



# UNIT 2 – THE COMPANY





# 1. START UP

You want to set up a company to develop and produce a new type of MP3 player.

What different people do you need to employ?





## YOU NEED PEOPLE TO

- To make the product
- To research it
- To design it
- To promote it
- To keep computers working
- To manage the offices and factories
- To manage the money and budgets
- To write letters and emails
- To buy raw materials
- To sell the product





# LEARNING OBJECTIVES

- Different departments in a company
- E-commerce
- Making and answering phone calls
- Time management
- Present Simple & Present Continuous



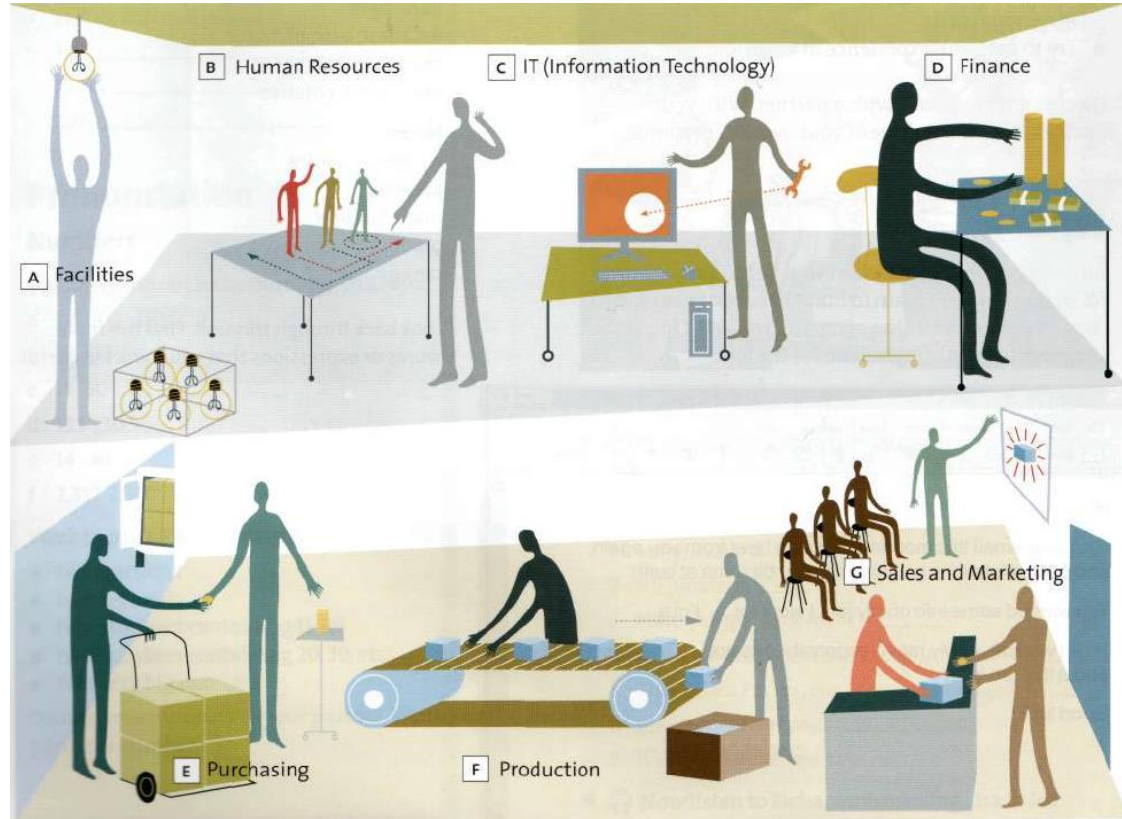
# IN THIS UNIT

1. Start up
2. Vocabulary
3. Listening
4. Language spot
5. Reading
6. Pronunciation
7. Call centre
8. Speaking
9. It's my job
10. Business know-how
11. Writing
12. Project
13. Checklist
14. Key words



## 2. VOCABULARY – ACTIVITY 1

Match the departments (A-G) and descriptions (1-7)





# ACTIVITY 1

- 1.It deals with billing, salaries, taxes, investment and budgets.....
- 2.It is responsible for advertising and market research. It organizes the selling of the products .....
- 3.It produces the finished products .....
- 4.It deals with staff and is responsible for recruiting and training. ....
- 5.It organizes the maintenance of the buildings, including office space. ....
- 6.It is responsible for the company systems, and trains staff in computer use.  
.....
- 7.It is responsible for buying the materials the company needs to make its products.  
.....



