

PEOPLE'S DEMOCRATIC OF ALGERIA
Ministry of Higher Education and Scientific Research

Graduate School of Economics of Oran



Business English Handout

For First Year Preparatory Students

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Academic Year
2024_ 2025

Introduction

As we know, effective communication is the cornerstone of success in the business field . Business English equips professionals with the language skills necessary to navigate the global marketplace, fostering clear and confident interactions across diverse business contexts in the world.

This handout serves as a practical guide to mastering the essential knowledge about Business English, focusing on key areas such as:

- **Studies and academic achievement:** gain communication skills that can be used in many different places, both personally and professionally. Accomplish specific goals that are the focus of activities in instructional environments.
- **Professional Communication:** Crafting emails, reports, and presentations with clarity and precision.
- **Meetings and Negotiations:** Utilizing appropriate language and expressions to facilitate productive discussions.
- **Cultural Sensitivity:** Understanding and respecting cultural nuances to build strong international relationships

To enhance your professional interactions, or seeking to improve learners workplace communication, mastering English is a strategic investment in learning procedures and career development.

Practical objectives for this **handout**:

1. **Improve Business Communication Skills:** Develop confidence in speaking, listening, reading and writing in professional contexts.
2. **Learn essential Business Vocabulary (words and phrases) and practice common business expressions by** understand and using greetings, polite requests, and simple email phrases.
3. **Write Simple Business Emails and Messages:** Learn how to structure short professional emails .
4. **Participate in Basic Business Interactions:** Practice introductions, scheduling, giving basic information, and asking questions.

learning English in the Graduate School of Economics aims to compound the core elements of a degree in economics with language skills to allow students to gain an edge in economy and business English. The module of the English language is taught one hour thirty minutes (1h 30mn) a week for all the levels, preparatory and master classes, with coefficient (01) and credits (01).

This pedagogical document is arranged into ten (10) units which could provide inputs, a structured language, a variety of learning resources and an attractive as well as visual appeal for learners after testing and investigating their suitability and appropriateness.

Unit 01: Trade

Reading Comprehension: Read the text and do the tasks

WHAT'S TRADE?

Trade as a noun can refer to the action of buying-selling or exchanging goods and services between people, companies, countries, and other entities. The **term is often synonymous with 'commerce.'** It **may also refer to a particular industry as in the building, tourist or fur trades.**

*Objectives

- a) Comprehend and apply economic terms related to supply and demand.
- b) Analyze the relationship between supply, demand, and price through reading comprehension.
- c) Correct use of adverbs in context.

Task 1/B: key Answers

1. Supply and demand refer to the relationship between consumers' desire for a product and the amount of the product available for sale.
2. High demand creates higher prices, while low demand creates lower prices.
3. Prices would increase due to limited supply and high demand.

Task 2 : Multiple Choice

1. Companies sometimes limit their supplies to Increase prices
2. What is commonly associated with low demand and low prices ?
3. Ample competition and Items that can be crafted by many companies

Task 3 : Match the Words with Their Definitions

Definitions :

- a. A table that shows the quantity demanded of a good at different prices.
- b. When supply and demand do not meet at the same point and are off-balance.
- c. A graph that shows the relationship between the quantity of a good or service and prices that consumers are willing and able to buy.
- d. The price at which quantity demanded equals quantity supplied.
- e. The desire and ability of consumers for a good at a range of prices.

Grammar key answers

Task 1 : Choose the Correct Word

1. The receptionist patiently answered all of our questions.

2. We're cautiously optimistic about our future.
3. Our financial records are stored in a secure area.
4. Our plan was executed perfectly.
5. He got the job because his English is really good.
6. I feel bad about what happened.
7. Could you read this document and let me know if it sounds good ?

Task 2 : Fill in the Blanks with Suitable Adverbs

Options : fast, much, very, frequently, before, soon, never, here, soundly, all

1. They call the manager frequently.
2. He never speaks during the meetings.
3. It is a very good brand.
4. You are much better now ; you can join your work.
5. I had heard this before I left the company.

