

ESP
Series

Luke Prodromou Lucia Bellini

FLASH

on English
for **COMMERCE**



MP3 Audio Files



ESP
Series

Luke Prodromou Lucia Bellini

FLASH

on English
for **COMMERCE**



Contents

Unit	Topic	Vocabulary	Skills
1 p. 4-5	What is Business English?	Business areas	Reading: a questionnaire; a description of aspects of business English
2 p. 6-9	The Market	Aspects of marketing People in marketing	Reading: a description of the market; a description of globalisation Listening: a discussion on globalisation Writing: a text in favour of or against globalisation
3 p. 10-13	Applying for a Job	Language of job adverts and applications CVs	Reading: online and newspaper job adverts, CVs Listening: job interviews Writing: a job application; a CV Speaking: a job interview
4 p. 14-17	Business Conversations	Phone language Fixing appointments	Listening: phone calls – taking messages, making arrangements; discussions to reach agreement Speaking: phone calls – taking messages, making arrangements; discussions to reach agreement Writing: memos
5 p. 18-21	Writing Business Emails	Language of business correspondence	Reading: business emails Writing: business emails Listening: an email dictation
6 p. 22-25	The Company	Types of business model Company organisation	Reading: descriptions of different business models; an article about career development Listening: a discussion about a business organisation; a description of company organisation Writing: summary of an article Speaking: presentation of business organisations
7 p. 26-29	The Business Transaction	Making and replying to enquiries Making and replying to orders	Reading: enquiry emails and replies; email orders and replies Writing: enquiry emails and replies; email orders and replies; order forms Listening: business conversations; conversations about orders

Unit	Topic	Vocabulary	Skills
8 p. 30-33	Trade Documentation	Invoices and payment terms and conditions Transport terms and conditions	Reading: invoices, airway bills, bank transfer documents Writing: invoices, airway bills, bank transfer documents Listening: completing a transport document Speaking: summarising information about payment documents
9 p. 34-37	Trade Legislation and Organisations	Legal terms related to trade	Reading: descriptions of the World Trade Organisation and the EU; extracts from EU directives and UK laws Writing: a text about EU safety directives Listening: a discussion about protectionism and tariffs Speaking: an argument in favour of or against protectionism
10 p. 38-43	Marketing	Aspects of marketing Characteristics of adverts	Reading: texts about aspects of marketing; market research questionnaire; internet and press adverts Writing: consumer profiles Listening: a talk about marketing; a talk about advertising Speaking: presenting a consumer profile
11 p. 44-47	The Stock Exchange and How to Read Graphs	Terms related to trading stocks and shares Describing graphs	Reading: a text about the Stock Exchange; stock market tables, pie charts, bar charts, line graphs, pictograms Writing: description of graphs Listening: talk about the stock market, a description of sales activity Speaking: describing graphs

 1 MP3 audio files downloadable from www.elionline.com

1

What is Business English?

In a short time you may be studying Business English at school. But do you know exactly what it is?

1 Read the questionnaire below and tick (✓) the best answers for you.

Business English:	Yes	No	Don't know
1 is a list of words that are used in finance and commerce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 is a language used in banking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 refers to economic issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 is useful when you work with English-speaking people.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5 is the language used in written correspondence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 is useful if you want to find a job abroad.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 includes all aspects of buying and selling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 is the language used in marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 is important to understand economic issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 requires a good knowledge of basic grammar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You can answer 'Yes' to every question in the questionnaire above.

Simply speaking, Business English is the language used in international trade. In other words, it involves everything related to buying and selling. But it involves much more. Of course the starting point is the language, so you must know grammar quite well, but vocabulary can be very specific because it depends on the topic: economy, finance, products, and so on.

Business English will develop all your language skills:

- reading (documents, texts)
- writing (emails, reports, documents)
- listening (conversations, presentations)
- speaking (conversations, presentations)

These are all communication skills that you will use in business situations: when you work in your office, when you are at a meeting, when you look for information, when you take decisions related to your job.

Also, Business English will help you connect many subjects that you study at school: Economics, Finance/Accounting, Legal Studies, Geography, and also IT, and other foreign languages.

2 What other school subjects do you think you study these topics in? Write the name of the subject and check at the bottom of the page.

- 1 writing emails _____
- 2 payment methods _____
- 3 business legislation in the European Union _____
- 4 logistics and transport _____
- 5 different types of economic systems _____
- 6 writing a CV _____

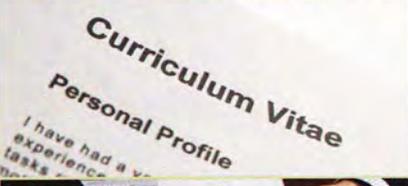
1 IT 2 Finance/Accounting 3 Legal Studies 4 Geography 5 Economics 6 Foreign languages

In this book you will meet some basic and traditional Business English topics.