# ACTIVITY 2

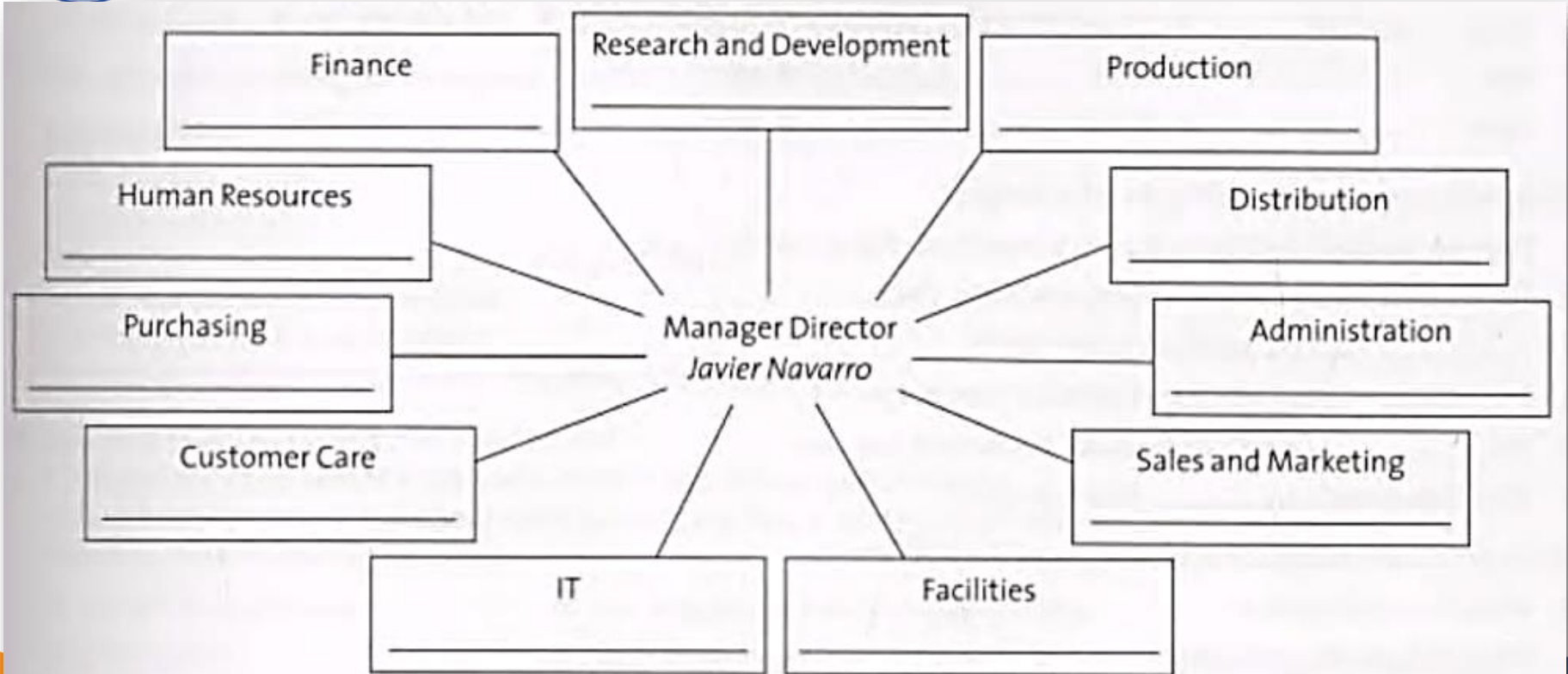
- a) Human Resources
  - b) Marketing
  - c) Research and Development
  - d) I.T. (Information Technology)
  - e) Maintenance
  - f) Sales
  - g) Customer Service
  - h) Finance
  - i) Dispatch
  - j) Production
1. taking care of customer needs
  2. selling the product/service
  3. making the product
  4. responsible for how a product/service is advertised and promoted
  5. hiring new staff
  6. in charge of the company's computers and network
  7. in charge of the office/building
  8. discovering new knowledge about the product, improving it and creating new products
  9. in charge of payments, bills and expenses
  10. in charge of the delivery of orders





## ACTIVITY 3

Which departments do these people work for?



