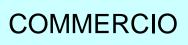


Key word: Business

- My brother's in business.
- How is business at the moment?
- A <u>business appointment</u>.

AFFARI



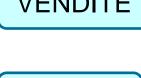
- William is in business (= trade) as a shoemaker.
- My uncle wants to start his own business (= enterprise).

DITTA, IMPRESA

Fiona is <u>studying business</u> (= economics) at the university.

ECONOMIA AZIENDALE

- We always have more <u>business</u> (= sales) around the holidays.
- This store is <u>our business</u> (= place of b.)





Business collocates



- big business
- business administration
- business trip
- business card
- business day
- business deal
- business dealings
- business lunch
- business plan
- do business with
- go/put out of business
- in business
- on business

grande azienda

gestione aziendale

viaggio di lavoro/affari

biglietto da visita

giorno lavorativo

accordo commerciale

rapporti d'affari

pranzo d'affari

progetto aziendale

fare affari con

(far) fallire

in attività/in affari

per affari

 Yahoo provides many different Internet services, including news, online shopping, and email. Most of its sales come from advertising on its website. Its head office is in Sunnyvale, California.

Provide services /prəʊ'vaɪd 'sɜːvɪsɪz/: to offer something useful to clients
Sales /seɪlz/: the number of items sold
Head office /hed p'fɪs/: the main office of a company (sede centrale)



 Michelin produces tyres for cars and other vehicles. It is based in France, but it has more than 125,000 employees all over the world. It is also well known for its red and green travel guides.

Produce / prodju:s/: to make things to be sold, especially in large quantities

Be based in /b1 be1st 1n/: working or living in a particular place

Employee /im'ploii:/: a person who is paid to work



 Ikea is a northern European company that operates in the retail market. It specializes in low-price products, including furniture, bathrooms, and kitchens.

<u>Operate</u> /^Ipp^əreIt/: to work in a particular way or from a particular place

<u>Retail</u> /^Iriteil/: the selling of goods to the public, usually through shops (*vendita al minuto / al dettaglio*; cf. wholesale 'vendita all'ingrosso')

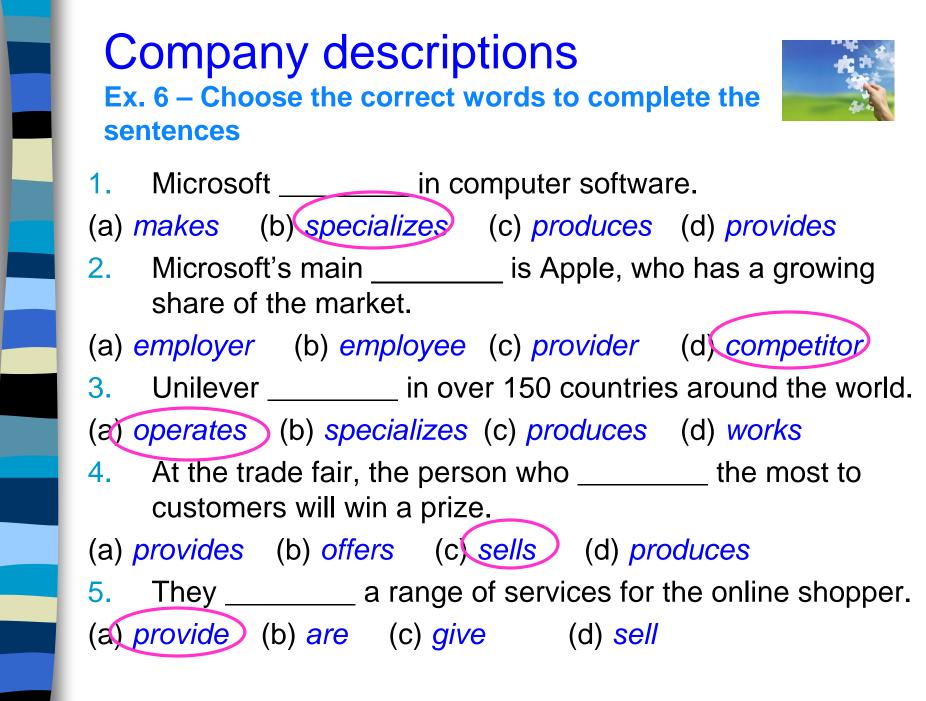
Specialize in / spe∫ laiz in/: to be expert in a particular area of work, study, or business

