0), for tennis we say love: 15:0, fifteen-love.)

Points and commas

In English we use a point (.) and not a comma (,) for decimals. We only use commas when writing numbers greater than 999:
15.001 fifteen point oh oh one
15,001 fifteen thousand and one

Decimals

We usually read all the numbers (digits) after a decimal point separately, especially when there are more than two decimal places:
0.125 nought point one two five
5.44 five point four four
3.14159 three point one four one five nine
0.001 nought point oh oh one
Another way of saying 0.001 is 10^{-3} ten to the power of minus three
But if the number after a decimal point represents a unit (of money, etc.) it is read like a normal number:
£1.50 one pound fifty
€3.15 three euros fifteen
2m18 two metres eighteen

Telephone numbers and fax numbers

We usually say fax numbers (and car registration numbers, bank account numbers, and so on) as individual digits:
010 41 01273 315052 oh one oh, four one, oh one two seven three, three one five, oh five two
An exception is ´doubles´:
0171-225 3466 oh one seven one, double two five, three four double six

Hundreds, thousands, millions and billions

100	a hundred
200	two hundred (not two hundreds)
1,000	a thousand
100,000	a hundred thousand
1,000,000	a million
1,000,000,000	a billion

One difference between British and American English is that American do not use **and** between the hundreds and tens.

For the British, 123,456 Is:
a hundred and twenty-three thousand, four hundred and fifty-six
For Americans it is:
a hundred twenty-three thousand, four hundred fifty-six

- In the singular, the words hundred, thousand, or million are preceded by **a** or **one**:

We hired a hundred new workers.
There are over one million potential customers.

- In imprecise numbers, hundreds, thousands and millions take a plural:

We´re selling thousands a month.
We´re earning millions of pounds.

- In precise numbers, or after **several** and **a few,** hundred, thousand or million do **not** take a plural:

To be precise, we have sold eight thousand four hundred and twenty.
Several thousand people have bought the new model.
We expect to sell a few hundred a week from now on.

Years

The number 1,963 is	a thousand and sixty-three
The year 1963 is	nineteen sixty-three

Square, cube and root

10^2	ten squared
10^3	ten cubed
$\sqrt{5}$	the square root of five

Read these figures:

1989	2,580,104	4.578%
2001	€7.25	£14.07
1p	17.38%	3 560
0.0125	€8.5bn	£478m
@1cent ea.	12x10m	1,056,900
©Oxford	2:5	15:0
15:00hrs. 3p.m.	08/27/2010	3/5

MONEY QUIZ 1

Do the quiz individually. Then compare answers with a partner.

1. How much cash do you have with you at the moment? Do you:

a) know exactly?

b) know approximately?
c) not know at all?

2. Do you normally check:

a) your change?

b) your bank statement and credit card bills?
c) restaurant bills?
d) your receipts when shopping?
e) prices in several shops before you buy something?

3. Do you:

a) give money to beggars?

b) give money to charities?
c) give away used items

4. If you go for a meal with someone you don´t know well, do you:

a) offer to pay the whole bill?

b) suggest dividing the bill into equal parts?
c) offer to pay the whole bill but expect them to pay next time?
d) try to avoid paying anything?

5. What do you think about people who do not pay the correct amount of tax? Is this:

a) a serious crime?

b) morally wrong but not a crime?
c) excellent business practice?

6. If you lend a colleague a small amount of money and they forget to pay it back, do you:

a) say nothing?

b) remind them that they owe you money?
c) arrange to go for a drink with them and say you´ve forgotten your wallet or purse?

Vocabulary lesson: MONEY

A Read the text about John and his brother

John Works in a shoe factory and earns £ 10,000 a year. His brother Paul is a business man in London and makes £ 60,000 a year. John saves nearly all of his wages and only spends a little on food, but Paul wastes all his money on gambling.
They inherited £ 20,000 each from their grandfather 14 years ago and John invested his share in Nokia. Paul lost all his money at a casino.
He often borrows money from John, but never pays him back so now he owes him a fortune. John is really lucky and he found £ 1,000 on the ground next to a cashpoint machine last week, when he was withdrawing some money. He invited Paul to his house to celebrate, but when he was there, John saw him stealing money from his wallet. John decided never to lend Paul money again.

B Teacher will read the text once again a ask students to note down all the verbs in the text which are collocated with „money". There are 15 verbs alltogether. What is their past form and past participle?

