

**UBND TỈNH ĐỒNG THÁP**  
**TRƯỜNG CAO ĐẲNG CỘNG ĐỒNG ĐỒNG THÁP**  
**KHOA KINH TẾ XÃ HỘI & NHÂN VĂN**

**TÀI LIỆU TỔNG HỢP HỌC PHẦN**

**BUSINESS ENGLISH**

(DÙNG CHO SINH VIÊN NGÀNH CAO ĐẲNG QUẢN TRỊ KINH DOANH  
VÀ CAO ĐẲNG KẾ TOÁN)

**Võ Thị Anh Thư**

*Đồng Tháp, 2017*

( Lưu hành nội bộ)

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(SỐ TÍN CHỈ: 2; GIỜ LÝ THUYẾT: 20, Thực hành: 16, Kiểm tra: 4)

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## Preface

Business English is an elementary level business English course for students of business English. It has been developed in association with the Financial Times, one of the leading sources of business information in the world. It consisted of 8 selected units from Market Leader: Elementary and Pre-Intermediate Business English Course Books (New Edition) by Falvey, D., Kent, S., and Cotton, D. (2007). It is based on topics of great interest to everyone involved in interactional business. If you are a student of business, the course will help you develop the communication skills you need to succeed in business and will enlarge your knowledge of the business world. The course will also greatly improve your ability to communicate in English in a wide range of business situations. Everyone studying this course will become more fluent and confident in using the language of business and should increase their career prospects. There are 7 main sections in each unit which are shown as follows.

**1. Starting –up** You are offered a variety of interesting activities in which you discuss the topic of the unit and exchange ideas about it.

**2. Vocabulary** You will learn important new words and phrases that you can use when carrying out the tasks in the unit. You are also encouraged to use a good dictionary to help increase your vocabulary.

**3. Reading** You will read adapted articles on a variety of topics from the Financial Times and other newspapers. You will develop your reading skills and learn essential business vocabulary. You will be able to discuss the ideas and issues in the articles.

**4. Listening** You will hear interviews with businesspeople. You will develop listening skills such as listening for information and note-taking.

**5. Language focus** This section focuses on common problem areas at elementary level. You will become more accurate in your use of language. This section also provides you with a review of key grammar items.

**6. Skills** You will develop essential business communication skills such as making presentations, taking part in meetings, negotiating, telephoning, and using English in social situations. Each Skills section contains a Useful language box, which provides you with language you need to carry out the realistic business tasks in the book.

**7. Case Study** The case studies are linked to the business topics of each unit. They are based on realistic business problems or situations and allow you to use the language and communication skills you have developed while working through the unit. They give you opportunities to practice your speaking skills in realistic business situations. Also, each case study ends with a writing task.

## UNIT 1 INTRODUCTIONS


**Objectives:** By the end of the unit, students will be able to use useful language for business communication such as greetings, introducing themselves and others, asking about business, replying, offering a drink, etc.; and write a short informal email to a boss.

### 1.1. STARTING-UP

A. Work in pairs. Complete the sentences with words from the box. There are two you do not need.

from I'm my name's she you

- \_\_\_\_\_ Emma. Emma Scheneider, from Habermos in Hamburg.
- Good morning. \_\_\_\_\_ name's Shi Jiabao.
- My \_\_\_\_\_ Akim, by the way. Akim Anyukov.
- How do you do. I'm Nuria Sosa, \_\_\_\_\_ RTA Seguros.

B.  1.1. Now listen to these four business people introducing themselves. Check your answers to Exercise A. Then match the speakers (1-4) below to their business cards (A-D).



A

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**C. Talk about yourself.**

*Hello. My name's \_\_\_\_\_. I'm from \_\_\_\_\_.*

**D. 1.2. Listen to these letters and practice saying them.**

A H J K O  
B C D E G P T V Q U W  
F L M N S X Z R  
I Y

**E. 1.3. Listen and write the words that are spelled.**

1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_

**F. Work in pairs. Spell the names of some people.**

Student A: See below.

Student B: Turn to page 86

**Student A**

Spell the first names and surnames of these people for your partner.