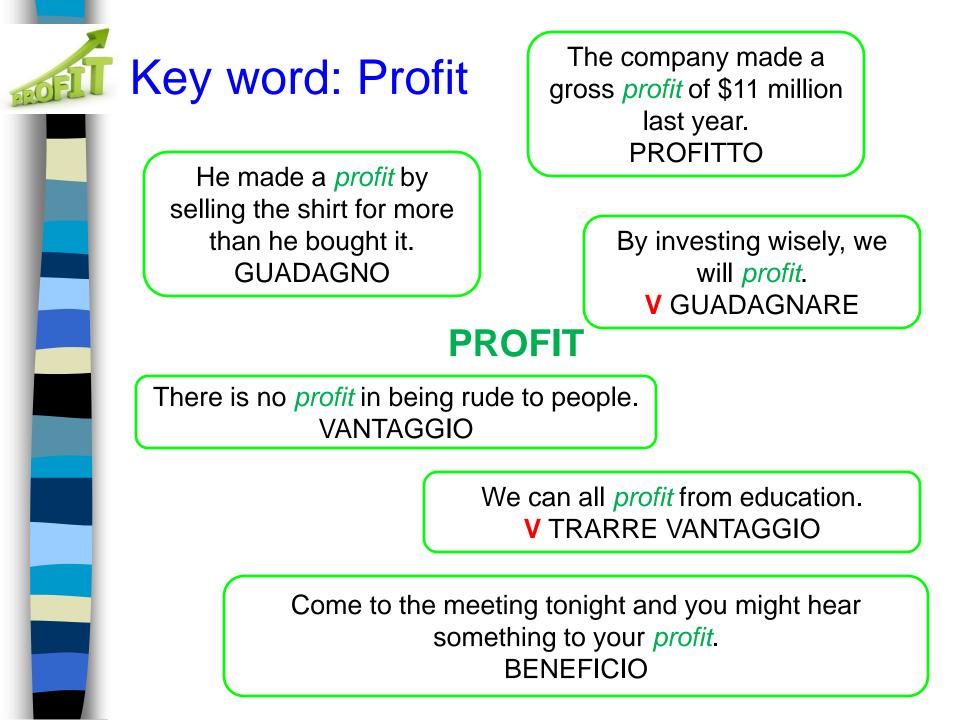


 Airbus is a subsidiary of the European Aeronautics Defence and Space Company (EADS). The company makes planes for the commercial aircraft market, where its main competitor is Boeing.

<u>Subsidiary</u> /səb'sıdi^əri/: a company that is owned or controlled by another larger company
 <u>Competitor</u> /kəm'petɪtə/: a person or an organisation that tries to be better than others, especially in business







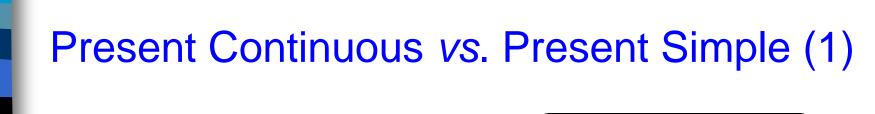


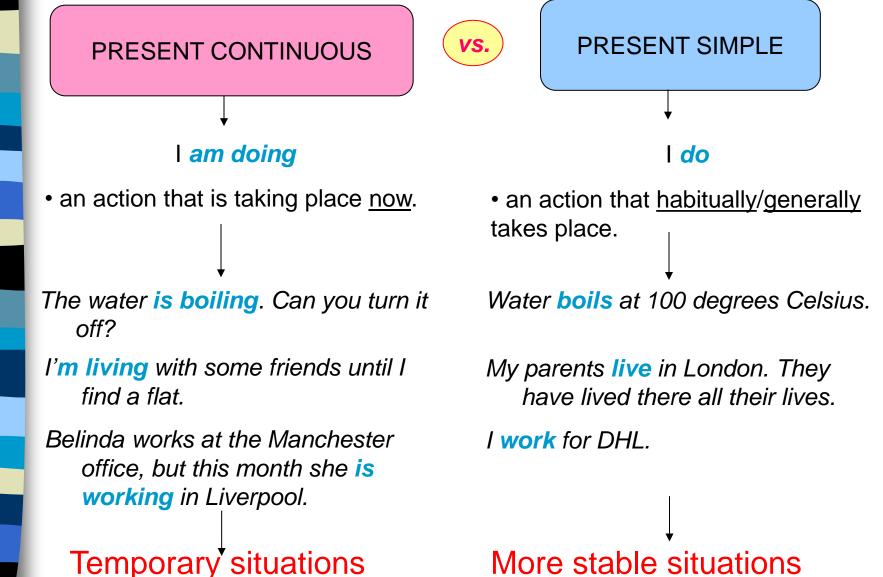
Profit – Collocates

Ex. 9 – Match the expressions with their translations

- gross profit
- make profit
- **net** profit
- **non-**profit
- profit and loss
- profit margin
- profit sharing -
- profit-making
- profit by
- at a profit

- non a scopo di lucro
- profitti e perdite
- profitto lordo
- con profitto
- trarre/realizzare profitto
- partecipazione ai profitti
- utile/profitto netto
- guadagnare da
- rimunerativo
- margine di profitto





Present Continuous vs. Present Simple Ex. 10 – Put the verb in the correct form

- 1. Let's go out. It isn't raining (not/rain) now.
- The economic situation is already very bad and it <u>is getting</u> (*get*) worse.
- 3. Vegetarians <u>don't eat</u> (*not/eat*) meat.
- 4. Hurry up! Everybody <u>is waiting</u> (*wait*) for you.
- Normally I <u>finish</u> (*finish*) work at 5.00, but this week
 I <u>am working</u> (*work*) until 6.00 to earn a bit more money.
- 'How is your English?' 'Not bad. It <u>is improving</u> (*improve*) slowly.
- 7. My parents <u>live</u> (*live*) in Bristol. They were born there and have never lived anywhere else.
- IT solutions <u>is developing</u> (*develop*) a new program to help manage sales.
- 9. <u>Do</u> you <u>believe</u> (*believe*) in God?