1) earn money
2) make money
3) save money for something
4) spend money on something
5) waste money on something
6) inherit money from somebody
7) invest money in something
8) lose money
9) borrow money from somebody
10) pay somedy back money
11) owe somebody money
12) find money
13) withdraw money from the bank
14) steal money from somebody
15) lend money to somebody

C Match the previous verbs from B part with the following definitions:

a) to receive money from somebody who has died
b) to use money on something you don´t need
c) to take money out of a bank account
d) If you have borrowed money from somebody we can say that you _____ him money. E.g. I _____ Steve £ 10.
e) to return moeny that you have borrowed
f) the opposite of win or find
g) to get money by working
h) to get money from somebody that you will give back. E.g. I _____ £ 10 from Steve.
i) to give somebody money that they must give back to you
j) to buy shares in for example a business and hope that you will make a profit

D Fill in the gaps with the correct verb, in the correct form.

(not) earn	inherit	borrow	lend	steal	find	invest	waste, pay (back)	owe	withraw

1) When I was younger, I _____ some money in Nokia. I was a really good idea because the company has been very successful, and I have made a lot of money.

2) I was very sad when my grandfather died, but I used the money I _____ from him to study, and I think he would be very happy that I am a teacher now.

3) Claire works as a secretary, but she _____ much money, so her mum often has to _____ her some.

4) A couple of years ago I _____ £ 20 outside the pub. I _____ it all on things I didn´t need.

5) When I was a student I had to _____ lots of money from the bank. I _____ all the maoney back last year, so now I don´t _____ the bank anything.

6) You should be careful when you _____ money from a cashpoint machine because somebody might be behind you waiting to _____ it from you.

E Discussion questions

1)Have you ever lost any money?

2)How much money would you like to earn a year?

3)Which company would you like to invest in now?

4)Have you ever borrowed money and not paid it back?

5)Is there anyone you don´t like lending money to?

6)Have you ever found any money?

7)What did you last waste money on?

8)Do you owe anybody money now?

9)When did you last withdraw money from the bank?

10)Has anybody ever stolen money from you?

SHOPPING AND SERVICES – skills and competencies

Types of shops – specialized shops, corner shops, open air markets, supermarkets, shopping malls/centres - pros and cons

Money and currency – numbers, foreign currencies, exchange money, exchange office, traveller´s cheques, cash dispenser, cash withdrawal

Forms of payment - cash, bank cards: debit card and credit card, cheque (mostly spread in the USA among rich people), loan, monthly payment, invoice, etc.

Services – hairdresser´s, cosmetician, shoe repair, car wash, bank services, postal services, etc.

Law and ethics in shopping and services

Complaints – how to complain about things and services – personally, written form

Advertising – purpose of advertising

Types of advertising – papers, magazines, TV, radio, internet, billboards, leaflets - pros and cons of each, the most popular type

IDEAS FOR DISCUSSION

A Where can you buy following things: shoes, flowers, newspapers, yoghurt, rolls, tomatoes, fruit juice, jeans, ski helmet...

B Where do you have to go to have: a new hair cut, clean your face, new heals on your shoes, to clean your jacket, to make a new dress, to clean your car...

C Where do you and your family usually go shopping /for food, clothes, etc./ **and how often.**

D Describe a shopping mall/centre in your city you like going to. Include not only shops but all the facilities provided

E Do you like shopping? Why yes/not? – give reasons

USEFUL SHOPPING PHRASES:

FINDING A SHOP

QUESTIONS

- Can you recommend a good toy/clothes shop?
- Is there a chemists/supermarket in the area?
- Where can I get a toothpaste/pet food?
- Where is the nearest shopping centre?

ANSWERS

- There´s a really good bookshop just around the corner.
- You can buy that here in the hotel.
- The best toy shop is in the shopping centre.
- The nearest one is a few miles away.

OPENING HOURS

QUESTIONS

- What time do you open, please?
- What time do you close, please?
- What are your opening hours?
- Are you open all day?
- Are you open on Sundays?

ANSWERS

- We´re open 24/7. (24 hours a day/ 7 days a week)
- We´re closed at lunchtime, between 12 and 2 pm.
- We´re open from 9 am till 6 pm, Monday to Friday.

SHOPPING FOR CLOTHES

QUESTIONS

- Could you help me, please?
- Could you tell me where the .....department is?
- Excuse me, I´m looking for a .....
- Is there somewhere I can try this on, please?
- Does it suit me?