1. Our Accounts Manager is Li Hai. That's L-I and then H-A-I.
2. Our new Sales Assistant is Ana Torres. That's A-N-A, and then Torres T-O-double R-E-S.
3. The Human Resources Manager is Tom Sims. That's T-O-M, and then Sims S-I-M-S.

Now listen to your partner and write down the first names and surnames of three other people.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## 1.2. VOCABULARY Nationalities

A. Complete the chart of countries and nationalities. Use the words from the box.

Add other countries and nationalities.

<div> <u>Brazilian</u> Polish <u>Germany</u> Kuwaiti French Oman  Italian Spain Russia Turkey Japanese Swedish  China Greece British American </div>			
Country	Nationality	Country	Nationality
	<i>- an</i>		<i>- ish</i>
Brazil	<u>Brazilian</u>	Poland	_____
<u>Germany</u>	German	_____	Spanish
Italy	_____	Sweden	_____
_____	Russian	_____	Turkish
	<i>- ese</i>		<i>others</i>
Japan	_____	France	_____
_____	Chinese	_____	Greek
	<i>- i</i>		
Kuwait	_____	the UK	_____
		the USA	_____

\_\_\_\_\_ Omani

**B. 🎧 1.4. Listen and check your answers to Exercise A.**

**C. Work in pairs. Ask and answer the questions about the nationality of the companies.**

Student A: Turn to page 86

Student B: Turn to page 94

**A** Is Sony Japanese? **B** Yes, it is.

**B** Is Givenchy Swedish? **A** No, it isn't. It's French.

Sony	Givenchy	Volvo	Zara	Gucci	Aeroflot
	Siemens	McDonald's	Olympic Airways		

**D. Think of three companies you know. Give their nationalities.**

### **1.3. READING Describing people**

**A. Read this article. Then complete the chart below.**

#### **Meet Jeffrey Immelt**

Jerrey Immelt is Chairman and CEO of General Electric Co. GE is a 128-year-old company in Connecticut, USA. It operates in more than 100 countries and employs more than 320,000 people worldwide.

Immelt is 51 and is a very rich man. He is married, and his wife's name is Andrea. They have one daughter. Her name is Sarah, she is 20 years old. 'My wife and my daughter are great,' Immelt says. 'It's



a pity we're not together more often.' He's away on business more than 50% of his time, and he tries to meet customers about a week a month. 'Life is never boring,' he says. 'No two days are the same.'

He usually gets up at 5:30 in the morning and works out for about an hour. 'Exercise is important, but my real hobby is golf,' he says. 'I'm not great at golf, but I enjoy it. And I like to read, especially when I'm on the move.' He likes biographies, business books and fiction, and reads about 50 books a year. He also likes 1970s rock music.

<b>Jeffrey Immelt</b>	
Age	<b>51</b>
Family	
Job	
Hobbies and interests	

**B. Decide whether these statements are true or false.**

1. ~~false~~ Jeffrey Immelt is President of General Electric.
2. \_\_\_\_\_ General Electric is a global company.
3. \_\_\_\_\_ Immelt is married with two children.
4. \_\_\_\_\_ All days are different for Immelt.
5. \_\_\_\_\_ He is away more than half of his time.
6. \_\_\_\_\_ He is not very good at golf.
7. \_\_\_\_\_ Immelt is not interested in exercise.
8. \_\_\_\_\_ All his books are about business.

**C. Work in pairs. Write five questions about Jeffrey Immelt and General Electric.**

**For example:**

- *Is Immelt rich?*
- *Where is GE?*

Now work with a different partner, close your books and ask each other your questions. See who can remember the most answers!