Compounding (3)

Compounds can belong to any major word category.

- Compound <u>Nouns</u>:
 - $N + N \rightarrow job market, workplace$ $V + N \rightarrow pickpocket, playground$ $Adj + N \rightarrow greenhouse, blackbird$ $N and N \rightarrow gin and tonic$ $Phrase \rightarrow mother-in-law$
- Compound <u>Adjectives</u>: $N + Adj \rightarrow tax-free$ $Adv + Past Part. \rightarrow well-designed$ $Adj + N \rightarrow full-time$ Phrase $\rightarrow ready-to-wear$
- Compound <u>Verbs</u>:
 N + V → to proof-read
 Adj + V → to shortcut
 Prep. + V → to download, to update

Adj + Adj \rightarrow *icy-cold*, *bitter-sweet* Adj + derived Adj \rightarrow *blue-eyed*

Compounding – Ex. 3

- Are the following compounds transparent or opaque?
- sales rep
- businessman
- white-collar (said of staff)
- redskin
- money-box
- workshop
- head office
- market leader
- jobseeker
- chairman
- pickpocket

TRANSPARENT TRANSPARENT **OPAQUE OPAQUE** TRANSPARENT **OPAQUE** TRANSPARENT TRANSPARENT TRANSPARENT TRANSPARENT OPAQUE

Compounding – Ex. 4

Try to combine these words to form compound words:

a. bank	break	bank manager
b. business	mark	businessman
c. exchange	line	exchange rate
d. career	manager	career break
e. market	man	market share
f. production	share	production line
g. delivery	man	deliveryman
h. long	rate	long-lasting
i. trade	lasting	trademark



Key word: Job

I need to find a new *job*. LAVORO-IMPIEGO-OCCUPAZIONE

I have a little *job* for you, if you have five minutes. COMPITO-LAVORETTO As a translator I complete two *jobs* each week. INCARICO

She's only doing her *job*. DOVERE

JOB

He's doing time 'è in prigione' for that Credit Union *job* that went wrong. RAPINA (slang)

We could always *job* the project to someone else.

He *jobs* stocks for a living. V COMPRAVENDERE (azioni)

Job collocates

Ex. 5 – Match the expressions with their translations

- apply for a job
- find a job for sb.
- full-time job
- job market
- jobseeker
- job training
- second job
- take a job -
- job vacancies
- part-time job

- mercato del lavoro
- chi cerca lavoro
- fare domanda d'impiego
- lavoro part-time
- sistemare qc.
- secondo lavoro
- lavoro a tempo pieno
- opportunità di lavoro
- accettare un lavoro
- formazione professionale



Job descriptions

- Sara Retail Buyer
- I work for a supermarket chain. My job involves buying prepared salads and vegetables from local and national suppliers. I also <u>take part in</u> different logistics projects. For example, at the moment we're working with an external consultant. He's looking at ways to get our salads and vegetables to the supermarket shelves more quickly.

Supplier /sə'plaıə/: a person or a company that provides goods

<u>Consultant</u> /kən¹sʌlt^ənt/: a person who knows a lot about a particular subject and is employed to give advice about it <u>Take part in</u> /teɪk pɑːt ɪn/: to be involved in something



Job descriptions

Benjamin – Public Relations Officer



I work for the police, but I'm not a policeman. A lot of my work <u>consists of</u> answering questions from journalists when the police are in the news. I'm also <u>involved in</u> a new project to attract new people to the police force. For this, I'm working with senior police officers and with outside employment agencies.

<u>Consist of</u> /kən¹sist ɒv/: to have something as part of <u>Involved in</u> /in¹vɒlvd in/: taking part in an activity or a task <u>Employment agency</u> /im¹plɔimənt eidʒənsi/: a business that helps people to find work and employers to find workers

