



**TRƯỜNG ĐẠI HỌC THƯƠNG MẠI**  
**THUONGMAI UNIVERSITY**

# ENGLISH FOR SPECIFIC PURPOSES 1

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# UNIT 1 - THE BUSINESS ENVIRONMENT





# 1. START UP

1 Do the questionnaire. Put a tick (✓) for 'yes' or a cross (X) for 'no'.



1 I enjoy teamwork. <input type="checkbox"/>	2 I am good at problem-solving. <input type="checkbox"/>	3 I like using technology. <input type="checkbox"/>	4 I like being independent. <input type="checkbox"/>
5 I am good at research. <input type="checkbox"/>	6 I like dealing with people. <input type="checkbox"/>	7 I don't like working under pressure. <input type="checkbox"/>	8 I like travelling and meeting new people. <input type="checkbox"/>
9 I am good at dealing with money. <input type="checkbox"/>	10 I am not very good at organizing information. <input type="checkbox"/>	11 I like being creative. <input type="checkbox"/>	12 I don't mind doing routine activities. <input type="checkbox"/>



## 2. FIND SOMEONE WHO...

**Aim: to find those who have similar style to you.**

**Steps:**

- Stand up and walk through the classroom
- Make Yes/No Questions to your classmates until you get any YES answers
- Write down your classmates' names
- When you finish all questions, pick up ONE person who's got the similar style to you.

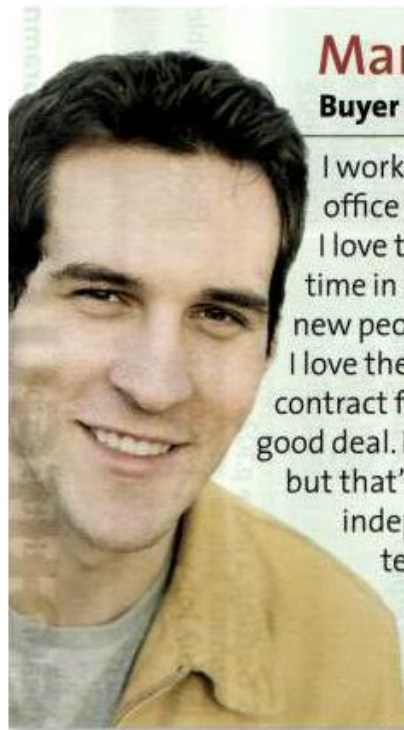


# FIND SOMEONE WHO...

1. ...enjoys teamwork.
2. ...is good at research.
3. ...is good at dealing with money.
4. ...is good at problem-solving.
5. ...likes dealing with people.
6. ...is not good at organizing information.
7. ...likes using technology.
8. ...doesn't like working under pressure.
9. ...likes being creative.
10. ...likes being independent.
11. ...likes travelling and meeting new people.
12. ...doesn't mind doing routine activities.



3. Read the text about Chloe and Markus and answer the questionnaire for them. Put a question mark (?) if there isn't enough information.



## Markus

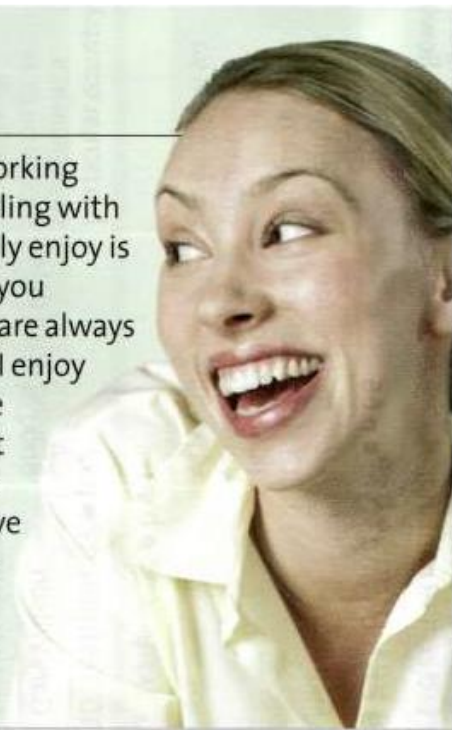
**Buyer of luxury leather goods**

I work for a department store. My office is in New York, but I travel a lot. I love travelling and I spend a lot of time in Italy and Morocco. I enjoy meeting new people and seeing the new styles. I love the challenge of getting a good contract for my company, negotiating a good deal. I spend a lot of time on my own, but that's not a problem as I enjoy being independent. In fact, I'm not a great team worker. I don't really like the routine paperwork when I get back to the office – but it needs to be done!

