

**ENGLISH** FOR SPECIFIC PURPOSES

John Allison  
Jeremy Townend



# **in company 3.0**

## **SUPPLY CHAIN MANAGEMENT**

**STUDENT'S BOOK PACK**



**ENGLISH** FOR SPECIFIC PURPOSES

John Allison  
Jeremy Townend

# **in company 3.0**

**SUPPLY CHAIN MANAGEMENT STUDENT'S BOOK**

**B1–B2**

# in company 3.0

## English for Specific Purposes at a glance Supply Chain Management Student's Book:

### 8 Supply chain management-specific units covering different aspects of the supply chain management profession

Learning objectives to track your progress

Supply chain management communication skills in each unit, presenting language you need in your job

**08 Going green**

**Learning objectives**

**Supply chain communication skills**

Improving environmental management of products to help and help to reduce the company's carbon footprint.

**Reading**

Read the article about green supply chain management and answer the questions.

**Listening**

Listen to the audio and answer the questions.

**Speaking**

Discuss the article with a partner.

**Writing**

Write a short report on the article.

**Grammar**

Use the correct form of the verb.

**08 GOING GREEN 40**

**08 GOING GREEN 41**

**08 GOING GREEN 42**

**08 GOING GREEN 43**

**08 GOING GREEN 44**

**08 GOING GREEN 45**

**08 GOING GREEN 46**

**08 GOING GREEN 47**

**08 GOING GREEN 48**

**08 GOING GREEN 49**

**08 GOING GREEN 50**

**08 GOING GREEN 51**

**08 GOING GREEN 52**

**08 GOING GREEN 53**

**08 GOING GREEN 54**

**08 GOING GREEN 55**

**08 GOING GREEN 56**

**08 GOING GREEN 57**

**08 GOING GREEN 58**

**08 GOING GREEN 59**

**08 GOING GREEN 60**

**08 GOING GREEN 61**

**08 GOING GREEN 62**

**08 GOING GREEN 63**

**08 GOING GREEN 64**

**08 GOING GREEN 65**

**08 GOING GREEN 66**

**08 GOING GREEN 67**

**08 GOING GREEN 68**

**08 GOING GREEN 69**

**08 GOING GREEN 70**

**08 GOING GREEN 71**

**08 GOING GREEN 72**

**08 GOING GREEN 73**

**08 GOING GREEN 74**

**08 GOING GREEN 75**

**08 GOING GREEN 76**

**08 GOING GREEN 77**

**08 GOING GREEN 78**

**08 GOING GREEN 79**

**08 GOING GREEN 80**

**08 GOING GREEN 81**

**08 GOING GREEN 82**

**08 GOING GREEN 83**

**08 GOING GREEN 84**

**08 GOING GREEN 85**

**08 GOING GREEN 86**

**08 GOING GREEN 87**

**08 GOING GREEN 88**

**08 GOING GREEN 89**

**08 GOING GREEN 90**

**08 GOING GREEN 91**

**08 GOING GREEN 92**

**08 GOING GREEN 93**

**08 GOING GREEN 94**

**08 GOING GREEN 95**

**08 GOING GREEN 96**

**08 GOING GREEN 97**

**08 GOING GREEN 98**

**08 GOING GREEN 99**

**08 GOING GREEN 100**

Real-life output tasks on every page to activate and personalize the target language

**07-08 Video**

**Before you watch**

Work with a partner. Take turns to ask and answer the questions.

1 What methods does your company use to improve performance?

2 How do you ensure your inventory is accurate?

3 Do you think it's important for a company to have a green image?

4 What green policies does your company have?

**While you watch**

Watch the video and decide if the statements are true (T) or false (F). Correct the false statements.

1 Soja's company uses Japanese kishiro to improve their performance. T / F

2 Soja's father about what a difference it made when the warehouse started using forklift trucks. T / F

3 Kenta's company used to take an inventory every two months. T / F

4 Soja's larger customers expect the company to have environmental certification. T / F

5 Customers want eco-friendly options but don't like the higher prices that come with them. T / F

6 Soja gives three examples of his company's green policies. T / F

7 The printed plastic bags degrade over a period of 24 years. T / F

**Natural speech 1 – discourse markers**

1 Read the information about discourse markers.

2 Decide where the discourse markers in bold could go in these lines from the video.

a They can pick and pack orders they're missing around actually.

b It was such a small thing, a trolley, maybe costs fifty pounds. I mean

c It was a month's inventory would be a check check. It was a case of

d Being environmentally friendly and having green credentials is very important, not of

e What we're also faced, with a lot of small customers to... though

f I think it's good to give people options, definitely

g And we offer recycled options for people, on top of that

3 Watch the video again and check your answers.

4 Read the script on pages 50-51. Can you find other examples of discourse markers? What is the most common one used?

**Natural speech 2 – phrasal verbs**

1 Replace the **underline** words in the sentences with the correct form of the phrasal verb in the box.

drop down come out of come up with deal with stick by

a We got the warehouse to **drop down** now.

b The MTS system keeps track of the goods so we know what's **coming out of** the warehouse.

c The larger customers we **deal with** want environmental certification.

d We **stick by** a number of policies in terms of eco-friendly credentials.

e For every tree that's **cut down** another one is planted.