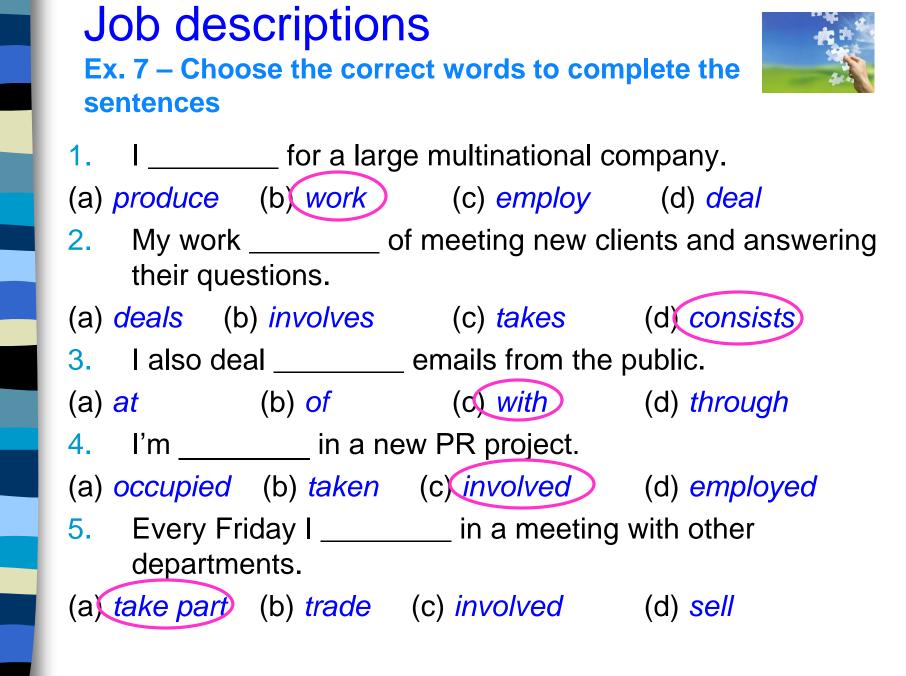
Job descriptions

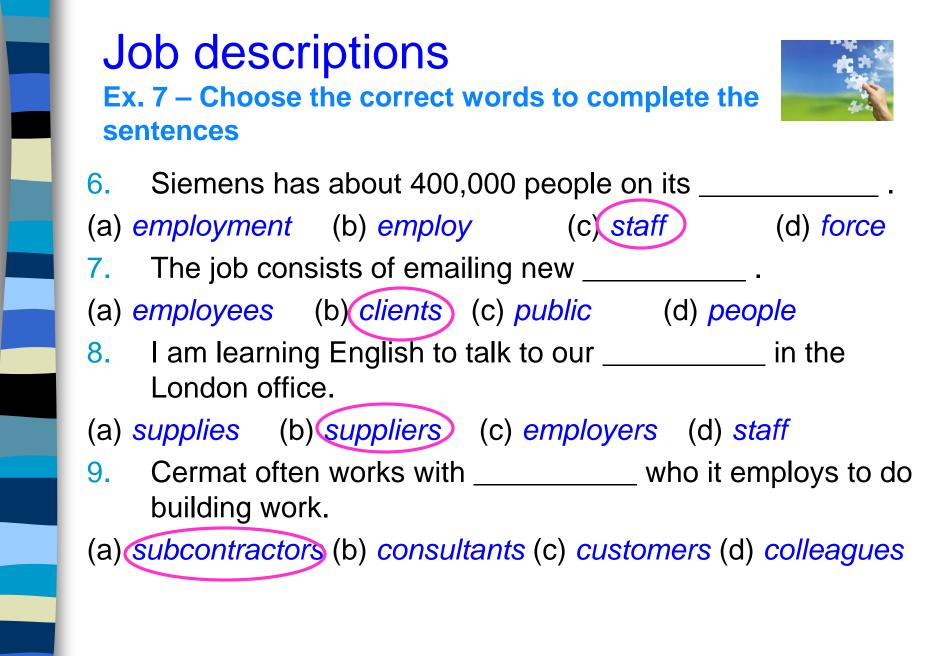
Heidi – Occupational psychologist



I'm self-employed. Basically, I <u>deal with</u> problems of relations between staff. At the moment, for example, I'm doing a study on virtual teamwork for one of my industrial customers. They work with many subcontractors all over the world, and their managers want to communicate better with their colleagues abroad. I work a lot with training organizations which provide the courses my customers need.

<u>Deal with</u> /'di:l wið/: to solve a problem, perform a task, etc.
 <u>Staff</u> /stɑːf/: the people employed in an organization
 <u>Subcontractor</u> /₁sʌb¹kəntræktə/: a person/company that is paid to do part of the work given to another person/company
 <u>Colleague</u> /¹kɒliːg/: a person that you work with
 <u>Training organization</u> /¹treiniŋ ɔ:gənaizei∫n/: an organization that provides skills training to companies