**“ This is a busy time of the year because we’re producing the annual accounts. ”**

Andrew Symonds

**“ We’re doing health and safety checks around the building this month. ”**

Filip Král

**“ We make sure that all our goods are properly packed and labelled before they are dispatched. ”**

Ray Clarke

**“ We notify our staff if there are promotion opportunities. ”**

Elena Morales

**“ This week we’re installing new virus protection on our whole system. ”**

Agnès Laforgue

**“ We check the quality of the product at each stage of the manufacturing process. ”**

Dean Wilson

**“ We’re dealing with lots of enquiries at the moment. It’s a busy time! ”**

Steven Baines

**“ At the moment we’re designing an exciting range of new products. ”**

Lisa Papi

**“ We maintain good relations with our suppliers. ”**

David Lee

**“ We produce and distribute publicity materials such as catalogues and brochures. ”**

Mitsuko Saito

**“ We do everything from organizing meetings to making travel arrangements. It’s non-stop! ”**

Penny James



# 3. LISTENING

## ACTIVITY 1

Listen to Montse and Kenichiro talking about their jobs and complete the sentences.

### VOCABULARY

- Advert (n)
- Vacancy (n)
- Candidates (n)
- A chain store (n)



**Where do you work?**

I'm training to be a Human Resources officer for a car manufacturer.

**What are you working on?**

I'm \_\_\_\_\_<sup>1</sup> to prepare an advert for a vacancy in the Sales department. I'm writing the \_\_\_\_\_<sup>2</sup> so that we \_\_\_\_\_<sup>3</sup> the right candidates. My manager \_\_\_\_\_<sup>4</sup> my work, of course. I only started a few months ago.



# 3. LISTENING

## VOCABULARY

- A fashion buyer
- A chain store
- The Purchasing Department



Kenichiro

**What line of work are you in?**

I'm \_\_\_\_\_<sup>5</sup> to be a fashion buyer for a chain store. I work in the Purchasing department. I've only been in the job a few weeks.

**What are you doing at the moment?**

I'm doing a bit of \_\_\_\_\_<sup>6</sup>. I'm working in a \_\_\_\_\_<sup>7</sup> with other more experienced buyers. There's a lot to \_\_\_\_\_<sup>8</sup> but I'm enjoying it. We're \_\_\_\_\_<sup>9</sup> buying for next year's spring season – it's great knowing what next year's \_\_\_\_\_<sup>10</sup> are going to be!



# 3. LISTENING

## ACTIVITY 2

Work in pairs and discuss the jobs of Montse and Kinichiro. Which one would you prefer to do? Why?





## 4. LANGUAGE SPOT

### PRESENT SIMPLE vs. PRESENT CONTINUOUS

Complete the rules with the names of these sentences:

- Present Simple
- Present Continuous

● Use the \_\_\_\_\_ to talk about situations that exist over a long period of time and repeated actions.

*I work in the Purchasing department.*

● Use the \_\_\_\_\_ to talk about things that are happening now or for a limited period of time.

*I'm helping to prepare an advert.*

*We're buying for next year's season.*

*I'm training to be a fashion buyer.*



## PRESENT SIMPLE TENSE vs PRESENT CONTINUOUS TENSE

### Present Simple

General truths.

It rarely rains in the desert.

Present habits.

Marsha goes to dance club every Thursday.

Timetable events.

The plane to London takes off at 6:30 a.m.

Permanent states.

He works at a hotel.

### Present Continuous

Actions happening now.

She is reading a newspaper upstairs.

Annoying habits (+ always).

She is always singing in the shower.

Future arrangements.

She is getting married on 3 November.

Temporary states.

She is working at the hotel until next week.



Complete the letter Sean is writing to his friend about his new job. Use the appropriate form of the Present Simple or the Present Continuous.

Dear James

I *'m not eating*<sup>1</sup> (eat) in the company restaurant today. I \_\_\_\_\_<sup>2</sup> (have) a sandwich at my desk and I \_\_\_\_\_<sup>3</sup> (write) to you. At the moment I \_\_\_\_\_<sup>4</sup> (work) here in London. It's great because I \_\_\_\_\_<sup>5</sup> (improve) my English and I \_\_\_\_\_<sup>6</sup> (learn) new skills at the same time. I \_\_\_\_\_<sup>7</sup> (not stay) in a very nice flat but it \_\_\_\_\_<sup>8</sup> (be) cheap.

The company \_\_\_\_\_<sup>9</sup> (export) toys and games all over the world. At the moment I \_\_\_\_\_<sup>10</sup> (work) on a contract for Australia.

I \_\_\_\_\_<sup>11</sup> (finish) work at about 5 o'clock. I \_\_\_\_\_<sup>12</sup> (have) a great time in the evenings! I usually \_\_\_\_\_<sup>13</sup> (eat) out with friends and \_\_\_\_\_<sup>14</sup> (go) to clubs. I always \_\_\_\_\_<sup>15</sup> (spend) too much money though!