- Do you have this in a (larger/smaller size) (different colour), please?
- Do you do alterations?
- Do you have a refund policy?
- Is this in the sale?

ANSWERS

- It´s too long / short.
- It´s too tight / loose.
- The ladies / gents changing rooms are over there.
- You can bring it back and exchange it ore get a refund within 2 weeks if you keep the receipt.

PAYING

QUESTIONS

Do you take credit cards?
Do you give credit?
Do you have a loyalty card?
Does it have a warranty?
Can I pay by cheque?
Do you offer a cash discount?
Could I have a VAT receipt, please?
Could I leave my bags here and pick them up later?

ANSWERS

We take all the major credit cards.
We only accept cheques with a cheque card.
We are offering 6 months free credit with no deposit.
Sorry, no.
Yes, certainly.

DIALOGUE

Here we have two conversations. The first is between Mrs Smith and her younger son John at the shops. The second is between Mrs Smith and a shop assistant.

It´s Saturday morning and Mrs Smith is going shopping.

Mrs S: John, I´m going to the shops. Is there anything you want?

John: Yes, please! Can you pick up my magazine from the newsagents?

Mrs S: Of course. Do you want to come with me?

John: No way, I´m going round to Mike´s house, sorry.

Mrs S: No problem. I´ll be about an hour, be home by 5 o´clock at the latest.

John: OK. I´ll see you later...

... a bit later

Mrs S: John are you home?

John: Yes mum, I´m upstairs.

Mrs S: Come down here, I bought you a new Nike T-shirt, I want you to try it on.

John: Nike? Great I´m coming!

A few minutes later.....

Mrs S: Well, does it fit?

John: I think it´s a bit too small.

Mrs S: Let´s have a look. Hmmm, I think you´ve grown again!

John: I can´t wear it though.

Mrs S: Do you like it?

John: Yeah, it´s a nice colour.

Mrs S: I´ll take it back to the supermarket and see if I can change it.

Mrs Smith had bought a nice new T-shirt for John, but when he tried it on it didn´t fit.

It´s Saturday evening and Mrs Smith has to return the T-shirt.

Mrs S: Excuse me, can you help me?

Assistant: Yes, of course, what can I do for you?

Mrs S: I bought this T-shirt for my son this afternoon, but it doesn´t fit him, it´s too small.

Assistant: Do you want to change it or get a refund?

Mrs S: I´d like to change it for a larger size. Do you have these in large?

Assistant: I´ll just check. Let´s see, yes we have large or extra large, which would you prefer?

Mrs S: I think large will be fine, it´s for my son.

Assistant: That´s fine, if i doesn´t fit just bring it back again. If you take it to the customer service desk, they´ll sort it all out for you.

Mrs S: Thank you. Just as a mater of interest do you give refunds?

Assistant: Yes. of course. You can bring any clothing items back up to three weeks after purchase, but you must keep the receipt.

Mrs S: I see, thanks again.

Assistant: You´re welcome.

LAW AND ETHICS IN SHOPPING AND SERVICES, COMPLAINTS

A Work in two groups, A and B. Choose the five best suggestions from your group´s advice sheet. Then negotiate a single list of the six best suggestions from both sheets.

Group A

1 Show the customer you are listening by checking that you understand.
2 Allow the customer to show their emotions if they are upset or angry.
3 Say you are sorry that the customer is upset.
4 Admit that the problem was your fault as soon as possible.
5 Make sure you get full details of the problem.
6 Summarise and make sure that the customer understands what you have said.
7 Ask the customer to put the complaint in writing.
8 Be firm if you are sure of your facts.

Group B

1 Keep an open mind at all times.
2 Do not end up arguing with the customer. Do not be defensive.
3 Concentrate on the situation not the personalities.
4 Don´t force your solution on the customer.
5 Try to find out what result the customer wants.
6 Teel the customer what you can and cannot do.
7 Never admit you are wrong.
8 Offer compensation of greater value than the goods or service complained about.

B Role – play: You are a customer who is not satisfied with the quality of a product you have bought. Complain to a shop assistant about it. Choose any product and any problem that might appear, teacher can give you some prompts. (possible ideas: shrunk trousers, spot on a blouse, hole on a T-shirt, change of colour after washing, etc.)