3 Complete the table of topics with a description of the topic contents from the list below.

Content:

- Money is the driving force in business. Banks, profits, sales are key words.
- An enterprise that sells or buys goods or services. It must be organized into departments with different activities.
- The place where goods and services are bought and sold. The people involved are producers, sellers, consumers.
- There is a set of laws regulating international business that must be followed. Working in the business world also implies being able to understand and prepare documents like contracts, payment and transport documents, invoices, and others.
- The process of buying and selling. It consists of personal contact, speaking over the phone, writing emails, preparing documents, sending goods, solving problems.
- Today all companies must beat competition if they want to sell their product. This means that they must be good at producing the right product, at the right price and persuading people to buy it.
- Looking for and finding a job in a foreign country. It means writing and speaking about your qualifications and skills.

	Topic	Content
	The market	
	The company	
	Business transactions	
	The job market	
	Business documents and legislation	
	Finance	
	Marketing	

2

The Market

A market is where people buy and sell. The people who sell are called sellers – also producers or manufacturers – they make and provide what the market needs. The people who buy are called buyers – also customers – they use what they buy from sellers. But what is bought and sold in a market? Goods and services. Goods are physical objects like computers, mobile phones, shoes, spaghetti. Services are non-physical objects like banking, transport, concerts, advertising. Of course the quantity and type of goods and services produced interacts with the quantity and type of goods and services the market demands. This is called the law of supply and demand. The supply is the quantity of goods or services that producers put in the market. Demand is the amount of goods and services that buyers will buy. Producers make what consumers require because they don't want to produce something that nobody wants to buy. This law is the driving force of any market. But what influences a customer's choice of what product to buy and in what quantity? One of the most important factors that determines this choice is the price. In general, people buy more when the price is low and buy less when it is high. This can create competition in the market between different sellers of the same product who want to win as many customers as possible, so they must beat competitors but, at the same time, they must make a profit.

1 Match these words with their definitions.

- | | |
|---------------------|---|
| 1 producer | a <input type="checkbox"/> A place where buyers and sellers are in contact with one another. |
| 2 customer | b <input type="checkbox"/> The relationship between the quantity of products and services that are for sale and the quantity that people want to buy. |
| 3 services | c <input type="checkbox"/> A company or person that makes goods. |
| 4 market | d <input type="checkbox"/> Things produced and sold. |
| 5 price | e <input type="checkbox"/> Someone who buys goods or services. |
| 6 supply and demand | f <input type="checkbox"/> The amount of money you pay for something. |
| 7 goods | g <input type="checkbox"/> The activity of persuading people to buy something. |
| 8 advertising | h <input type="checkbox"/> Products which are not goods. |

2 Complete the sentences with words from the text.

- 1 The interaction of supply and _____ determines what is produced and the quantity.
- 2 Customers prefer buying products with a low _____.
- 3 FIAT is an Italian car _____.
- 4 Banking is a type of _____.
- 5 _____ is when sellers try to be more successful than others in a market.
- 6 Every company wants to have a _____ from its sales.

3 Read the text and answer the questions.

- 1 Who is a seller and who is a buyer?
- 2 What is the difference between goods and services?
- 3 What is the difference between supply and demand?
- 4 Why is price an important factor in a market?
- 5 Do you agree that market demand influences what a producer puts in the market? Why?

4 Look at these two lists of similar words. Can you find any of them in the text?

to sell
seller
sales
sales manager
sales department

to produce
producer
product
production manager
production department

5 Are these goods or services? Label the pictures.



1 _____



2 _____



3 _____



4 _____



5 _____



6 _____



7 _____



8 _____



9 _____



10 _____

6 Now write 5 examples of goods and 5 examples of services typical of your country.

Goods

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Services

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

7 Read the interview with Paul Laxer, an MP3 player manufacturer. Complete the dialogue with these questions.

Does your company invest much in advertising
What exactly do you produce
 Do you mean that you beat the competition with
 low prices
 Is there much demand in the market for this type of
 product
 can we say that you're not worried about sales
 isn't there strong competition from mobile phones
 or smartphones

Interviewer: So, Mr Laxer. Tell us something about your company. (1) *What exactly do you produce?*

Mr Laxer: Well, we make MP3 players. We specialise in small, light, coloured, and of course, highly-technological MP3 players.

Interviewer: (2) _____ ?

Mr Laxer: Absolutely. At the beginning this product was just for young people. But now it's become very popular with older people as well. Today everybody listens to music anytime, anywhere.

Interviewer: I agree with you but (3) _____ ?

I mean, there are so many mobile phones with this function.

Mr Laxer: It's true but still, our MP3 players have a good market. They have an unbeatable price compared to other similar articles and of course they're cheaper than good mobile phones.

Interviewer: (4) _____ ?