## Chloe

**Exhibition organizer**

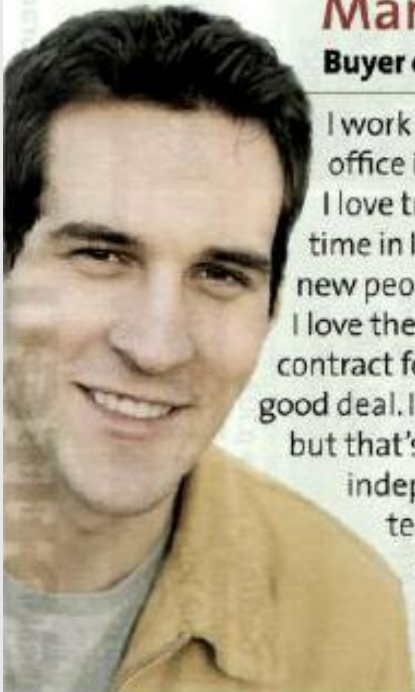
I really enjoy my job. I love working under pressure and I like dealing with people. The other thing I really enjoy is problem-solving. And when you organize an exhibition, there are always lots of problems to sort out! I enjoy working as a team, but I hate dealing with money. I wasn't good at maths at school, but it's a part of the job, and I have to do it. Sometimes I work in the office, but I'm really not an office sort of person. I hate the routine!





# READ ABOUT MARKUS

1. ...enjoys teamwork.
2. ...is good at research.
3. ...is good at dealing with money.
4. ...is good at problem-solving.
5. ...likes dealing with people.
6. ...is not good at organizing information.
7. ...likes using technology.
8. ...doesn't like working under pressure.
9. ...likes being creative.
10. ...likes being independent.
11. ...likes travelling and meeting new people.
12. ...doesn't mind doing routine activities.



**Markus**  
**Buyer of luxury leather goods**

I work for a department store. My office is in New York, but I travel a lot. I love travelling and I spend a lot of time in Italy and Morocco. I enjoy meeting new people and seeing the new styles. I love the challenge of getting a good contract for my company, negotiating a good deal. I spend a lot of time on my own, but that's not a problem as I enjoy being independent. In fact, I'm not a great team worker. I don't really like the routine paperwork when I get back to the office – but it needs to be done!



# READ ABOUT CHLOE

1. ...enjoys teamwork.
2. ...is good at research.
3. ...is good at dealing with money.
4. ...is good at problem-solving.
5. ...likes dealing with people.
6. ...is not good at organizing information.
7. ...likes using technology.
8. ...doesn't like working under pressure.
9. ...likes being creative.
10. ...likes being independent.
11. ...likes travelling and meeting new people.
12. ...doesn't mind doing routine activities.

## Chloe

### Exhibition organizer

I really enjoy my job. I love working under pressure and I like dealing with people. The other thing I really enjoy is problem-solving. And when you organize an exhibition, there are always lots of problems to sort out! I enjoy working as a team, but I hate dealing with money. I wasn't good at maths at school, but it's a part of the job, and I have to do it. Sometimes I work in the office, but I'm really not an office sort of person. I hate the routine!