# 5. READING

## Pre-reading

Discuss in small groups these terms:

- e-books
- e-business
- e-card
- e-market
- e-museum
- e-ticket





# 5. READING

## ACTIVITY 1

Read the introduction to the article. Then with your partner, discuss how we use the Internet in business.

## E-commerce

You probably use the Internet to send emails, download music and films, or look for information. But did you know that the Internet is transforming the business world?



# READING ACTIVITY 1

## How do we use the Internet in business?

- Buying products and services
- Finding information
- Booking hotels
- Sending documents
- Sharing data
- Placing orders
- Making payments
- Doing market research
- Keeping in contact with clients



## READING ACTIVITY 2

Read the article and match the definitions to the terms.

- |              |   |
|--------------|---|
| 1 order      | a buying  |
| 2 supplier   | b a price that a company offers to do work or supply parts for if it wins the order |
| 3 bid        | c to request goods from a company   |
| 4 costs      | d a person or organization that provides goods or services                          |
| 5 purchasing | e the amount of money spent on running a business                                   |



## READING ACTIVITY 3

- 3** Read the article again and decide if the sentences are true (T) or false (F).
- 1 Electronic commerce uses phones and faxes to do business. \_\_\_\_\_
  - 2 B2C is when a consumer and a company do business together. \_\_\_\_\_
  - 3 B2B is when private individuals sell or buy things on the Internet. \_\_\_\_\_
  - 4 Ford used B2B in the past but didn't get good results. \_\_\_\_\_
  - 5 When a company uses B2B they save money and time. \_\_\_\_\_
  - 6 A quarter of all European business is done online. \_\_\_\_\_



## READING ACTIVITY 4

4 Complete the sentences with the words from 2.

- 1 David, the budget is only €12,000 for this project. Please be careful with the \_\_\_\_\_.
- 2 I'd like to \_\_\_\_\_ fifteen office desks and chairs from the New Dawn range.
- 3 AGD Construction put in a \_\_\_\_\_ of €120 million to build the stadium.
- 4 We have found an excellent \_\_\_\_\_ in Spain for our engine parts.
- 5 Beamish Electronics have appointed a new buyer to their \_\_\_\_\_ department.



# READING ACTIVITY 5

## Discuss in groups the advantages and disadvantages of E-commerce

### Advantages:

- reach as many clients as a large one
- saves money
- more efficient
- respond immediately to customer enquires
- open 24/7 for customers to visit

### Disadvantages:

- need a lot of staff to manage
- time-wasting enquires
- worries about credit card details
- worries about the reliability of the company



## 6. PRONUNCIATION

### ACTIVITY 1

Listen and repeat the telephone numbers.

1	07488 750812
2	03589 552647
3	0044 208 8943326
4	0039 055 292647





## ACTIVITY 2

- 2** 🎧 Listen to the phone numbers again and answer the questions.
- 1 How do you say two numbers that are the same, e.g. 88?
  - 2 There are two ways to say 0 – what are they?
  - 3 How do you group six-figure numbers? And seven-figure numbers?



## ACTIVITY 3

- Form groups of 4;
- Practice asking for each member's personal details (including phone number) and write down.



# 7. CALL CENTRE

## **call centres**

Large companies often have call centres – open-plan offices with trained staff talking on phones to customers. Many English-speaking businesses locate their call centres in India because costs are lower.

## **inbound calls**

Some call centres deal with customers who call for information or help.

## **outbound calls**

Some call centres try to sell products or services to the public by phoning them.



# ACTIVITY 1

## Making a call

🎧 Listen and complete the dialogues.



- 1
- Switchboard** Hello.
- Jamie** Hello, is that Euro Style?
- Switchboard** Yes. How \_\_\_\_\_<sup>1</sup> I help you?
- Jamie** Could I \_\_\_\_\_<sup>2</sup> to Ms Archer, please?
- Switchboard** Hold on a \_\_\_\_\_<sup>3</sup>, and I'll put you through.
- Jamie** Thanks.
- 2
- Ms Archer** Hello, Sales Division.
- Jamie** Oh, hello. Is \_\_\_\_\_<sup>4</sup> Ms Archer?
- Ms Archer** Speaking.
- Jamie** Hello, my name's Jamie Saunders.
- 3
- Carol** Hello, \_\_\_\_\_<sup>5</sup> is Carol Black calling from Tempus Holdings. Is Mrs Chatto in the \_\_\_\_\_<sup>6</sup>?
- Secretary** I'm sorry, but she's \_\_\_\_\_<sup>7</sup> of the office today. She's back tomorrow.
- Carol** Oh. OK, I'll call back then. What's her extension \_\_\_\_\_<sup>8</sup>?
- Secretary** 4562.