Group Work : Discuss examples of supply and demand dynamics in real life and the role of adverbs in creating precise communication

Pre-reading: Listen to the two definitions and find the difference between

Accounting process and accounting systems

Accounting is the process of recording, cataloguing, analysing and reporting a company's financial transactions. Proper accounting allows a company's management to better understand the financials of its business. This is so they can strategically plan its future expenditures in order to maximize profit.

Accounting is the systematic and comprehensive recording of financial transactions pertaining to a business. Accounting also refers to the process of summarizing, analysing and reporting these transactions to oversight agencies, regulators and tax collection entities. The financial statements that summarize a large company's...

Reading Comprehension

Read the text and answer the questions

Accounting is the process of recording financial transactions pertaining to a business. The accounting process includes summarizing, analysing, and reporting these transactions to oversight agencies, regulators, and tax collection entities. The financial statements used in accounting are a concise summary of financial transactions over an accounting period, summarizing a company's operations, financial position, and cash flows.

KEY TAKEAWAYS

- Regardless of the size of a business, accounting is a necessary function for decision making, cost planning, and measurement of economic performance.
- A bookkeeper can handle basic accounting needs, but a Certified Public Accountant (CPA) should be utilized for larger or more advanced accounting tasks.
- Two important types of accounting for businesses are managerial accounting and cost accounting. Managerial accounting helps management teams make business decisions, while cost accounting helps business owners decide how much a product should cost.

- Professional accountants follow a set of standards known as the Generally Accepted Accounting Principles (GAAP) when preparing financial statements.
- Accounting is an important function of strategic planning, external compliance, fundraising, and operations management.

Source: By JASON FERNANDO-

Reviewed by: MICHAEL J BOYLE

Task 1: complete the following ideas from the passage

Task 2: match each accounting term (1-7) with its proper definition

- | | |
|-------------------------|--|
| 1. Accounts Payable: | a- An item that a company or person owns that has monetary value. |
| 2. Accounts Receivable: | b- Money that is owed by the business to its suppliers |
| 3. Assets: | c- The remaining value of a company after all liabilities have been removed. |
| 4. Book Value: | d- Money that is owed to the business by its customers |
| 5. Equity: | e- Any debts that a company has yet to pay. |
| 6. Inventory: | f- The total value of a business' assets found on the balance sheet. |
| 7. Liabilities: | g- Inventory represents a company's goods that remain unsold to its customers. |

*Grammar Study:

Past Simple

- 1. Use the Past Simple to express an action that started and finished at a specific time in the past. Sometimes, the speaker may not actually mention the specific time, but they do have one specific time in mind.

Examples

- I saw a movie yesterday.
- Last year, I travelled to Japan for work.
- Did you take the office keys last time?

PRONOUNCIATION: final « ed »

1. Final -ed is pronounced /t/ after all voiceless sounds: p, f, k, s, sh, ch, th

Examples :

- Cook → Cooked
- Walk → Walked
- Talk → Talked
- Finish → Finished
- Type → Typed
- Dance → Danced
- Watch → Watched

2. Final -ed is pronounced /d/ after all Voiced consonant sounds:

b, v, g, z, j, th, l, m, n, r and all vowel sounds are voiced.

- Live → Lived

- Climb → Climbed
- Phone → Phoned
- Wave → Waved
- Arrive → Arrived
- Clear → Cleared
- Study → Studied
- Open → Opened
- Enjoy → Enjoyed
- Copy → Copied

3-Final -ed is pronounced /id/ after “T”, and “D” sounds.

- Emigrate → Emigrated
- Start → Started
- Visit → Visited
- Investigate → Investigated
- Attend → Attended
- Affect → Affected

Task 1. Write these sentences in the past.

1. He goes to the swimming pool because he likes swimming.....
2. They have dinner at nine o'clock.....
3. Adam runs 500 m
4. Helen eats too many sweets.
5. I buy the newspaper in the shop.
6. We get up at eight o'clock and go to school.....

Task 2/ Write the sentences in exercise 1 in the negative form

Task 3/ Write the past form of these verbs and find the pronunciation of the final “ed”.

1. to get
2. to play
3. to buy
4. to come
5. to study
6. to go
7. to watch
8. to pay
9. to begin
10. to walk.....