Phrasal Verbs Ex. 8 – Complete the sentences using one of these phrasal verbs

SMETTERE, CESSARE

close down = go out of business CESSARE UN'ATTIVITÀ

look out for = be careful, vigilant, and take notice

deal with = manage

give (sth.) up = quit a habit

FARE ATTENZIONE A

TRATTARE, OCCUPARSI

move in = start living in a house TRASFERIRSI

show off = show how clever you are METTERSI IN MOSTRA

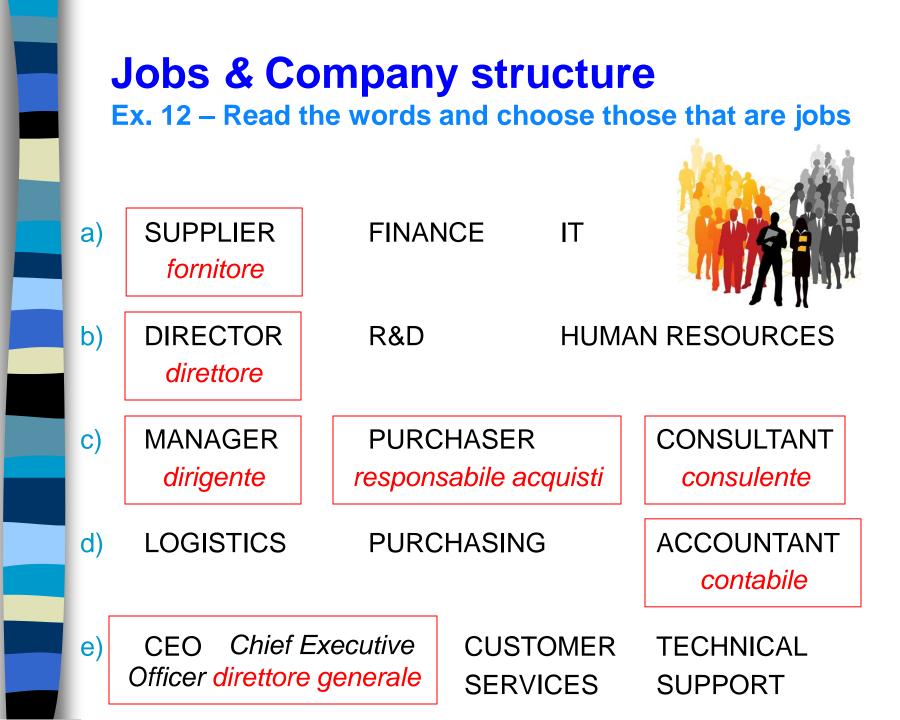
turn up = appear

COMPARIRE, ARRIVARE

The importance of customer contact Ex. 11 – Which department in the text usually...

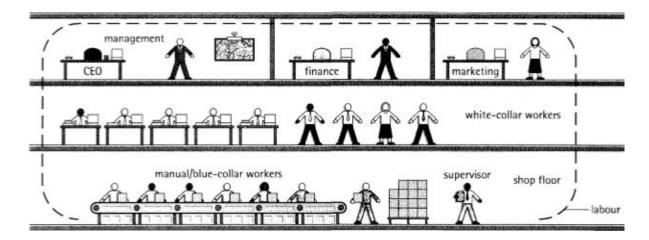


- 1. sells the products?
- 2. looks for new markets for new/existing products?
- 3. creates new products?
- 4. answers technical questions from customers?
- 5. answers all other questions from customers?



People and workplaces

Employees and management



- The people who work for a company, all those that are on its payroll, are its employees, personnel, staff, workers or workforce.
- These words refer only to people who carry out the work of a company.
- The people that lead and organize a company are part of the **management**.

Management and administration

- A company's activities may be spread over different sites.
- A company's most senior managers usually work in its head office or headquarters (HQ).
- Some managers have their own individual offices, but in many businesses, most employees work in open-plan offices.



- Administration (or, informally, admin) = everyday work supporting a company's activities.
- Administration is often done in open-plan offices by the administrative staff or support staff.
- The human resources department, or human resources (HR), deals with recruitment, pay, etc.

COMPARISONS Ex. 19 – Complete the sentences using the comparative/superlative form of the adjectives

- 1. Our Managing Director is <u>younger</u> (*young*) than the Financial Director.
- 2. Our company was <u>more profitable</u> (*profitable*) last year than this year.
- 3. We have seven factories; <u>the largest</u> (*large*) one is in Mexico.
- 4. Hotels in London are <u>more expensive</u> (*expensive*) than in Paris.
- 5. I think our new brochure is <u>better</u> (*good*) than our competitor's brochure.
- 6. Our <u>most famous</u> (*famous*) product is the VS520.
- 7. 1995 was the worst (bad) year for our company.
- 8. Germany is <u>the biggest</u> (*big*) country in the EU.

Changes and trends Ex. 20 – Find another word for the expressions in bold...

- 1. There was a sharp *drop* <u>fall</u> in the number of people taking more than one vacation a year.
- 2. Unemployment *has fallen <u>has decreased</u> gradually.*
- The number of people going on cruise holidays has risen has increased considerably over the last ten years.
- The number of people visiting Europe from China rose dramatically <u>considerably</u> last year.
- 5. There has been a slight *fall <u>decrease</u>* in CO₂ emissions recently.
- The number of people taking staycations *is increasing* is rising steadily.
- 7. There has been a *considerable* <u>significant</u> growth in deaths because of the covid-19 pandemic.

Revision – Complete with the correct form of the verb

- Kate phoned last night. She's on holiday with her friends. She <u>is having</u> (have) a great time and doesn't want to come back.
- 2. Andrew started evening classes recently. He <u>is learning</u> (*learn*) Japanese.
- 3. Paul is never late. He always <u>starts</u> (start) work on time.
- 4. Timis not working(not/work) today. He's taken the day off.
- 5. The washing machine has been repaired. It *is working* (*work*) now.
- 6. Ben <u>is trying</u> (*try*) to find a job, but he hasn't had any luck yet.
- 7. What <u>do</u> you <u>do</u> (*do*) in your spare time?
- 8. Dan has been in the same job for a long time. He <u>is starting</u> (start) to get bored with it.



