

in company 3.0

SUPPLY CHAIN MANAGEMENT

STUDENT'S BOOK PACK



John Allison Jeremy Townend

in company 3.0

SUPPLY CHAIN MANAGEMENT STUDENT'S BOOK

B1-B2

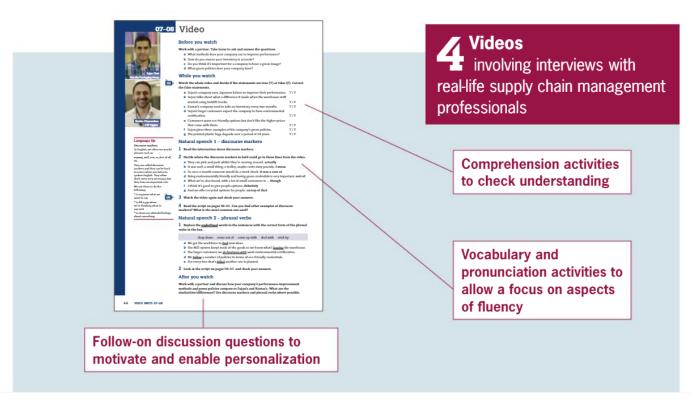
| Macmillan education |

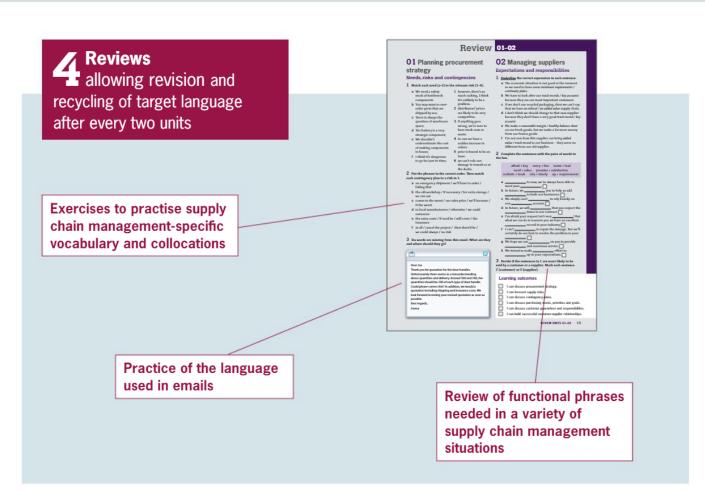
in company 3.0

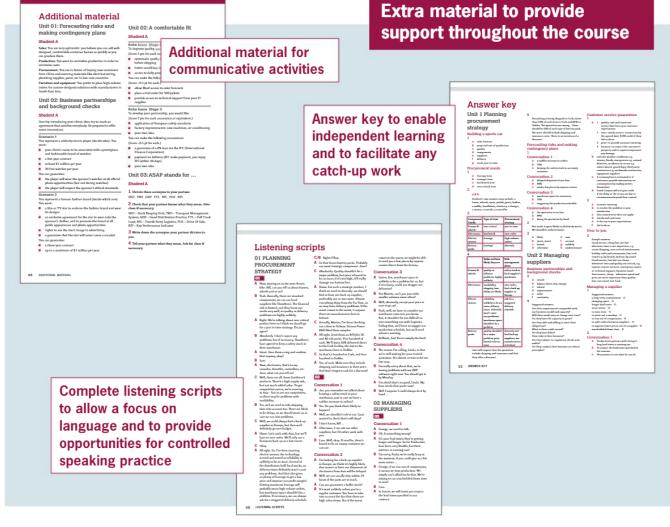
English for Specific Purposes at a glance

Supply Chain Management Student's Book:









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	Reading	Listening	Language
O1 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
02 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
Video	Interviews with supply chain professionals talking about planning procurement strategy and managing suppliers with exercises			
Review	Revision exercises for Units 1 and 2			
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
04 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
Video	Interviews with supply chain professionals talking about planning distribution strategy and making strategic choices with exercises			
Review	Revision exercises for Units 3 and 4			
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
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
Video	Interviews with supply chain professionals talking about global supply chains and reverse logistics with exercises			
Review	Revision exercises for Units 5 and 6			
07 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
O8 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
Video	nterviews with supply chain professionals talking about improving performance and going green with exercises			
Review	Revision exercises for Units 7 and 8			