*Key Answers

Task 1: 1. He went to the swimming pool because he liked swimming. 2. They had dinner at nine o'clock. 3. Adam ran 500 m 4. Helen ate too many sweets. 5. I bought the newspaper in the shop. 6. We got up at eight o'clock and went to school.

Task 2: He didn't go to the swimming pool because he didn't like swimming. 2. They didn't have dinner at nine o'clock. 3. Adam didn't run 500 m 4. Helen didn't eat too many sweets. 5. I didn't buy the newspaper in the shop. 6. We didn't get up at eight o'clock and went to school.

Task3: got 6. played 2. bought 7. came 3. studied 8. went 4. watched 9. paid 5. began 10. walked

As a verb, ‘to trade’ means to purchase and sell goods and services, either at individual, commercial or nation-to-nation levels. We have been trading since prehistoric times – hundreds of thousands of years ago. We used to barter goods and services from each other before currencies existed. When we trade, the good or service comes from the supplier and goes to the buyer.

Trade has become a common method of allowing the citizens of most countries across the world to get the products and services they need. Argentina, for example, sells wheat to Japan and imports computers, cars and other goods from Japanese companies.

International trade consists of the buying and selling of goods and services between nations – imports and exports. When a country imports more than it exports it is said to have a deficit. When exports are greater than imports, it has a surplus. Countries engage in trade so that they can sell the surplus of things they produce. They also need to gain access to things they either don’t have or cannot produce enough of. This allows for a balance of a wide range of products and services rather than a surplus of just a few limited items.

Free trade is a policy that some international markets and governments follow in which there are no restrictions on imports from, or exports to, other countries or economic blocs. The North American Free Trade Agreement (NAFTA) and the European Economic Area (EEA) are examples of regions where free trade between countries exists. NAFTA comprises the USA, Canada, and Mexico, while the EEA includes all the European Member states plus Norway, Iceland, and Liechtenstein. Nearly all the countries in the world – except for North Korea, Monaco, South Sudan, Somalia and some others – are members of the World Trade Organization (WTO), which has several multilateral agreements.

(<https://www.wilsoncenter.org/chapter-3-trade-agreements-and-economic-theory>)

Reading comprehension

Task 1 : **Read the text silently, then complete the definitions**

- a. **Trade is**.....
- b. **Consumer Benefit**
- c. **International Trade**
- d. **Free trade**

Task 2: **Answer the questions below using your own words.**

- What are the main elements that define trade?
- How can we consider bartering as trading?
- Which type of trade includes import and export? Why?

Task 3: A. **Use your dictionary and find, what is**

- a. **Business**
- b. Trade
- c. Commerce

B. 1. The Passage talks mainly about.....

2. Why?

Grammar Study

NOUNS

Types of Nouns: The different types of Nouns are:

1. **Proper Noun:** Proper nouns are the names of specific people and places. These nouns also refer to the names of the days of weeks and months, and also the various names for religions, organizations, institutions, etc. These nouns are always capitalised as they need to be distinct from other nouns.

- *William Shakespeare was a playwright.* : **specific person.**
- *I will be visiting New York next month.* : **specific place.**
- *Everyone dislikes Monday mornings.* : **Names of days**
- *The holy book of Islam is the Koran.* : **religion and religious text.**

2. **Common Nouns:** Common Noun are the nouns that are used to denote a general category of people, places or things. They are capitalized only when they are at the beginning of a sentence.

The boys went to play cricket. : they can refer to any boy or any cricket match. There is nothing specified by these nouns.

- *This neighbourhood is one of the best in the area.*
- *She was trying to answer her phone while buying coffee.* : phone and coffee that both are general indicators of the object and the drink.

3. Abstract Nouns: Abstract Nouns are the names of things that we cannot perceive through our five senses of touching, smelling, seeing, hearing and tasting. They can also conditions related to the mind and are also used to express thoughts.

- *She screamed with great delight.*: the state of a person's mind.
- *His bravery in the war won him a medal.*: the motivation behind certain actions .
- *One should learn to be as independent as possible.*: a state or a way of being.

4. Countable Nouns: they have both singular and plural forms. They can be counted, and form plurals to associate with plural verbs in a sentence. They can also be expressed in numerical terms.

- *I need to buy four new suitcases for my trip.*: Suitcase (s) (plural).
- *Does anyone want some oranges?* orange(s).
- *She had a pet dog.* : (dogs).

