

B2



## Real Business English

21st century skills at work

Student's Book with audios



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## 21st century skills at work

Student's Book with audios

by Rebecca Buller



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## **Real Business English**

REAL Business English was developed for REAL companies with input from REAL international companies.

Each unit deals with a specific topic commonly found in companies around the world. Through a variety of activities, you will gain practical experience talking and writing about your own company. The aim is to offer you as much personalized practice as possible, while still dealing with a variety of topics which companies in various industries encounter. Example:

#### Discuss these questions in class.

- Do you apply kaizen in your company or organization?
- If so, tell the class about your experience. If not, do you think it would be a good idea to try it out?

English can be spoken and written differently around the world. Therefore, each unit contains tips on the differences between British English and American English. Example:

BE ΑE enquiry inquiry to enquire to inquire centre center

In addition to highlighting differences in global English, REAL Business English offers a look at cultural differences when doing business internationally. Example:

## Read the text. Can you think of other common gestures in different cultures?









Grammar explanations with exercises and vocabulary practice can be found in the Workbook, along with the answers to all activities.

The DETLA Augmented App lets you access all audio files and PDF versions of this book. Simply download the app onto your device and scan the pages with an audio symbol to access the audio files. To access the PDFs, scan the first page of every unit, where you see this symbol [

We're happy to support you in learning REAL Business English!

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# 1 Training

What kind of training does your company offer its employees? How important is training for you?



## **Training courses**

In groups, write down as many words as you can associated with *training*.

Examples: workshop, instructor, handout, sign-in sheet, etc.

Match the definitions on the right to the correct course names on the left.

- (f) 1. seminar/intensive course a. a course in which a student learns alone 2. blended learning course b. a course which takes place in the company 3. self-study course c. a combination of self-study, Internet and classroom learning 4. one-to-one course d. a course where a student stays on-site or in a host family 5. residential course e. a course in an online environment 6. in-company course f. normally a full-day, weekend or week-long course 7. virtual training course g. a course with one student per teacher
- **C** Tell the group about a training course you have attended in the last three years.
  - What type of training course was it? What was it about?
  - What did you particularly like about the course? Where do you see room for improvement?

2

A

В

7. In-company courses take place in the evenings.

8. The company is offering blended learning courses next year.

Work in small groups and discuss the f	ollowing questionnaire on train	ing.
	isiness skills language tr	_
comments:		
2. Who ought to decide what training	g an employee gets?	
the boss th	e employee	
comments:		
3. When should the training take pla	ce?	
on company time or	the employee's own time	
comments:		
COMMICIES.		
Finding the best course lead the ads below. Then listen and m	atch the speakers to the ads. <b>(</b>	1 c.
Managing your time This weekend workshop will teach you how to manage your time effectively. We have reserved twelve rooms in the Conference Hotel Elisa. The workshop begins Friday afternoon and ends with lunch on Sunday. Meals and a social program are included. For further details, please contact Ms. Leila Dobbing in Personnel.	Spanish courses offered by qualified teacher, native speaker, five years of experience. Only one-to-one classes, flexible hours and fair prices. For further information, please contact: Miguel Gonzáles at 902 565 3935.	Managers from different companies join us for a week-long course on communication skills. The workshops and seminars take place from 8:00 a.m. to 5:00 p.m. The evenings are free. For more information about this seminar in a quiet country hotel, please contact Louise Bradshaw.
peaker	Speaker	Speaker
isten to the conversation and mark the seen the new training 2. The weekend motivation course	ng program yet. is in Holland.	. • 2
3. You learn better when you're aw		
4. The woman likes weekend cours		
5. The SAP course was a two-week		
$\_$ 6. One of the men took a German $\circ$	course last year.	

C	Listen again and discuss the	questions below. You ma	y want to take notes.	<b>2</b> 2
---	------------------------------	-------------------------	-----------------------	------------

- What courses do the speakers mention?
- · According to the speakers, what are the advantages and disadvantages of these courses?
- Do you share any of their opinions? Give reasons and examples.

## Giving advice: Study the example. In what way are the three responses different?

"I'll be working in Latin America a lot in the coming years".

- 1. "Well, you should learn Spanish then".
- 2. "Well, you ought to learn Spanish then".
- 3. "Well, you'd better learn Spanish then".

## **E** Think of additional words and expressions you can use to give advice.

1f 1 u	iere you, I'd	 		7
You	could	 74100		
				30
			A	
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*********			1	
			A STATE OF	

- With a partner, ask for and give advice. Use the ideas below or your own ideas.
  - 1. I need to improve my Spanish conversation skills fast. What do you think I should do?
  - 2. My boss asked me to take a six-day training course that is spread over three weekends. But I want to spend weekends with my kids!
- 3. I think a course in social media marketing would help me with my work, but the company doesn't want to pay for it. Any advice?
- 4. The training course I wanted to take is already full. What should I do now?
- **G** Do some research on the Internet and find a training course that suits you.

Course title:	11
Course type:	U
Course objective:	
Location:	
Start date and time:	
Price:	

H Tell the group about the course you have chosen and give reasons for your choice.

## 3 Getting course information

## A Put the email in order.

a. Since I'll be working in China and Vietnar very interested in this course and would			
b. I look forward to hearing from you.	c. Dear Ms Johnson		
d. Could you please tell me where and when the course takes place and what is included in the course fee?	e. Also, I would like to know the deadline to register. I have heard that the course is quite popular and spots fill up quickly.		
f. Sincerely Ethan Davis g. I just saw in an ad online that you are offering an intercultural training course that focuses on doing business in Asia (course number IC003).			