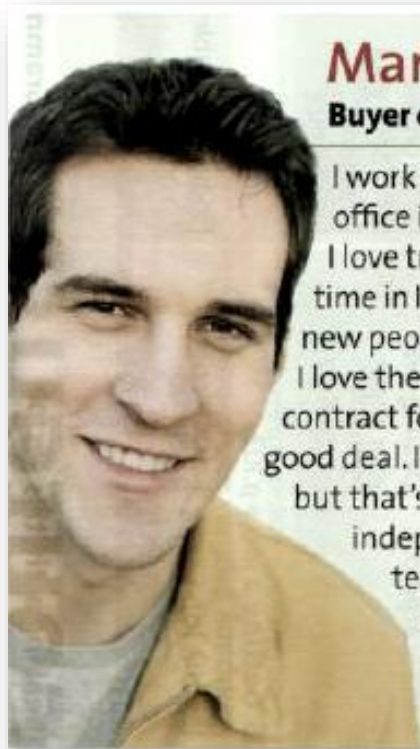


## 2. LANGUAGE SPOT

### Present Simple

- We use the Present Simple for facts  
*I enjoy teamwork.*  
*My company makes furniture.*  
*They don't work well under pressure.*

Read about Markus again and underline examples of the Present Simple.



**Markus**  
**Buyer of luxury leather goods**

I work for a department store. My office is in New York, but I travel a lot. I love travelling and I spend a lot of time in Italy and Morocco. I enjoy meeting new people and seeing the new styles. I love the challenge of getting a good contract for my company, negotiating a good deal. I spend a lot of time on my own, but that's not a problem as I enjoy being independent. In fact, I'm not a great team worker. I don't really like the routine paperwork when I get back to the office – but it needs to be done!



- We can use certain verbs in the Present Simple (e.g. *like / love / enjoy / be good at / don't mind / hate*) with an *-ing* form.

*I like organizing information.*

*You're good at working in a team.*

*She doesn't mind doing routine activities.*

Read about Chloe again and find phrases with like/ love/ enjoy/ hate + Ving

## Chloe

### Exhibition organizer

I really enjoy my job. I love working under pressure and I like dealing with people. The other thing I really enjoy is problem-solving. And when you organize an exhibition, there are always lots of problems to sort out! I enjoy working as a team, but I hate dealing with money. I wasn't good at maths at school, but it's a part of the job, and I have to do it. Sometimes I work in the office, but I'm really not an office sort of person. I hate the routine!





# Further practice

- Watch the video: [https://www.youtube.com/watch?v=\\_6AvYC5v3vc](https://www.youtube.com/watch?v=_6AvYC5v3vc)  
(1:43 to 4:00)
- Report to the class what you know about each interviewee



1 Choose three jobs from A. Use phrases from B to write five sentences about each job.

EXAMPLE

*A bank clerk deals with money and meets people.*

A

bank clerk	computer operator
database administrator	personal assistant
market researcher	secretary
sales representative	

B

ask people questions	do research
arrange meetings	travel
deal with money	organize information
meet people	make phone calls
send emails and letters	use a computer
attend meetings	write reports
sell products	



**3** Now write sentences as in the example.

**EXAMPLE**

*Jacob / 😊 travel / 😞 organize information*

*Jacob likes travelling, but he doesn't enjoy organizing information.*

- 1 George / 😊 work in a team / 😞 do routine activities
- 2 Stephanie / 😊 deal with people / 😞 deal with money
- 3 Lauren / 😊 do research / 😞 solve problems
- 4 Andy / 😊 use technology / 😞 be creative
- 5 Rachel / 😊 meet new people / 😞 work under pressure



# 3. VOCABULARY - Jobs

- Organize
- Operate
- Research
- Train
- Design
- Control
- Manage

Organizer

Operator

Researcher

Trainer

Designer

Controller

Manager



## 4. READING

### ACTIVITY 1

- Work in groups
- Discuss these questions

**DO YOU EVER ...**

- send private emails?
- text your friends?
- do homework for another lesson?
- gossip?
- surf the Net?

- read books or magazines?
- doodle?
- sleep?
- listen to music?
- look out the window?
- eat?
- flirt?
- shop online?



## BEFORE READING

- What is happening in the picture?
- What are the women doing?
- Is that allowed at workplace?
- What do you think the text is about?



**Don't disturb me – I'm not working!**





## 2. READ THE TEXT AND ANSWER THE QUESTIONS

- 1 How much time each day do UK office workers spend not working?
- 2 What's their most popular non-work activity?
- 3 How much time each day do they spend using the computer for non-work activities?
- 4 What percentage of Italian office workers flirt in the office?
- 5 What do some employers do to reduce 'absenteeism in the office'?
- 6 What do some employers do to make their staff happier at work?