Revision – Complete with the correct word

1. Advertising companies are always having to think up new ways to products.

a. operate b. deliver c. sell promote

2. Our marketing people have come up with a great idea for the of the new model.

a. export

b. view

c. launch d. production

3. offices function well for people who need to be communicating with each other all the time. c. Dpen-plan d. Open a. Close b. Open-space

4. In the private business sector, there has been a limit on wage rises and a near-freeze on

a. dismissal b. firing c. retirement

a. HR

(d.)recruitment

5. I work in and see a lot of job applications from people with no experience. d. Sales

b. **R&D**

C. T

Adjectives to describe new products

ADJECTIVES such as comfortable or strong are generally used to describe the characteristics of new products. They are often used in the <u>comparative</u> or <u>superlative</u> form.

Other commonly used adjectives are:

practical, economical, attractive, functional, innovative, stylish, user-friendly, well-designed, compact







Adjectives to describe new products Ex. 2 – Choose the correct words to complete the sentences

- 1. The solar power system is very _____ because we save 50% on our bills.
- (a) cheap (b) economical (c) economic (d) cheaper
- 2. The new office is very ______ the architect took a long time drawing the plans.
- (a) attractive (b) beautiful (c) well-designed (d) user-friendly
- 3. Their new web page is very ______. One click takes you anywhere you want.

(a) user-friendly (b) user-friend (c) stylish (d) compact

4. The new Apple MP3 player is so ______ it fits easily into a shirt pocket.

(a) stylish (b) well-designed (c) functional (d) compact

5. When John got a new job he bought a _____ suit.

(a) expensive (b) attractive (c) stylish (d) smart

Present Perfect vs. Past Simple (1)



He has worked

• an action or an event that began in the past and either lasted up until the present or has some bearings on the present.

We **have manufactured** this product for over three years.

The speaker is talking about a period of time which is *not* finished.

He worked

• an event or an action which took place at some moment in time *in the past*, either specified by a time adverbial or inferable from the context.

She **worked** here for five years, <u>from 1999 to 2004</u>.



Have you (ever) been to England? Yes, I have been there twice.

Present Perfect (Cont.) vs. Past Simple

- Revision Complete with the correct form of the verb has worked/
 - 1. Anna <u>been working</u>(work) here for ages. She still does the same job.
 - 2. The sales office <u>closed</u> (*close*) down over a month ago.
 - 3. The Managing Director <u>has just organized</u> (just/organize) a meeting with all line managers.
 - 4. *Have you called* (*you/call*) him back yet?
 - 5. What time <u>did she arrive</u> (*she/arrive*) yesterday?
 - 6. I don't think we *have ever met* (*ever/meet*) before, have we?
 - 7. We <u>did not take</u> (not/take) the opportunity when we had the chance.
 - 8. Her grades <u>have improved</u> (*improve*) greatly this semester.
 - 9. Total new business <u>improved</u> (*improve*) by almost a quarter last month.

To sum up...



It *hasn't rained* <u>this week</u>. *Have* you *seen* Anna <u>this morning</u>? (It is still morning)

Present Perfect

- It is a present tense, i.e. it always tells us about the situation *now*It can be used for new or recent happenings
- It is used to give new information
- It is used to describe an action that started in the past but that is *unbounded*

 it is used for a period of time that continues until now – *today*, *this week*, *since*, *for* It *didn't rain* <u>last week</u>. *Did* you <u>see</u> Anna <u>this morning</u>? (It is now afternoon or evening)

Past Simple

- It tells only about the past
- It is used to talk about a *finished* time – *yesterday*, *two years ago*, *in* 1987, *when I was a child*, etc.
- It is used in questions with *When*... and *What time*...

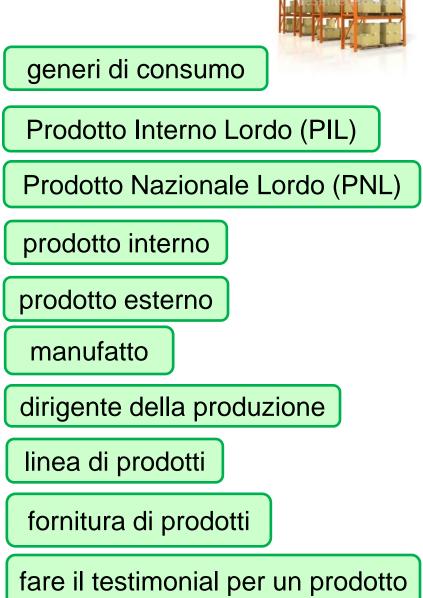
Revision – Complete with the correct form of the verb

- 1. I can't log on to the website. I *have forgotten* (forget) my password.
- 2. Sarah is very tired. She <u>has been working</u> (work) very hard recently.
- 3. I work in a travel agency now. Before that I <u>worked</u> (work) in a department store.
- 4. Every day the population of the world *increases* (*increase*) by about 200,000 people.
- Rachel is in New York right now. She <u>is staying</u> (stay) at the Park Hotel. She <u>always stays</u> (always/stay) there when she's in New York.
- 6. Kate <u>spent</u> (*spend*) a lot of money yesterday. She <u>bought</u> (*buy*) a dress which <u>cost</u> (*cost*) £100.
- 7. You <u>have not signed</u> (not/sign) the form yet. Could you sign it now, please?