## **B** Complete the response with the words below.

limited | covers | printable | enquiry | assist | suggest | place | registration | allocated | payable

BE ΑE inquiry enquiry to enquire to inquire centre center

• • • send
Subject: Re: Course IC003: Doing Business in Asia
Dear Mr Davis
Thank you for your(1) concerning the course "Doing Business in Asia".
This course will take(2) from 30 May to 3 June in our training centre in London.
The cost of the course is € 1,200 plus VAT,(3) at registration. The fee
(4) all course materials, lunches and refreshments. Accommodation is not included
but we are happy to(5) you.
The group is(6) to ten participants, and places are(7) on a first-come,
first-served basis. If you would like to attend, I(8) that you register as soon as possible.
You can register online simply by clicking the "Sign up" button on the top right of the screen. You can also
download the(9) registration form and return it to us by email or post.
If you need help with the(10) process or have any further questions, please feel free to
contact me.
Yours sincerely Sarah Johnson

### Use the examples in "A" and "B" to talk about writing emails in English.

- What are the most important components of an email?
- · Discuss different ways of beginning and ending emails. Are they formal or informal?
- · What do you know about the difference between British and American email-writing conventions?

## Write an email asking for more information about a professional training course.

- Write to Sarah Johnson, the course coordinator. Start your email with a proper greeting.
- · Say which course you are interested in.
- Find out about the following: costs, maximum number of participants, registration, venue and times, and payment methods.
- End your email with a proper closing.

## Swap with a partner and give each other constructive feedback.

## The need for training

## Match the definitions on the right to the words on the left.

<ul><li>1. to ensure</li></ul>	a. to change
2. retention	b. the ability to keep good employees
3. to leverage	c. to exceed, to be better than
4. benefits package	d. to use to get a result
5. enticement	e. ending the employment of a worker
6. to shift	f. incentives (non-salary)
7. layoff	g. to make sure
8. to surpass	h. to attract someone by offering



#### Read this text about the need for training. Does this apply to your company, too?

something pleasant

## The need for training

Many companies have tried over the past few years to maintain their businesses with a reduced workforce. Having fewer employees increases the pressure to ensure that workers are capable of dealing with increased workload or with fewer resources. The need for employee development programmes is therefore just as important.

Technological advancements and employee **retention** influence the way that companies leverage learning. A strong

economy with low unemployment rates means qualified employees can take their pick of the best companies with the most appealing benefits packages and salary rates. A variety of enticements, including training opportunities on company time, are necessary to attract good people. In a weaker economy the basis for the need for training shifts. In an attempt to survive layoffs, employees are concerned not only with keeping themselves up-to-date and employable, but also about staying employed.

- C Listen to a meeting about a training budget and answer the questions below. 2 3
  - 1. What does Alan, the HR manager, say about the training budget?

run | sign | benchmarks | surpassed | suffers | belts | revenue

2. How do Annette and Julie, the training managers, feel about the news?

1. I'm afraid we're going to be tightening our for a while. 2. Sales are down and there's no of improvement. 3. In the long \_\_\_\_\_, it's going to cost more than it saves.

	17/2
The state of the s	

- 4. We won't be able to generate any ...... at all.
- 5. When times are tough, it's training that \_\_\_\_\_\_.
- 6. We ...... our objectives and now we're being punished for it.
- 7. How about the board ......other departments' performance against ours for a change?

## Here are some useful phrases for meetings. Write them in the correct category.

I feel that ... | Let me put it another way. | Why don't we ... | What exactly do you mean? | I couldn't agree more. | Surely ... | Excuse me for interrupting, but ... | I see it differently.

- 1. Getting attention:
- 2. Giving an opinion: 3. Making a suggestion:
- 4. Expressing agreement:
- 5. Expressing disagreement:
- 6. Clarifying a statement or opinion:
- 7. Asking for clarification:
- 8. Expressing certainty:

#### Come up with at least two additional phrases for each of the situations from "E".

## **G** In groups, simulate a meeting following the guidelines below.

- Come up with a training program for your company or department.
- Consider the company's needs as well as the employees' skills and areas of interest.
- Do some research on the Internet and make a list of courses that would be suitable.
- · When you are finished, present your ideas to the class and compare.





# 2 HR Management

"It's not what you know, but who you know that gets you the job". Do you agree with this statement?



## Job postings

Look at the job postings. Are they British or North American? How can you tell?

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_						
В	Look for an	online iob	posting in	Britain or North	America th	at fits your profile.

What is the job title?			
Where is the workplace located?			
What responsibilities does the job entail?			
Who is the employer?			
What skills and qualifications should the ideal candidate have?			

## **C** With a partner, create a job posting for a position in your company.

Include the following:

- company information (e.g. history, location, market position, mission statement)
- job information (e.g. job title, responsibilities, pay or salary range, benefits)
- ideal candidate profile (e.g. education and qualifications, skills, personal qualities)
- · information on how to apply

## Discuss the questions below.

- Have you ever worked in another country? If so, tell the group about your experience. If not, would you consider working abroad? Where would you like to go?
- · What work experience have you had with business partners or colleagues from other countries?
- What are some cultural differences between your country and other countries that your company does business with?



## Job applications

## Match the words on the right to the definitions on the left.

9	1. a job in a company	a. interviewee
	2. someone who applies for a job	b. current
	3. a job or position that is available	c. resume
	4. someone who is being interviewed	d. former
	5. existing in the past	e. concise
	6. a letter of application	f. applicant
	7. a list of the jobs you have done so far	g. position
	8. short and to the point	h. job history
	9. happening now	i. cover letter
	10. a document outlining your education, qualifications and experience	j. vacancy; job opening

BE

CV/Curriculum Vitae covering letter

resume/résumé cover letter