# 1.4. LANGUAGE FOCUS      **to be** **a/an with jobs;** **wh- questions**

**to be**      We often use the verb to be to describe people.

*Jeffrey Immelt is Chairman of GE. He is American. He is married.*

I	<b>am</b>	(I'm)	Spanish.
You	<b>are</b>	(You're)	
We		(We're)	
They		(They're)	
He	<b>is</b>	(He's)	
She		(She's)	
It		(It's)	

I	<b>am not</b>	(I'm not)	Spanish.
You	<b>are not</b>	(You aren't)	
We		(We aren't)	
They		(They aren't)	
He	<b>is not</b>	(He isn't)	
She		(She isn't)	
It		(It isn't)	

**A. Complete the information about Ingrid with shorts forms of the verb *to be*.**

My name \_\_\_\_\_ (1) Ingrid. I \_\_\_\_\_ (2) a graphic designer. I \_\_\_\_\_ (3) German and I \_\_\_\_\_ (4) from Munich. I \_\_\_\_\_ (5) married with two children. They \_\_\_\_\_ (6) both in high school. Their school \_\_\_\_\_ (7) near my office. My husband \_\_\_\_\_ (8) an engineer. We \_\_\_\_\_ (9) interested in travel and the cinema. My sister \_\_\_\_\_ (10) an accountant.

**B.**  **1.5. Listen and check your answers.**

**C. Complete this chart about yourself. Then introduce yourself to a partner.**

<b>1</b> Name .....	<b>4</b> Nationality .....
<b>2</b> Job <i>I'm a(n)</i> .....	<b>5</b> Interests .....
<b>3</b> City <i>I'm from</i> .....	<b>6</b> Favourite .....

**D. Now write a paragraph about your partner. Use the text of Exercise A as a model.**

*My partner's name is ...*

**E. Complete these sentences with negative forms of to be.**

1. I'm Russian, but \_\_\_\_\_ from Moscow.
2. They're Japanese, but \_\_\_\_\_ from Tokyo.
3. He's German, but \_\_\_\_\_ from Munich.
4. I'm in sales, but \_\_\_\_\_ the manager.
5. You're in Poland, but \_\_\_\_\_ in Warsaw.
6. Her name is Sophia, but \_\_\_\_\_ Italian.

**F. Match the questions and answers about Sergio.**

- |                             |                                 |
|-----------------------------|---------------------------------|
| 1. Are you Spanish?         | a) No, I'm a Financial Analyst. |
| 2. Are you a Sales Manager? | b) No, she's Polish.            |
| 3. Are you married?         | c) No, I'm Italian.             |

4. Is your wife a manager?                      d) No, she's a lawyer.
5. Is she Italian?                                      e) Yes, I am. That's a picture of my wife.

**G. Work in pairs. Ask and answer questions from Exercise A about Ingrid.**

A: *Is Ingrid French?*

B: *No, she isn't. She's German.*

***a/an with jobs; wh- questions***

- We use **a** before words beginning with a consonant sound (e.g. *b, c*, etc.):  
*a receptionist*
- We use **an** before words beginning with a vowel sound (e.g. *a, e*, etc.):  
*an astronaut*
- We do not use **a** or **an** with plural nouns: *They are architects.*
- We use question words such as *what, who* and *where* to ask for information:

*What's your job? - I'm a lawyer. (NOT I'm lawyer.)*

*What's your wife's job? - She's an engineer.*

*Who's your boss? - Julio Cordon.*

*Where are you from? - I'm Russian./ Where's he from? - He's Spanish.*

**A. Write the correct article (a/an) for each job.**

trainee	accountant	executive	optician	lawyer	analyst
director	architect	manager	consultant	engineer	doctor
pilot	office worker	cashier	receptionist	technician	
	telephone operator		sales assistant (PA)		

**B. Work in pairs. Talk about your job and the jobs of your family and friends.**

*I'm a sales manager. My husband / wife / partner is a doctor. My brother is an engineer. My sister is a housewife. My friend is an architect.*

## 1.5. LISTENING Talking about yourself



1.6. People are talking about their jobs. Listen and complete this chart.

	Pierre	Olga	Anna
1 What is his/ her job?	<i>an architect</i>	<i>an engineer</i>	
2 Where is he/ she from?	<i>Switzerland</i>		
3 Where is his/ her office?	<i>Zurich</i>		<i>Poznan</i>
4 Who is his/ her boss?		<i>Eugenia</i>	

## 1.6 SKILLS Introducing yourself and others



A. Listen to three conversations. Decide whether these statements are true or false?

### Conversation 1

1. true Patrick Keller is a Sales Assistant.
2. \_\_\_\_\_ Diana Vincent is a Sales Manager.