Mr Laxer: Yes, low prices combined with excellent quality, I would say.

Interviewer: (5) _____ ?

Mr Laxer: Not much. You see, our product has been on the market for a long time and has always been popular. So it's well-known and doesn't need too much advertising.

Interviewer: So, (6) _____ ?

Mr Laxer: Fortunately no, we aren't at the moment. But, you know, customers' needs may change at any time. We'll be ready when it happens.

8 Read the text below and then match the beginnings and the ends of sentences 1 to 3.

Never think that the world of business or of economy is far from you just because you are a teenager! You are a consumer of goods and services which means that you play the rules of the market. Like a lot of teenagers, you probably receive pocket money from your parents. Are there times when you can't do something with your pocket money because you don't have enough? Have you ever thought what this means in terms of economics? Let's look at an example.

Last Monday you received €20.00 as pocket money. On Friday afternoon you talk to your friends and discuss going to the cinema tonight and going to the disco together tomorrow night. You want to do both. Unfortunately you've already spent €9.00 and you don't want to ask your parents to give you your pocket money for next week in advance because this means that you won't receive any money next week. So you decide that you'll go to the cinema tonight (you have enough money for that) and you won't go to the disco. What does this mean in terms of economy?

- 1 For you, as a customer, it means that
- 2 For the disco's owner, it means that
- 3 For the cinema's owner, it means

- A he has earned more money.
- B your choice is influenced by the costs of the two things you want to do.
- C he has lost a customer.

Globalisation

Today we talk about the global market. This means that the whole world has become a single marketplace and is not formed by different national markets. In other words, we are in an international market where companies have more opportunities to sell their products in any country in the world and customers have more opportunities to buy products from all over the world. In international economy this is called globalisation: the process by which companies operate in a lot of different countries all around the world.

What has facilitated this process of buying and selling in the world market? One of the most important factors is that, over the past 20 years, there have been developments in new technology and in communication systems: thanks to the use of the Internet, email, mobile phones and video conferencing, companies can communicate 24 hours a day, 7 days a week. Also, improvements in transport and the reduction in restrictions to commerce (taxes on imports, for example) have given companies more opportunities in foreign markets and have contributed to free trade.



9 Read the text about globalisation and decide if these statements are true (T) or false (F). Correct the false statements.

- 1 Globalisation can be defined as the activity of buying and selling goods and services in all the countries in the world. T
- 2 Globalisation started in 1920. _____
- 3 Today people can communicate at any time on any day. _____
- 4 Taxes on imports is an example of free trade. _____
- 5 Today it is easier to transport goods from one country to another. _____

10  Globalisation is a very controversial problem. Read the list below. Then, listen to two experts talking about it and tick the advantages and disadvantages of globalisation they mention.

Advantages	Disadvantages
<ol style="list-style-type: none"> 1 Poor countries can develop economically. 2 Poor countries can improve their standard of living. 3 Globalisation is a force for democratic freedom. 4 Companies can sell more goods and make more money. 5 Globalisation creates more jobs. 6 There is more circulation of money. 7 Because of strong competition, prices are lower. 8 Thanks to globalisation, we know other cultures better. 	<ol style="list-style-type: none"> 1 Only multinationals, like Coca Cola or Nike, get the benefits. 2 Rich countries become richer at the expense of poor countries. 3 Globalisation destroys the environment in poor countries. 4 People who work for big multinationals are not well-paid. 5 Multinationals invest in poor countries so there are fewer jobs in rich countries. 6 Multinationals control the economy of poor countries. 7 Local cultures and traditions are not respected. 8 Workers in poor countries are exploited.

11 What's your opinion of globalisation? Write a text about it using the information from the text and from the two boxes in exercise 10. Follow these guidelines and use linkers and expressions from the box.

Say what it is and how it has developed.
Say if you are in favour or against it and explain why.

first then also finally
I think that in my opinion



MY GLOSSARY

advertising /ædvətaɪzɪŋ/ _____
 amount /ə'maʊnt/ _____
 to beat /tə bi:t/ _____
 competition /kəmpe'tɪʃn/ _____
 competitor /kəm'petɪtə(r)/ _____
 consumer /kən'sju:mə(r)/ _____
 customer /kʌstjə:mə(r)/ _____
 to demand /tə dɪ'mɑ:nd/ _____
 development /dɪ'veləpmənt/ _____

free trade /fri: treɪd/ _____
 goods /gʊdz/ _____
 improvement /ɪm'pru:vmənt/ _____
 law of supply and demand /lɔ: əv sə'plai ən dɪ'mɑ:nd/ _____
 manufacturer /mænʃə'fæktʃərə(r)/ _____
 profit /prɒfɪt/ _____
 to provide /tə prə'vaɪd/ _____
 restriction /rɪ'strɪkʃn/ _____