ADVERTISING

A What is your favourite advertisement? Why do you like it? What kind of advertisements do you like?

B What makes a good advertisement? Use some of the words below.

clever interesting funny inspiring eye-catching powerful humorous shocking informative sexy

C Do you think that the advertising practices described below are acceptable? Are there any other types of advertisement that you find offensive?

1 Using children in advertisements
2 Using nudity in advertisements
3 Promoting alcohol on TV
4 Comparing your products to your competitors´products
5 An image flashed onto a screen very quickly so that people are affected without noticing it (subliminal advertising)

D Which of the following statements do you agree with?

1 People remember advertisements not products.
2 Advertising raises prices.
3 Advertising has a bad influence on children.

E What advertising media do you know? What is outdoor advertising? Read the following text.

The world of outdoor advertising billboards, transport and „street furniture“ (things like bus shelters and public toilets) – is worth about $ 18 billion a year, just 6% of all the world´s spending on advertising.
But it is one of the fastest-growing segments, having doubled its market share in recent years.

Outdoor advertising´s appeal is growing as TV and print are losing theirs. The soaring costs of TV are prompting clients to consider alternatives. Dennis Sullivan, boss of Portland Group, a media buyer, calls outdoor advertising the last true mass-market medium. It is also cheap. In Britain, a 30-second prime-time TV slot costs over £ 60,000 placing an ad on a bus shelter for two weeks works out at about £ 90.

Adding to its attractions has been a revolution in the quality of outdoor displays. Famous architects such as Britain´s Sir Norman Foster are designing arty bus shelters and kiosks with backlit displays. Backlighting, introduced in Europe by Dedaux and More, and plastic poster skins have vastly improved colour and contrast.

Movement is possible too. Smirnoff used new multi-image printing to make a spider, seen through a vodka bottle, appear to crawl up a man´s back. And Disney advertised its „101 Dalmatians“ video on bus shelters with the sound of puppies barking.

This sort of innovation has attracted a new class of advertiser. Recent data from Concord, a poster buyer, shows that in Britain, alcohol and tobacco have been replaced by entertainment, clothing and financial services as the big outdoor advertisers, like car makers,

are using it in new ways. BMW ran a „teasers“ campaign in Britain exclusively on bus shelters.

Particularly attractive to the new advertisers is street furniture, the fastest growing segment of the outdoor market. It accounts for some 20% in Europe and about 5% in America.

(*from the Economist*)

F Answer the questions about the previous text and give your own opinion:

1 What do these numbers in the article refer to?

18 6 30 60,000 100,000 90 20 5

2 Why has outdoor advertising become more popular? List the reasons.

3 Which industries are becoming more involved in outdoor advertising?

4 Outdoor advertising is increasing in many countries. Is this a good thing?

5 What products do you think are suitable for outdoor advertising?

6 Choose one of the advertising media below. Make a short presentation on its advantages and disadvantages.

television billboards newspaper street furniture

G Complete the sentences with the best word.

1 If a celebrity *endorses* a product, they say how good i tis in advertisements.

a/ persuades b/ launches c/ endorses

2 Billboards, those large sighns used for advertising, are often called .....in British English.

a/ leaflets b/ slogans c/ hoardings

3 Manufacturers of toiletries and cosmetics frequently offer free .....for customers to try out their new products.

a/ samples b/ commercials c/ posters

4 Advertising done at the place where a product is sold is called .....advertising.

a/ public b/ point-of-sale c/ eye-catching

5 .....of sports or arts events can be a powerful method of advertising.

a/ Research b/ Endorsement c/ Sponsorship

6 If you hear about a new product from a friend or relative, this is called .....advertising.

a/ word-for-word b/ mouth-to-mouth c/ word-of-mouth

7 Outdoor advertising is growing rapidly because the cost of TV .....has risen dramatically.

a/ commercials b/ publicity c/ research

H Complete the following passage using a gerund or infinitive. Use the verbs in the boxes.

A	build	put	make	set up	bring	transform
B	decide	reflect	appear	create		
C	return	expand	drink	change	launch	

I Try to prepare your own advertisement, choose the product and form of presentation.