## ACTIVITY 2

### Expressions

Could I speak to Ms Archer, please?	I'll put you through.
Can I speak to Mr Rossi, please?	I'll call back tomorrow.
Can I take a message?	I'll pass on the message.



## 8. SPEAKING

Work in pairs and practice making phone calls.

Student A go to p.108

Student B go to p.112

- 1 You are the caller – Andrew/Anna Drake, Opus Music. Ask to speak to Alicia Diaz.
- 2 You are a secretary at New Line Stores. Say that Steve Chinaloy is in a meeting. Ask the caller to try again in half an hour.
- 3 You are the caller – Frank/Frances Rich, Greenlight Publishing. Ask to speak to Ingrid Musil.
- 4 You are the receptionist at New Milton Press. Ms Hutton is out of the office. She is back tomorrow.

- 1 You are the receptionist at the Harper Artists agency. Put the caller through to Alicia Diaz.
- 2 You are the caller – Lou/Lucia Bond, Goth Fashions. Ask to speak to Steve Chinaloy.
- 3 You are Ingrid Musil. Say you are sorry, but you are in a meeting.
- 4 You are the caller – Charles/Charlotte Beckett, C and M designs. Ask to speak to Ms Hutton. Say you will call back.



# 9. IT'S MY JOB

## New words

- Induction
- Internship
- Chain store
- Vacancy
- Negotiate
- Organize
- Hypermarket
- Shelf supervisor
- Sign up
- Supplier
- To put to good use
- Wine-growing



# ACTIVITY 1

- 1 Before you read, discuss these questions with your partner.
  - What are the biggest supermarket chains in your country?
  - What do they sell apart from food?





## ACTIVITY 2

Read about Daniel and answer the questions.

1. What did he do in China?

=>

2. What did he do during the induction period in Spain?

=>

3. What department did he work in after that?

=>

4. What did he learn from his work experience?

=>



## ACTIVITY 3

Work in pairs and discuss these questions:

1. Would you like to work in supermarket management?  
Why? Why not?
2. Would you like to work in the food and drink industry?  
Why? Why not?



# 10. BUSINESS KNOW-HOW

## ACTIVITY 1

Work in pairs and discuss these questions:

1. Do you find enough time for your work?
2. Do you ever complete tasks late?
3. Do you wish you had more free time?





## ACTIVITY 2

**Work in pairs. Discuss these suggestions.**

- Which do you think is the best one?
- Do you do any of these things already?
- Do you have any other ideas?

### **How to manage your time**

- Make a list of all the tasks. Then decide if their deadline is urgent or not.
- Prioritize the most important task.
- As you finish a task, cross it off your list.
- When you complete a task, move on. Don't be a perfectionist.
- Concentrate on the task you are doing. Don't be distracted by emails and text messages!
- Find a place to work that suits your working style.



# 11. WRITING

**ACTIVITY 1: Read the web page and answer these questions:**

**1. What is this page of the website for?**

=>

**2. What does the company do?**

=>

**3. Which departments do you find in most companies?**

=>

**4. Which departments are specific to this sort of business?**

=>



## ACTIVITY 2

**Write a web page for your school/ company.**

**Include:**

1. A short description of the school/ company and what it does
2. A list of departments with a short description of what each one does.



# WRITING TIPS

- ▶ Tip 1: Make Your Content Valuable and Relevant.
- ▶ Tip 2: Keep Your Content Concise.
- ▶ Tip 3: Stay On Topic.
- ▶ Tip 4: Check and Recheck for Grammar and Spelling Errors.
- ▶ Tip 5: Use the Inverted Pyramid Method.
- ▶ Tip 6: Write Assertively. No one knows your products or services like you do.
- ▶ Tip 7: Write for Your Audience.
- ▶ Tip 8: Utilize Images to Compliment Your Copy.



## 12. PROJECT

- Visit <https://www.orange.com/en/home>
- Make notes of its departmental structure







# 13. CHECKLIST

Assess your progress in this unit.  
Tick (✓) the statements which are true.

- I can describe what the different departments of a company do
- I can make and answer phone calls
- I can write a description of a company for a web page



# 14. KEY WORDS

## Departments

Customer Care

Facilities

Finance

Human Resources

Information Technology / IT

Production

Purchasing

Sales and Marketing

## Nouns

chain store

internship

supplier

vacancy

## Verbs

manage

negotiate

organize