2 Look at the script on pages 50-51 and check your answers.

**After you watch**

Work with a partner and discuss how your company's performance improves methods and green policies compare to Soja's and Kenta's. What are the similarities/differences? Use the discourse markers and phrasal verbs where possible.

**44 VIDEO UNITS 07-08**

### 4 Videos involving interviews with real-life supply chain management professionals

Comprehension activities to check understanding

Vocabulary and pronunciation activities to allow a focus on aspects of fluency

Follow-on discussion questions to motivate and enable personalization





# About the course

The *In Company 3.0 English for Specific Purposes* series offers an in-depth look at specialized English for a variety of business areas. The material is relevant to people working in the particular area of specialization in any industry. Students learn how English is used in their specific professional context through realistic audio and texts as well as through videos of interviews with real business people who work in the specific business area. There is plenty of opportunity for students to use this language and draw upon their own experiences through discussions and roleplays. Each title complements the *In Company 3.0* syllabus and can be used with the *In Company 3.0* coursebooks or on its own for specialized/focused practice of functional language and skills. This all makes the *In Company 3.0 English for Specific Purposes* series the ideal choice for people who want to take their business English to the next level.



# About the authors

## John Allison

John has designed, sold and delivered professional English courses in France since 1980. After many years of squeezing in teaching between sales and management responsibilities, he is now happy to be able to spend more time in the classroom as a teacher and teacher trainer. He is lead author of *The Business* with Paul Emmerson and Jeremy Townend, and co-author of *In Company 3.0 Upper Intermediate* and *In Company Case Studies* with Mark Powell. When not writing business-English materials he composes and arranges music for a big band in which he plays the saxophone.



## Jeremy Townend

After a first career in town planning in the UK, Jeremy has spent over 25 years working as a business-English trainer and teacher trainer in Lyon, France. He has been involved in the publication of various business-English books and he co-authored *The Business Upper Intermediate* with John Allison. He is particularly interested in practical classroom strategies for promoting learner autonomy. In his spare time he enjoys DIY and playing football.



# Contents

Unit	Supply chain communication skills	Reading	Listening	Language
<b>01</b> Planning procurement strategy	Discussing procurement needs and strategy Forecasting supply risks Making contingency plans	A quotation from a supplier	A procurement strategy meeting Extracts from telephone conversations	Materials, components, equipment Types of products and procurement strategies Email phrases Phrases for making forecasts
<b>02</b> Managing suppliers	Discussing purchasing requirements, priorities and goals Discussing guarantees, responsibilities, and service levels Managing suppliers to develop a partnership	A customer service guarantee	Purchasing meetings	Vocabulary for supplier background checks Phrases to make commitments to customers Phrases to describe expectations of suppliers Conditionals for guarantees
<b>Video</b>	Interviews with supply chain professionals talking about planning procurement strategy and managing suppliers with exercises			
<b>Review</b>	Revision exercises for Units 1 and 2			
<b>03</b> Planning distribution strategy	Sounding out a potential customer Telephoning Discussing distribution needs	A webpage focusing on company information An email asking for information	Recorded messages and voicemail messages A telephone conversation with a potential customer	Supply chain acronyms Phrases for recorded and voicemail messages Phrases for avoiding answering / being vague Indirect questions Phrases for clarifying/checking and recommending
<b>04</b> Making strategic choices	Video conferencing Discussing warehouse location	An email preparing for a video conference A blog about choosing warehouse location	A warehouse presentation A video conference	Warehousing vocabulary Phrases for solving video-conference problems Comparatives and superlatives Presenting alternatives
<b>Video</b>	Interviews with supply chain professionals talking about planning distribution strategy and making strategic choices with exercises			
<b>Review</b>	Revision exercises for Units 3 and 4			
<b>05</b> Global supply chains	Negotiating international partnerships Adjusting directness Exchanging concessions	Global supply chain case studies Guidelines for negotiating international partnerships	Managing international partnerships Negotiating terms and conditions	Vocabulary for describing global risks Incoterms® Phrases for urging, persuading and demanding Phrases for requesting and making concessions
<b>06</b> Reverse logistics and returns	Presenting changes Giving reasons and explaining benefits of reverse logistics Implementing changes to returns policies	A supply chain blog post	A telephone sales call for 3PL reverse-logistics services	Vocabulary for the causes of over, short and damaged stock Phrases for presenting change Vocabulary for reverse-logistics solutions
<b>Video</b>	Interviews with supply chain professionals talking about global supply chains and reverse logistics with exercises			
<b>Review</b>	Revision exercises for Units 5 and 6			
<b>07</b> Improving performance	Structuring and delivering a presentation Discussing KPIs	A trade article about choosing KPIs An email about ongoing concerns	Conversations about KPI issues A presentation	KPI terms Describing cause and effect Presentation language Verbs and expressions to express possibility, probability and certainty
<b>08</b> Going green	Discussing the environmental footprint of a product's life cycle and ways to reduce it Meetings to decide how to 'green up' a company's image	A trade article about greening the supply chain An executive summary from a brief	A product life cycle presentation A meeting	'Green' supply chain collocations
<b>Video</b>	Interviews with supply chain professionals talking about improving performance and going green with exercises			
<b>Review</b>	Revision exercises for Units 7 and 8			