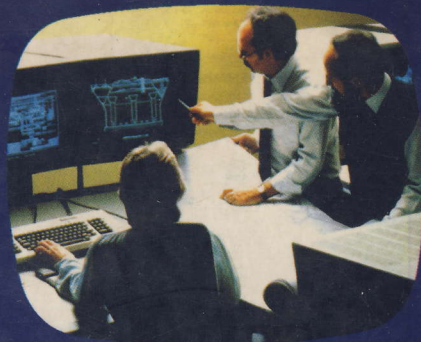
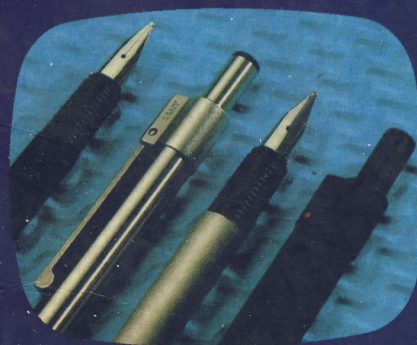
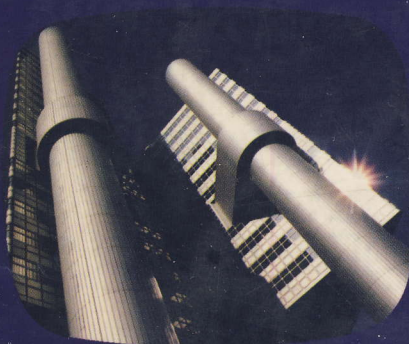
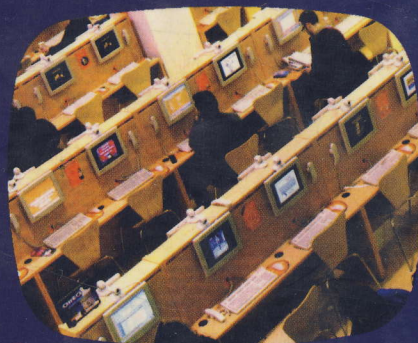


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SUCCESS IN BUSINESS

UPPER-INTERMEDIATE
BUSINESS ENGLISH



TEACHER'S NOTES

About the book

SUCCESS IN BUSINESS is the first attempt to produce locally published materials specific to the objectives, needs and problems of Georgian learners of English and the pitfalls they face while learning the language both for general and business purposes.

SUCCESS IN BUSINESS meets the following main demands:

- the curriculum and syllabus requirements of business courses at tertiary level institutions in Georgia;
- the needs of Business English programmes in private teaching institutions for corporate clients whose job responsibilities and professional requirements include a good command of professionally-oriented language;
- the needs of learners aiming to raise their language proficiency in order to use English efficiently and effectively for business purposes;
- the specific requirements of international examinations in Business English taking into consideration the demands of exam specification and task types.

Based on the needs and specifications of Georgian learners, the global **aims** of the coursebook are as follows:

- to meet the demand for materials in Business English in higher education institutions in Georgia;
- to provide input material (text, audio) relevant to the learners' aims by reflecting the real language currently used in business communication in order to raise the learners' motivation and enhance their language proficiency;
- to activate the learners' language knowledge, then to fine-tune it and practise it, thus greatly increasing opportunities for production and feedback;
- to provide real life situations and events as the basis for learning.

These aims translate into the following concrete **objectives**:

- to develop the learners' general knowledge of grammar, general and business vocabulary and expressions;
- to develop and practise their oral communication skills in terms of presentations, meetings, negotiations and telephoning;
- to develop their professional written communication skills for business letters, memos, reports, etc.;
- to develop their listening skills in terms of comprehending gist and detail;
- to develop and practise general communication skills in order to increase fluency and the instrumental use of language through general discussions of business and everyday topics.

Contents of the book

SUCCESS IN BUSINESS is an extensive business English course designed to bring the real world of international business into the language teaching classroom. It is aimed at both pre-experienced and experienced business students in Georgia. The level is upper-intermediate and above. Course length is 25 weeks; number of hours – minimum 144.

The **SUCCESS IN BUSINESS** package consists of:

- a student's book with an appendix of samples of written documents
- a set of tapescripts
- two audio-cassettes

For teachers there are:

- teacher's notes
- the keys to the tasks

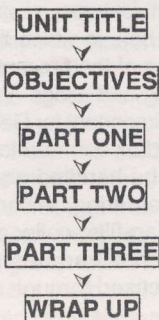
The students' book consists of 24 units. We have considered the needs, gaps and wishes of Georgian learners of Business English, the relevance of the material for the Georgian business reality and the conditions of the Georgian language learning institutions. As a result the coursebook covers a wide range of essential business topics and business communication skills, as well as some general topics and skills which are crucial for business people in general, and of special interest to our target learners.