## 2. READ THE TEXT AND ANSWER THE QUESTIONS

**H**OW do office workers spend their day? Well, they work of course, but they also find time for other things. A recent report reveals that UK office workers spend about an hour and a half a day on personal business. They spend 54 minutes gossiping, 16 minutes flirting, 14 minutes surfing the Net, 9 minutes emailing friends and family, and 3 minutes shopping online.

Surfing the Net in office time for personal reasons is common throughout Europe. Nearly half of workers in Italy, the UK, and Germany confess to visiting sites for holidays and finance when they should be working. In Italy, 4 out of 10 office workers flirt in the workplace and 1 out of 3 employees sends and receives text messages on their mobile during their working day.

Unsurprisingly, employers are not happy with this 'absenteeism in the office'. Many companies use filters to prevent surfing, and even turn off coffee machines to prevent gossip. In Milan, a worker who regularly surfed unsuitable sites was suspended for ten days.

But is the best solution to stop workers socializing and surfing the Net? After all, you don't stop thinking about work when you go home, and your private life doesn't stop when you go to work. A study of the best employers in the UK says that laughing with colleagues, socializing, and having fun creates a workplace where staff work the hardest! One successful company has a room with perfumed oils and music, where staff can relax. Another offers games rooms and satellite TV. It seems that only motivated workers give 100% attention to their jobs. ●



# Further discussion

- Which can you do at work?
- Which shouldn't you do at workplace?
- Which can't you do in class?
- What is the result if you do one of these at work?



### 3. Pair-work

- Did anything in the article surprise you?
- Do you consider these activities to be 'time-wasting'?

Imagine you are the manager of a company. What would you do about these activities?



# 5. LISTENING

## ACTIVITY 1

Listen to Maria, a customer sales assistant, describing how she spends a typical day.

Tick the activities she mentions.

- |  |  |
|--|--|
| <input type="checkbox"/> write letters       | <input type="checkbox"/> key in data         |
| <input type="checkbox"/> send emails         | <input type="checkbox"/> write minutes       |
| <input type="checkbox"/> do filing           | <input type="checkbox"/> fill in forms       |
| <input type="checkbox"/> surf the Net        | <input type="checkbox"/> send faxes          |
| <input type="checkbox"/> have meetings       | <input type="checkbox"/> gossip              |
| <input type="checkbox"/> write reports       | <input type="checkbox"/> make coffee         |
| <input type="checkbox"/> speak to customers  | <input type="checkbox"/> book meeting rooms  |
| <input type="checkbox"/> arrange travel      | <input type="checkbox"/> distribute the post |
| <input type="checkbox"/> fill in time sheets |  |



## 5. LISTENING

### ACTIVITY 2

Listen again and decide if the sentences are true (T) or false (F).

- 1 Maria makes a coffee before her morning meeting.
- 2 In the morning she meets people from all over the world.
- 3 She has to make a lot of phone calls in her job.
- 4 She doesn't like sending faxes because it's boring.
- 5 She surfs the Net five or six times during the day.
- 6 She has to fill in a time sheet at the end of her day.



## 6. COMPANY PROFILE

### BEFORE READING

**Discuss these following questions with your partner:**

- Where does your family buy books, computers, flights, food?
- Do you buy things on the Net?
- What are the advantages and disadvantages of e-shopping?



**Now read about Amazon.com**

**Student A reads the text on this page, and  
Student B reads the text on page 112.**

**Then cover the information and ask your  
partner these questions.**





## STUDENT A

- How many people work for Amazon?
- What are some of Amazon's key features?
- How does it manage all the data?
- Does everything ever go wrong?

Amazon does not say precisely how many it employs, but it is probably over 5,000 people. It also offers tailored services, product reviews, a secure payment system, and the opportunity to 'look inside' over 250,000 books. Amazon's incredibly powerful database (data warehouse) manages product flow, interacts with consumers, offers a fast service, and gets business intelligence. It doubles in size every year, and is updated six times a day. However Amazon does make mistakes. It once offered pocket computers for £7 instead of £192. Some people ordered 50 computers before Amazon temporarily closed its website!