Key word: Product

- consumer products
- Gross Domestic Product
- Gross National Product
- inner product
- outer **product**
- manufactured product
- product manager
- product line
- **product** supply
- product endorsement



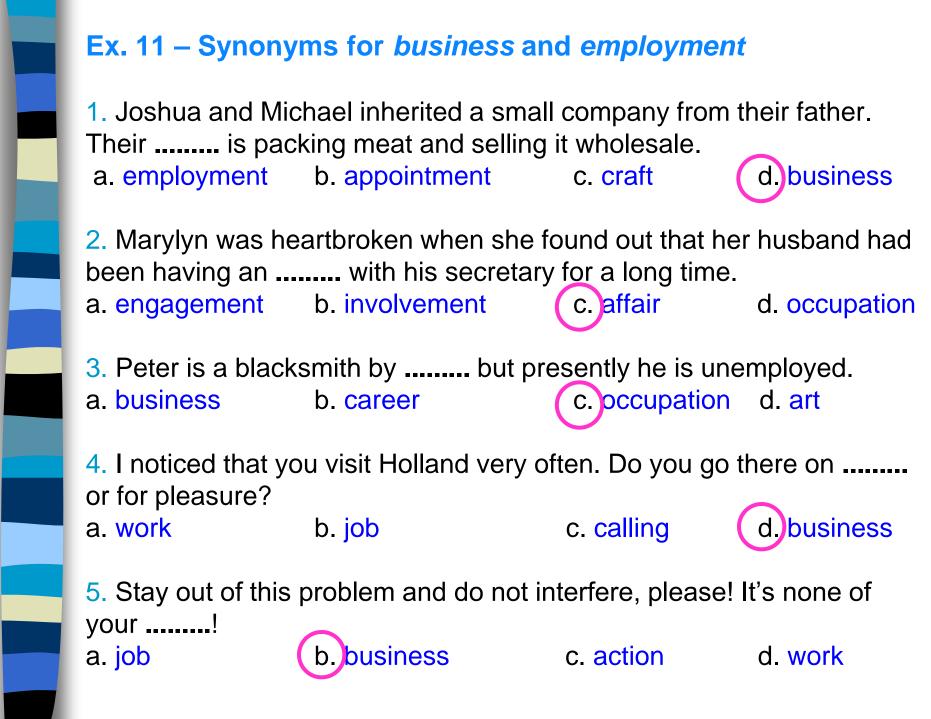


Product collocates

Ex. 8 – Fill in the gaps using the correct words



- 1. CoverGirl has expanded their product <u>line</u> with a new long-lasting lipstick.
- 2. The product <u>manager</u> needs to work closely with the sales force.
- 3. <u>Gross Domestic</u> Product is often considered an indicator of a country's standard of living.
- 4. GDP is not to be confused with <u>Gross National</u> Product, which allocates production based on ownership.
- 5. Many winning athletes make money from product endorsement
- 6. The company's newest <u>manufactured</u> product is selling well.



Ex. 11 – Synonyms for *business* and *employment*

6. We are proud that all our students graduated and found in good companies and at good wages. a. employment b. commerce c. calling d. duty

7. This orchestra is one of the best in the country and they have many concert each month.

a) engagements b. duties c. missions d. affairs

8. Samantha truly believes that it is her to become a doctor. She feels she was born for it. a. job

b) calling c. engagement d. appointment

9. Although I don't feel it as my calling, I have decided to choose my mother's and become a lawyer. I know this will make her happy. b profession c. trade a. business d. employment

10. Julia is a young lawyer and she has just got her first promotion but she is resolved to make a distinguished in the legal profession. a. calling c. career b. art d. pursuit

Ex. 13 – Job benefits



- Match 1-10 to a-j.
- 1. maternity
- 2. flexible
- 3. paid
- 4. private
- 5. gym
- 6. company
- 7. mobile
- 8. annual
- 9. subsidized
- 10. pension

- a. car
- b. healthcare
- c. membership
- d. holiday
- e. leave
- f. hours
- g. bonus
- h. scheme
- i. childcare
- j. phone

Ex. 14 – Synonyms and Antonyms

For each of the following word find an *antonym* and a *synonym*:

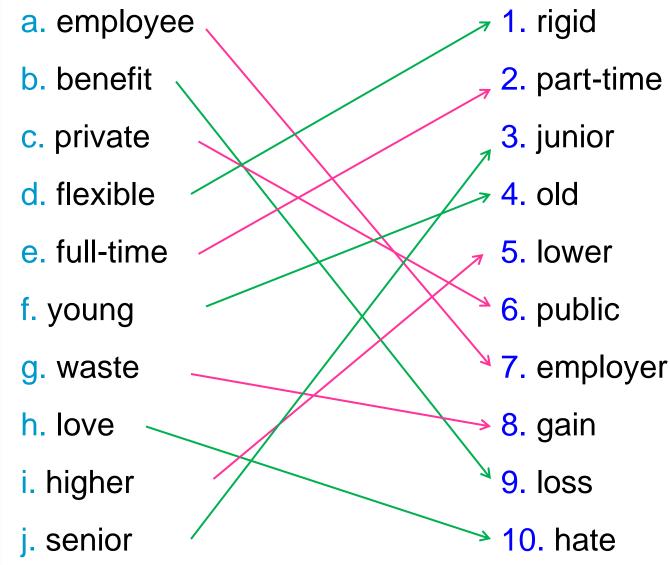
sell alive ugly sick slow far peace slim dismiss unknown buy
dead
beautiful