The overall content of the book covers:

1. The four skills of listening, speaking, reading, and writing with special emphasis on:
 - Professional communication skills, e.g. presentations, meetings, negotiations, telephoning and writing.
 - General communication skills, e.g. socialising and discussion.
2. Business topics to develop specialist language knowledge in terms of vocabulary.
3. General topics to develop general language, in terms of grammar and vocabulary.

Structure of a unit

Each unit is a separate working environment as it is devoted to one central topic or one important communication skill. This is the map of a unit.



KEY FILE

UNIT 1

PART ONE

A. INFORMATION

I. LEAD-IN. enterprise, consortium, PLC, Ltd., sole trader, conglomerate, multinational, partnership.

II. LISTENING

Task 1. business association, business groups, small businesses, multinationals, concern, private enterprise, free enterprise, limited company, large corporation, private company, state-owned company, privatised company, sole trader, conglomerate, firm.

Task 2. 1. business association; 2. business groups; 3. small businesses; 4. multinationals; 5. concern; 6. private enterprise; 7. free enterprise; 8. limited company; 9. small and medium-sized businesses; 10. large corporations; 11. state-owned; 12. sole traders; 13. conglomerate; 14. firms.

B. LANGUAGE AND COMMUNICATION

I. VOCABULARY

Task 1. 1. b; 2. i; 3. j; 4. e; 5. a; 6. h; 7. g; 8. d; 9. f; 10. c. 11. k.

Task 2. Suggested answer: sole trader, limited company, firm, private enterprise, privatised company, state-owned company, conglomerate.

II. GRAMMAR

Task 1.

- I worked in China for several months and I noticed that there are a number of sole traders in big cities like Beijing.
- We don't often get to meet people working in Korea.
- Our chemicals concern makes huge profits annually.
- It makes a lot of money in my country.
- How are things in China?
- Generally China depends more on small and medium-sized businesses.
- Hope to see you all at the get-together party in the evening.

Task 2.

- | | |
|---|---|
| 1. We regularly invest 20% of the turnover in research. | 4. I went to Oakland, California for 3 years. |
| 2. Annually we employ under 300 people. | 5. He has lived in Tokyo since 1996. |
| 3. We both studied history at university. | 6. Our suppliers raised their prices sharply. |
| | 7. Sales decreased substantially last year. |

III. FUNCTIONAL LANGUAGE

Task 1. For answers refer to the presentation box.

Task 2. b, c, e.

Task 3. a. 6; b. 10; c. 7; d. 1; e. 2; f. 3; g. 8; h. 9; i. 4; j. 5.

PART TWO

A RANGE OF COMPANY TYPES

A. INFORMATION

I. LEAD-IN

Range	Others
brother, parent, branch, daughter, sister, subsidiary, holding, diversified, merger, de-merger, affiliate, association	agency, grandparents, wife, partner

II. READING 1

Task 1. holding company; subsidiary; parent company; brother-sister company; merger; joint venture; diversified company.

Task 2. 1. F; 2. F; 3. F; 4. T; 5. T.

READING 2. Name of company - SydneyBank; Headquarters - Sydney; President - George Jones; Business activities - A full range of banking and other financial services; Main markets - Australia, New Zealand, Japan; Main subsidiaries - Toyota Motor Australian Corporation, Pan Australian Life Insurance Corporation, Global Business Bank; Number of employees -15,967.

B. LANGUAGE AND COMMUNICATION

VOCABULARY

Task 1. 1. c; 2. g; 3. d; 4. a; 5. f; 6. e; 7. j; 8. i; 9. h; 10. b.

Task 2. 1. the parent; 2. subsidiaries; 3. merge; 4. diversified multinational; 5. joint-stock 6. sister.

PART THREE

GLOBAL COMPANIES

A. INFORMATION

I. LEAD-IN. Suggested answer: Their products are sold worldwide, they are global companies.

1. The process that has enabled investment in financial markets to be carried out on an international basis. In other words, it is internationalisation of products and services by large firms. 2. In one way or another, globalisation has been going on since human beings started to travel and to go to war with their neighbours. However, the modern form is highly dependent on electronic communications and rapid international travel.

II. READING

Task 1. Suggested answers:

- Entering overseas markets, obliterating geographical markets, operating in many time zones.
- Mergers, acquisitions, franchises, buyouts.
- Advanced communications, liberalisation of capital markets, cross-border investing, a flexible corporate culture, increasing independence from states.
- Advantages: increased competition, efficient management is needed, new markets and opportunities. Disadvantages: local governments lose control, increased unemployment in the West and a flight of capital from the West.

Task 2. 1. par 1; 2. par 2; 3. par 3; 4. par 4; 5. par 6; 6. par 7.