

UNIT 8: BUSINESS

READING SKILLS

Exercise 1: Reading for main ideas

Read the university magazine article.

Read the stories of some of our 5,000 Business School graduates.



Student profiles: Katy Chan



A _____

I didn't find a job straight away. I travelled for two or three months after my exams. I think that was a good experience. I worked hard when I was a student, and I needed a break, so I'm glad I did that. Then I found a job with a magazine, and worked writing business articles. I spent a few years there. After that, I got a job in the sales department of a very well-known car company. I was there for nine months, and one day I had a very interesting experience. My manager was ill, unfortunately, and he couldn't travel to an international business conference. All the famous car companies were there. I went instead of my manager, and I gave a presentation in front of 500 people! I remember being very worried before the presentation, but everything was fine in the end. Now, I think it was one of the most important experiences of my career. After that, I became a sales manager when I was only 25, and now I travel to over 30 cities every year, meeting and speaking to very important people in the car business.

B _____

I don't have one. Today I had a meeting with one of our customers. Tomorrow I'm flying to Hong Kong to see some designs for a new type of electric car. It's very exciting.

C _____

I read that it is one of the best Business schools in the country. I'm very glad I went there, because I had a great time. I met a lot of very talented people who taught me a lot. I also learnt a lot from my professors. They were great at giving interesting and lively presentations.

D _____

Do it. Be ready for problems, because every day brings problems. However, don't worry about things too much. Always do your best, and trust yourself.

Choose the correct paragraph (A-D) for each heading.

Check

- 1 Why did you decide to study at Princeford University? _____
- 2 What advice would you give to someone who wants to study Business? _____
- 3 What did you do after leaving Princeford Business School? _____
- 4 What is a typical day for you? _____

Exercise 2: Reading for main ideas

Read the article again. Choose true or false for the statements below.

1 Katy wrote magazine articles for a car company.

True
 False

2 She was happy that her manager was ill.

True
 False

3 She didn't give a presentation with her manager.

True
 False

4 The presentation was a good experience for Katy.

True
 False

5 Katy does the same type of thing every day.

True
 False

6 She probably spends a lot of time in different places.

True
 False

7 Katy thinks Princeford is a good place to study Business.

True
 False

8 She thinks working in business is always easy.

True
 False

Exercise 3: Working out meaning

Read the text again and look at the underlined words. Match the words and definitions.

talented	design	lively	straight away
trust	presentation	conference	career

- 1 a formal talk giving information about something _____
- 2 a drawing which shows how something is made _____
- 3 full of energy and interest _____
- 4 immediately, without waiting _____
- 5 showing natural ability to do something well _____
- 6 occupation or profession _____
- 7 a large meeting, lasting a few days, where people discuss their work _____
- 8 to believe something is good _____

LANGUAGE DEVELOPMENT

Exercise 4: Collocations and business

Match the sentence beginnings to the sentence endings. Write A-F in questions 1-6

Sentence endings

- A new business contacts.
- B your own business.
- C in 119 different countries – it started in the US.
- D partner needs to be someone you can believe and work with.
- E plan to be short and easy to understand.
- F business from home if you want to make extra money.

Sentences beginning

- 1 It is important for a business _____
- 2 A good business _____
- 3 The business expanded and is now _____
- 4 You can set up a small _____
- 5 It takes a lot of skill, time and energy to run _____
- 6 I often got to conferences to make _____

Exercise 5: Business vocabulary

Find the words that match the clues to complete the word search.

1 This company has around 2,000 employees.

2 I am self-employed and work from home. This means that I don't travel to an office, and I don't have any clients.

3 My father's occupation was an architect. He designed buildings.

4 The most successful businesspeople usually spend a lot of time working.

5 She's very competitive – she always wants to be the best.

6 I had the opportunity to go to university when I was 18, but I started working instead.

7 I don't think I will ever start my own business. I don't like work very much.

8 The company wants to improve its service by training the staff.



Exercise 6: Business and vocabulary

Complete the magazine article with the words from the box.

improve	successful	opportunity	popular	succeed
advice	occupation	office	competitive	

How to be the best in business

If you want to _____ in business, and get rich, then you will have to _____ the way you work. What do the most _____ businesspeople do? Here is some _____.