Coca–Cola and its advertising

A

John S. Pemberton invented Coca-Cola in 1886. His partner suggested (1) putting an advertisement for the drink in *The Atlanta Journal* that very year. In 1888, Asa Chandler bought th Coca-Cola business and decided (2) _____ the product known through signs, calendars and clocks. The company began (3) _____ its global network when Robert Woodcruff was elected president of the company in 1923. He succeeded in (4) _____ Coca-Cola into a truly international product by (5) _____ a foreign department, which exported Coca-Cola to the Olympic games in Amsterdam in 1928. During World War Two, he promised (6) _____ Coca-Cola to every soldier in every part of the world.

B

Coca-Cola´s advertising has always attempted (7) _____ changing contemporary lifestyles. (8) _____ and international advertising campaign requires the talents of professionals in many areas, and extensive testing and research are always done before (9) _____ which advertisements will finally be used. Celebrity endorsements have featured heavily – Cary Grant, Ray Charles and Whitney Houston are just three of the big name stars who have agreed (10) _____ in Coca-Cola commercials.

C

After (11) _____ Diet Coke in 1982, the company saw its sales grow quickly. The drink is now the third most popular in the world. In 1985, the company tried (12) _____ the secret formula of Coca-Cola, but realised that Americans were very attached to the original recipe. The company listened to its customers and quickly responded by (13) _____ the original formula to the market as “Coca-Cola Classic”. Today, people in more than 160 countries around the globe enjoy (14) _____ Coca-Cola. It is asked for more than 524 million times a day in more than 80 languages. The company intends (15) _____ its global presence even further in the twenty-first century, particularly in developing markets.

JOBS AND EMPLOMENT – skills and competencies

Choosing a job – information about job vacancies, job ads
Getting a job – documents, interviews
Employment – work conditions

LOOKING FOR A JOB

A You are preparing to find a job. Make some notes and gather the information you need to fill out a job application. Where can you find out about job vacancies?

B Make a list of your qualifications. Be sure to include your education level, work experience, special skills and knowledge, licenses, certificates, references and any other information that you may need when applying for a job. This list will help make the job hunt easier!

Skills and qualifications you may have:
Computer skills, typing skills (words per minute – wpm), telephone skills, language skills, secretarial skills, people skills, bookkeeping, sales, marketing, customer service, 10-key, filing. Logistics, organization, planning, public relations, human resource management, programming, degree in ….. (business administration), certificate of ……. (work safety), training in …… (HTML), certified ……. (travel agent) …

C Now you are ready to go on the internet and try to find a suitable job for you. Your teacher will help you to find a web pages offering jobs (e.g. profesia.sk) **Find out what you need to do to apply for a job.**

APPLYING FOR A JOB

Application Letter

A. Write the answer in the box .

Dear Sir/Madam,I 1) _____ writing this letter to apply for 2) _____ position of student assistant that I saw advertised on your website. I 3) _____ interested 4) _____ working 5) _____ 6) _____ teachers' resource library, or 7) _____ 8) _____ accommodation department.I have recently graduated from 9) _____ WSB Business School 10) _____ Warsaw and received high grades 11) _____ both my English and Business Courses. In addition, we had to use all of 12) _____ Microsoft Office programs 13) _____ 14) _____ preparation of our finished assignments, so I 15) _____ able to do most things with computers.Since I was 15 years old I have helped my father to run his small import-export business. I have been involved 16) _____ helping 17) _____ variety of clients and also 18) _____ general administration of 19) _____ business. In 20) _____ past 2 years I have worked 21) _____ 22) _____ WSB library, helping teachers and students to find and use 23) _____ resources there. This experience has given me 24) _____ ability to deal with 25) _____ needs of all types of people.I have an outgoing, diligent personality and find that I enjoy 26) _____ challenges of working 27) _____ busy environments. In addition, my studies and experience have taught me to be accurate and efficient 28) _____ organising my work so I would be 29) _____ valuable addition to your school.I look forward to hearing from you.Yours faithfullyPawel Minescz.

KEY: 1 = am 2 = the 3 = am 4 = in 5 = in 6 = the 7 = in 8 = the 9 = the 10 = in 11 = in 12 = the 13 = in 14 = the 15 = am 16 = in 17 = a 18 = the 19 = the 20 = the 21 = in 22 = the 23 = the 24 = the 25 = the 26 = the 27 = in 28 = in 29 = a

B Complete the sentences with a suitable item from the box.

applicant	a vacancy	interview	a covering letter	
a covering letter	financial package	resume	a headhunter	a reference
a shortlist	a probationary period			

1 The starting salary of the successful .....will be decided on the basis of qualifications and experience.
2 The usual American English word for CV is .....
3 Our company has .....for a graduate in economics.
4 Applicants will be called for .....between 10 to 16 April.
5 We ask all our new employees to work.....one and three months.
6 The interview panel will draw up.....of only five candidates.
7 Please send .....together with your CV.
8 It is usual to ask your previous employer for.....when you apply for a job.