## STUDENT B

- What is Amazon.com?
- What sort of things does it sell?
- How many products does it have?
- Where is Amazon based?
- How many websites does it have?

## Amazon.com

Amazon.com is a website where millions of customers in over 200 countries can buy a wide range of goods online. They sell both products and services. These include books, CDs, DVDs and computer games, clothes, computers, mobile phones, cameras, and travel services. You can also rent DVDs. This amounts to tens of millions of items. The company is based in Seattle, in the United States, but it has an international division with localized languages, products, and customer service. Amazon doesn't have just one website, but six global websites.





# AFTER READING

With your partner, read the two texts again and translate the following key terms into your own language. If necessary, use a dictionary.

- 1 range \_\_\_\_\_
- 2 customer service \_\_\_\_\_
- 3 secure payment \_\_\_\_\_
- 4 product flow \_\_\_\_\_
- 5 to update \_\_\_\_\_



# 7. PROJECT

With your partner, write five questions about a well-known company.

EXAMPLE

*Apple Mac*

*What type of company is it?*



**HONDA**

The Power of Dreams



**BOSCH**





## 8. VOCABULARY - Numbers

1. With your partner, decide how to read these numbers in English:

513      2,892       $\frac{2}{3}$       9.56

2. Listen and write out the numbers as you hear them.

1 saying numbers

250 \_\_\_\_\_

5,789 \_\_\_\_\_

2 saying fractions

$\frac{1}{2}$  \_\_\_\_\_

$\frac{3}{4}$  \_\_\_\_\_

$\frac{1}{3}$  \_\_\_\_\_

3 saying decimal points


3.5 \_\_\_\_\_

15.06 \_\_\_\_\_

7.96 \_\_\_\_\_



## 9. PRONUNCIATION

1  Listen and circle the numbers you hear.

a 115,000 150,000

b 19 90

c 15 50

d 13.5 30.5

e 14 40

f 2,317 2,370

2 Work in pairs. Each student writes

- two fractions
- two decimals
- two numbers containing 11–19
- two numbers containing 20, 30, etc.
- two very big numbers

Dictate your numbers to your partner. Write your partner's numbers.



## Search the Net and find the following information

- The population of China, Thailand, Cambodia, Japan, the US, Germany, France
- The average income of China, the Netherland, Burma, India, Portugal, Finland
- The number of visitors to Vietnam, Poland, Singapore, Brussels last year.
- The value of 5 currencies (over USD)



# 10. 9 to 5

## Meeting people

1. It's Lisa Scacchi's first day at Alchemy Advertising. Look at the pictures and answer the questions:


- What can you see in the pictures?
- Who are the people?
- Where are they?
- What are they doing?

2. Listen and check








- 3  In picture 2, Richard introduces Lisa to Sara Parkes. Who says what? Write R, L, or S next to the expressions.

### Expressions

- 1 Sorry, Richard. \_\_\_\_\_
  - 2 No problem. \_\_\_\_\_
  - 3 Have you got a moment? \_\_\_\_\_
  - 4 I'd like you to meet Lisa Scacchi, my new PA. \_\_\_\_\_
  - 5 This is Sara Parkes, our Accounts Manager. \_\_\_\_\_
  - 6 Pleased to meet you. \_\_\_\_\_
  - 7 It's nice to meet you, too. \_\_\_\_\_
- 4  Now listen to Richard introducing Lisa to Joe Abrams. Why is Lisa surprised?



# 10. SPEAKING

Work in groups of three. Two of you work in a company. One of you is a visitor. Student A go to p.108, Student B go to p.112, and Student A go to p.115.

Take turns to introduce a visitor to a colleague at Alchemy Advertising. Your colleague should be busy (on the phone, working at a computer) when you make the introductions.

You are Steven/Silvia Johnson

Introduce **Student C**: Kevin/Kia Brooke, Assistant Manager with PTC Plastics to **Student B**:

*Martin/Martina DeVita, market researcher*

Be careful! Kevin/Kia is busy. You are interrupting.

Take turns to introduce a visitor to a colleague at Alchemy Advertising.

Your colleague should be busy (on the phone, working on a computer) when you make the introductions.