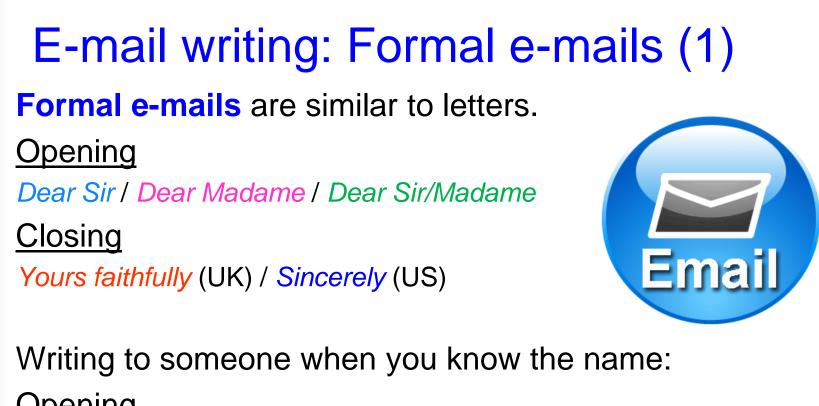
- healthy
 - quick
 - near
 - war
 - fat
- recruit
- famous

purchase deceased handsome robust, fit fast close conflict obese hire well-known



Employment: Choosing your own benefits Ex. 15 – Antonym match





<u>Opening</u> Dear Mr Thomas (Ms) / Dear Dr Thomas / Dear John Thomas <u>Closing</u> <u>Regards / Yours sincerely</u> (UK) / <u>Sincerely</u> (US)

When writing a formal e-mail **avoid contractions**: *I am writing* (not *I'm writing*) to ask for some information E-mail writing: Semi-formal and informal e-mails Use semi-formal e-mails with people you do not know very well.

<u>Opening</u>

Dear John / Dear Olivia

<u>Closing</u>

Thanks / Best regards / Yours



In many companies, **informal e-mails** are sent between colleagues:

<u>Opening</u>

Hi John / Hello Olivia

<u>Closing</u>

Best wishes / All the best / Thanks

E-mail writing: Formal e-mails (2)

- Opening sentences
- After the greeting, English emails normally begin with an opening sentence. Common opening sentences for a formal email are as follows.
 - I hope that all is well with you.
 - I was just emailing to request some assistance.
 - Thank you for your email of 12 March.
- To make requests and give instructions, formal English frequently uses modal verbs: would, could, etc.
 Formal Would you be able to deliver the report by tomorrow?
 Semi-formal Can you deliver the report by tomorrow?
 Formal Could you ask Pierre to come to the meeting?
 Semi-formal Can you ask Pierre to come to the meeting?



Formal vs. informal vocabulary

Thank you

I would like to apologize for...

I would appreciate it if you...

Unfortunately, I will not be able to...

I would rather not...

I don't want to



Can you...?

I can't

Sorry for...

Thanks



E-mail

Dear Anna,



Welcome to our <u>firm</u>! It is a pleasure to welcome you to the <u>team</u> of *Shopify*. We are excited to have you join our team, and we hope that you will enjoy <u>working</u> with our company.

On the last Saturday of each month we hold a special staff party to welcome any new <u>employees</u>. Please be sure to come next week to meet all of our <u>senior</u> staff and any other new staff members who have joined *Shopify* this month. You will receive an e-mail regarding the same with <u>further</u> details.

If you have any questions during your <u>training</u> period, please do not hesitate to contact me. You can reach me at my email address or on my <u>office</u> line at 000-0001.

Warm regards, James

Revision – Complete with the correct form of the verb

- 1. The company I work for *isn't doing* (not/do) so well this year.
- 2. We couldn't afford to keep our car, so we <u>sold</u> (sell) it.
- 3. What time <u>do</u> the banks <u>close</u> (close) here?
- 4. This watch wasn't expensive. It <u>did not cost</u> (not/cost) much.
- 5. I <u>have not seen</u> (not/see) Alan for ages. When I last <u>saw</u> (see) him, he was trying to find a job.
- Paul doesn't know what he's going to do. He has not decided (not/decide) yet.
- 7. Is the meeting still going on, or <u>has</u> it <u>finished</u> (finish)?
- 9. Mr. Evans is not in the office today. I <u>suggest</u> (suggest) you try calling him tomorrow.
- 10. At first I didn't like my job, but I <u>am starting</u> (start) to enjoy it now.



a. lend

Revision – Complete with the correct word

- 1. She makes a big from selling waste material to textile companies. d. profit
- a. business b. money c. gain

2. The company in customized computer systems. a. manufactures b. deals (c.)specialises d. operates

3. It's a security company. a. US-set b. US-headed

c. US-based d. US-located

d. mortgage

c. loan

4. The government publishes figures every six months showing how many people are a. unemployed b. unoccupied c. unworked d. jobful

5. She used to money and not bother to pay it back. b.borrow