9 For high performers, a good.....is not all that matters. They need a challenge as well.
10 They hired.....to attract some executives from a rival company.

C Discuss these questions.

1 Are you ambitious? Why? Why not?
2 Do you have a career plan? Where do you want to be in 10 year´s time?
3 Which of the following would you prefer to do?
a) Work for one company during your career
b) Work for several different companies
c) Work for yourself

D What do people do in the following depatments? Which of the following areas would you like to work in? Why?

1 Sales and marketing	4 Administration and personnel
2 Finance	5 Production
3 Management	6 Research and development (R&D)

E The phrases below all include to word *career*. Match them to their correct meanings. Use a good dictionary to help you.

1 career ladder	a) something you do in order to progress in your job
2 career move	b) period of time away from your job to, e.g. look after your children
3 career break	c) series of levels that lead to better and better jobs
4 career plan	d) chances to start/improve your career
5 career opportunities	e) ideas you have for your future career

F Complete these sentences wiht the verbs from the box. Use a good dictionary to help you.

make	climb	take	have	decide	offer

1 Emplayees in large multinationals .....excellent career opportunities if they are willing to travel.
2 Some people.....a career break to do something adventurous like sailing round the world or going trekking in India.
3 One way to .....a career move is to join a small but rapidly growing company.
4 In some companies it can take years to.....the career ladder and reach senior management level.
5 Certain companies.....career opportunities to the long-term unemployed or to people without formal qualifications.
6 Ambitious people often .....on career plan while they are still at schol or university.

G Print it and fill the application form.

JOB APPLICATION FORM

Photograph

You must fill all blanks and answer all questions.

Position applied for: _____ Application Date: _____

Name: _____ In Chinese (If any):_____

Date available to start work : _____Expected Basic Salary: (RM) _____

IC No: (New)_____ (Old)_____ Nationality: _____
_____

Date Of Birth: _____ Age: ____ Sex: (M / F) Race: _____ Marital Status:
_____

Current Address: _____
_____

_____ Tel: _____ H/P
No:_____

Permanent or Hometown
Address:_____

_____ Tel:
_____

Spoken Language: English / Malay / Mandarin / Tamil / Cantonese / Hokkien / Hakka / ____
_____

Written Language: English / Malay / Mandarin / Tamil / Cantonese / Hokkien / Hakka / ____
_____

Do you suffer any illness? If yes, please specify: _____
_____

Were you hospitalized before? If yes, why? _____
_____

Do you have any other health problems, please specify? _____
_____

_____
_____

Driving License: B, D, Others_____ Years Driving: ____ Transport: Bus / Motorcycle / Car, Model:
_____

Family Member Particulars			
Relation	Name	Age	Occupation
Father			
Mother			
Others			

Emergency Contact: Name: _____

Relationship: _____ Tel: _____

Education Qualifications				
Level	Year-Month	to Year-Month	School Attended	Achievement

Presently are you attending any course? If yes, please specify:

_____

Past Working Experience				
Year-Month to Year-Month	Company Name			Reason of Leaving
	Location	Business Nature		
	Designation	Working hour	Gross pay (RM)	

Career Achievements:

Do you any relations in the relevant industry? Please specify contacts, relationship and where they work.

Other References:
(Name)_____(Designation)
_____(Tel)_____

(Name)_____(Designation)
_____(Tel)_____

Are you currently or previously a member of any union or industry specific associations? Please specify.

List your hobbies and interests.

Why would you like to join our company?

What is your perception of the role of the job position you are seeking?

What quality do you have that you think would make you a successful candidate for this position?

If you are successful for this position, where do you see yourself in 3 years time from now?

I,_____ hereby declared that the above information given in this form and documents attached are true, correct and complete. The employer may contact any party inclusive those stated above for reference. I fully understand and accept that if at any time after employment, it is found that a false declaration has been made in this form, the employer has the right to terminate my employment at an point of time deemed fit.

_____ _____

Signature of applicant Date

H Write CV and Cover Letter – examples in Príručka obchodnej angličtiny – Business English Handbook