You are Alan/Alana Prince

Introduce **Student A**: Larry/Lauren Sinclair, Retail Manager with New Harvest Organics to **Student C**: Kim Chan, database administrator

Be careful! Kim is busy. You are interrupting.

Take turns to introduce a visitor to a colleague at Alchemy Advertising. Your colleague should be busy (on the phone, working at a computer) when you make the introductions.

You are Robert/Roberta Kind

Introduce **Student B**: Michael/Michelle Cohen, Sales Manager with Blue Sky Hotels to **Student A**: John/Joanna Hall, copywriter.

Be careful! Michael/Michelle is busy. You are interrupting.



# 11. BUSINESS KNOW-HOW

1 Which of these are the three most important for you in your situation?

## ➔ **Getting on in business**

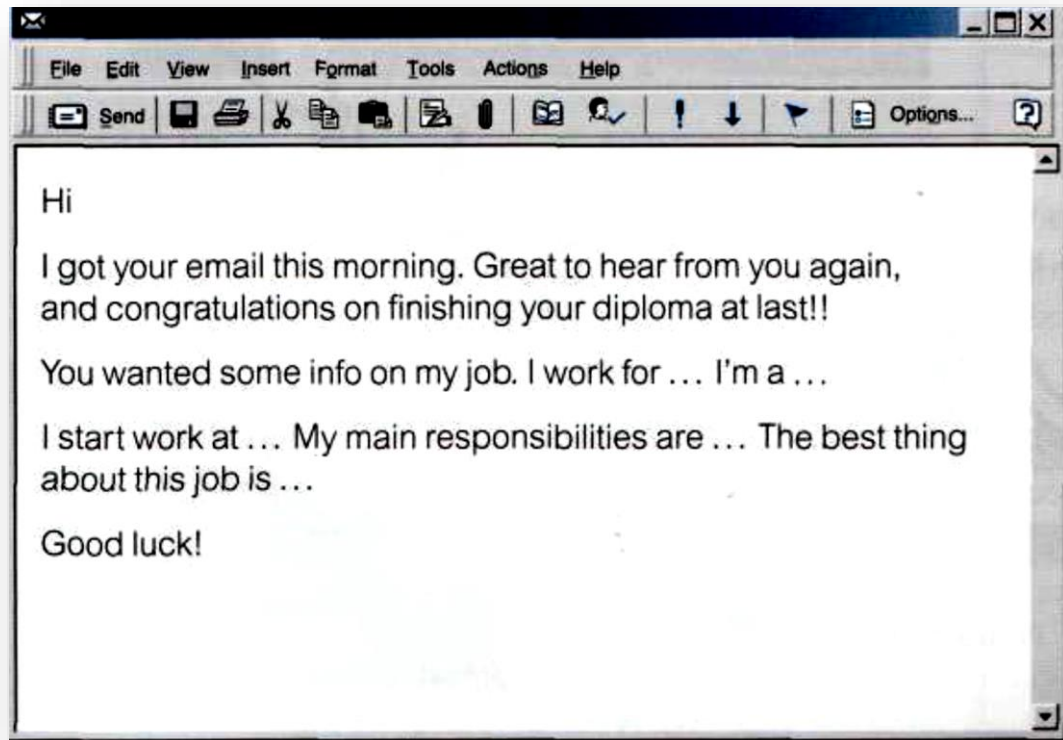
- Learn more than one language.
- Get a business qualification.
- Network with family and friends.
- Read business magazines and business sections in newspapers.
- Try to get work experience in an office.

2 Discuss your opinions with a partner. With your partner, add two or three of your own suggestions.



## 12. WRITING

A friend is looking for a job in your field. Complete the following email. Explain to him/her about your job (you can choose one), the company you work for, and the essential qualities needed for the job.





# 13. CHECKLIST

Assess your progress in this unit.

Tick (✓) the statements which are true.

- I can talk about my strengths and weaknesses
- I can describe what people do as part of their jobs
- I can ask for and give basic information about a company
- I can introduce people



# 14. KEY WORDS

## Verbs

attend  
deal with  
employ  
fill in  
key in  
research

## Jobs

bank clerk  
database administrator  
market researcher  
sales representative

## Nouns

customer service  
database  
manufacturer  
product  
range