### Conversation 2

3. \_\_\_\_\_ Hiroshi Ito is Mayumi Nita's assistant.
4. \_\_\_\_\_ Dan Marshall is in Finance.

### Conversation 3

5. \_\_\_\_\_ Jimmy is pleased to meet Dave.
6. \_\_\_\_\_ Business is good.



B. 1.7. Listen again and complete these conversations. Use words from the Useful language box below.

### From conversation 1

A: Hello. I'm (1) Patrick Keller. \_\_\_\_\_ (2) the new Sales Assistant.

B: Oh, hello. \_\_\_\_\_ (3) to meet you. I'm Diana Vincent.



***From conversation 2***

**A:** Good morning. My \_\_\_\_\_ (4) Hiroshi Ito. \_\_\_\_\_ (5) is Mayumi Nitta, my assistant.

**B:** Nice to \_\_\_\_\_ (6) you both. I'm Dan Marshall from Marketing.

***From conversation 3***

**A:** Hello, Jimmy.

**B:** Hi, Dave.

**A:** \_\_\_\_\_ (7) to see you again.

**B:** You, too. \_\_\_\_\_ (8)?

**A:** Not too good.

**B:** Oh, really? Sorry to hear that. What's the problem?

**C. Work in pairs. Practice conversations like those in Exercise B. Use phrases from the Useful language box.**

**Useful language**

**Introducing people**

I'm ...

My name's ...

This is ...

He's / She's in sales.

**Greetings**

Pleased to meet you.

Nice to meet you.

Good to see you again.

You, too.

He's / She's with Nokia.

### Asking about business

How's business?

### Replying

Not bad, thanks.

Fine. / OK. / No, thanks.

### Offering a drink

Would you like a drink?

Thanks very much. I'd love one.

How about a coffee?

Yes, please. / No, thanks.

Another drink?

### Saying goodbye

See you later.

Goodbye. See you soon.

Nice talking to you.

## 1.7. CASE STUDY Aloha in Hawaii

### Background

You are at an international conference in Hawaii. Your company has a new office in a foreign country. You want a manager for the office. Find out information about people at the conference.

**COMPANY NAME:** *CBT Systems GmbH*

**NAME:** *Barbara Grunewald*

**JOB TITLE:** *Sales Manager*

**ADDRESS:** *Hamburg, Germany*

**COMPANY NAME:**

**NAME:**

**JOB TITLE:**

**ADDRESS:**

### Task

1. Complete the card with information about yourself. Use your imagination if you wish.
2. Introduce yourself to other people at the conference. Use these words to make

questions.

- What / name? *What's your name?*
- Where / from?
- What / job?
- Where / office?
- How / business?

3. Make notes about the people you meet.

4. Talk in pairs about the people you met at the conference.

*'Barbara Grunewald is from Germany. She's a Sales Manager. Her office is in Hamburg. Business is good at the moment...'*

## Writing

**Choose two interesting people from the conference.**

**Write a short e-mail about them to your boss.**

*Dear Dave,*

*I met two interesting people at the conference. Barbara Grunewald is from ...*

## UNIT 2    WORKPLACE PROBLEMS

**Objectives:** *By the end of the unit, students will be able to describe and discuss about some problems at work as well as where they live or study, solve problems via telephones, complain about holiday problems, and write an email explaining the problems.*

### 2.1. STARTING-UP

#### A. Match the sentences about problems.

- |  |                                |
|--|--------------------------------|
| 1. There is an invoice in the workplace. | a) It's broken.                |
| 2. We can't find the documents.          | b) I'll be ten minutes late.   |
| 3. The coffee machine doesn't work.      | c) It's missing.               |
| 4. The train isn't on time.              | d) I think they've lost.       |
| 5. I'm not really for the meeting.       | e) It's delayed by 15 minutes. |

#### B. 2.1. Listen to five telephone calls. Identify the product and the problem.

Product	Problem
1 TV	instruction missing
2	
3	
4	

#### C. Work in pairs. Make a list of three problems business people sometimes have.