You will have to get up early. The best businesspeople wake up at around 5 a.m. and they start working immediately. Use this _____ to do a lot of work in the morning, like sending emails, before everyone else arrives in the _____. The top businesspeople get around 500 emails every day.

You need to be better than everyone else, so you need to be _____. You go to work early, and you get home late. Also, you wake up early on Saturdays, and you work on Sunday evenings.

You have to love your work. If you have an _____ that you don't 100% enjoy, then you will never be 100% good at it.

Don't try to be _____. Of course, you want people to like you, but do what's right for the business, not what's right for other people.

Exercise 7: Business vocabulary

Write words from the box in the gaps to complete the online comments.

Software	introduce	goal	employee	employ	launched	colleagues	products
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London_1997 wrote ...

When I read this article about 'how to be the best in business' it made me very angry. I am a busy mother with two children. Also, I'm an _____ at a large _____ company. I wake up at 5 a.m. every day, to look after my children, but I am not rich. Why doesn't the article talk about how important it is to spend time with your family?

Mehmet1 wrote ...

The article is correct. I am a businessman, and I _____ my own company last year. Now, I sell _____ to more than 20 countries around the world. I _____ three people. My _____ is to expand and double the size of the business in the next five years. It is true that you need to work very hard and wake up early.

Amelia wrote ...

I think it's true that you shouldn't try to be popular. However, I think you should always put people first. Always be nice to your _____. When you meet someone for the first time, _____ yourself with a smile, and give your business card. Business contacts and business partners are very important – you cannot succeed without them.

WRITING SKILLS**Exercise 8: Past and present tenses**

Choose the sentence that has a past simple verb.

- 1 We met when we were at university.
 We meet when we are at university.
- 2 The social-networking business site LinkedIn has more than 200 million users.
 The social-networking business site LinkedIn had more than 200 million users.
- 3 The world's biggest shopping mall is in Dubai.
 The world's biggest shopping mall was in Tokyo.
- 4 Microsoft made Windows 8 software for PC computers.
 Microsoft make Windows software for PC computers.
- 5 This company employed 2,000 people.
 This company employs 2,000 people.
- 6 My father designs cars for Toyota.
 My father designed cars for Toyota.
- 7 I set up my own business in 2011.
 I want to set up my own business.
- 8 When it started, Amazon only sold books.
 Amazon sells a lot of things, not only books.

Exercise 9: Past and present tenses

Read the article. Choose the correct words to complete the sentences.

1 Business histories

Apple

Today, Apple (*is / was*) one of the most well-known and successful IT companies in the world. It (*start / started*) in 1976, with the name 'Apple Computer, Inc.'. In 2007, they (*remove / removed*) the word 'computer' when they (*begin / began*) to (*sell / sold*) more products like the iPod and iPhone.

2 Starbucks

This US business (*is / was*) the largest coffee company in the world at the moment. The first Starbucks (*open / opened*) in 1971. After that, it (*expand / expanded*) quickly. The business now (*has / had*) more than 20,000 stores in the world, in over 60 countries.

3 Facebook

This social-networking service was (*launch / launched*) in 2004, and soon (*become / became*) one of the most popular websites in the world. It now (*has / had*) more than one billion users. People (*can / could*) contact old friends or keep in touch with new ones.

Exercise 10: Clauses with when

Put the words in the correct order.

1 And started working/ when/ I left university/ I was 21, / in a bank/ .

2 I was at/ I studied Business/ when/ university/ .

3 New business contacts/ when/ we were/ we made a lot of/ at the conference, / .

4 Only 19/ her first business/ she set up/ when she was/ .

5 We learnt nothing/ when/ about business/ we were at school/ .

6 When/ I always give/ my business card/ I meet someone new/ .

WRITING TASK

Unit 8: Additional writing task

Write a narrative paragraph about the history of a business.

1 You are going to write a narrative paragraph about a company. You will need to invent all the facts and details. First of all, make notes in the space below on the following questions:

What is the name of your company?

What does your company do?

Who are its customers?

Where is the head office?

Is it successful? Why / why not?

2 Now write your paragraph.