5. Uncountable Nouns: They are the names of things that cannot be counted and have only a singular form. These nouns use singular verbs in a sentence.

- *The furniture was damaged in moving out.* We use the singular 'was' in referring to it.
- *Is 250gms of sugar enough?* : cannot be counted. It can only be weighed.
- *He always answers questions with honesty.* : It has no plural and cannot be counted in physical terms either.

Task 1: Read the following sentences find and identify the type of noun used.

1. Kolkata is the capital of West Bengal.
2. The Royal Bengal Tiger is found in the Sunderbans.
3. The jury gave a unanimous verdict.

4. Laughter is good for health.
5. The crowd is very big.
6. The elephant is an intelligent animal.
7. The Ganges is a sacred river.
8. The bravery of the soldier saved the day.
9. I bought furniture for my new house.
10. King Solomon was very wise.
11. The man was riding a white horse.
12. The shepherd took the flock of sheep to the field.
13. That table is newly polished.
14. I believed her innocence.
15. Slavery was an ill practice.
16. The police caught the thief.
17. I brought zucchini from the market.
18. Shah Rukh Khan is a famous actor.
19. Percy B Shelley was a Romantic poet.
20. This dress is made of silk.

Task 2: Change the Gender

1. The lioness was ready to pounce.
2. The actor acted quite well in the movie.
3. My uncle lives in New York.
4. My father works in a government office.
5. The gentleman gave me this chocolate.
6. The king ruled with sincerity.
7. She was the duchess of Stanford.

8. The waiter brought us our food.
9. The prince succeeded his father.
10. The cock started calling at the break of dawn.

Listen and Speak:

*writing professional emails

A. Watch the video and find how to write professional emails in English

(English with Alex · engVid English Classes)

***The most common ways to start an email**

***The most common ways to end an email**

B. Discuss: (pair work)

- The different parts of an email

1. Subject line

This is a short phrase that summarizes the reason for your message or the goal of your communication. It is important to include a subject line when sending a professional email so your audience knows exactly what to expect and is able to locate the message easily if needed. For example:

“Follow Up: Product Presentation”

2. Salutation

This is the first line of your email and generally acts as the greeting. For example:

“Hi Mr. Samson,”

3. Body

Just like the body of a letter, this is where you’ll share your full message. For example:

“Thank you for attending the new product presentation this afternoon. I’ve attached a video file of the full recording so you can share it with your team. Please let me know if you have any questions.”

4. Closing

This is the last line of your email before your signature and should wrap up your message. This is also where you may reiterate any requests you’ve made in the body of your message. For example:

“I look forward to speaking with you on Wednesday. Thanks again!”

5. Signature

The signature is where you identify yourself by name, title and any other information relevant to your communications. Most email programs allow you to set a fixed signature that’s automatically added to the end of every email you send.

“Sincerely,

Jillian Jones

Senior Software Engineer

ABC Company, Inc.”

***Learn and Practice:**

In the following email, Sue Jenkins is trying to persuade employee to attend a meeting on an IT problem who had said he couldn't come. From the context, try to guess what the meaning of the underlined words/phrases.

Hi Jeff,

Thanks for getting back to me about the meeting.

I appreciate that you're very busy at the moment. As I said in the invitation I sent you, in the meeting we're going to be looking at the problems we've had with the loss of customer data. To be honest, we still don't know the full extent. We may have lost the data for 1,000 customers or 500,000. In addition, there is also some indications that it could have been stolen.

As you can imagine, no matter what the cause, it's going to have major consequences on the company. That's why we need to be fully prepared for any eventuality. And that's the reason why we felt that your attendance was necessary.

If you could reconsider attending the meeting, we'd all appreciate it.

Regards

Sue Jenkins

Task 1: complete from the e-mail

- a. A phrase that tells, the person is not going to the meeting, is.....
- b. A reason why the meeting is important to attend, s.....
- c. A phrase used to tell the person that he is obliged to attend the meeting, is.....
- d. A phrase that explains, the company is in a hard situation is.....

- e. A phrase that means he needs to change his decision,
is.....

Task 2: Practice

Now that you understand what to do and the vocabulary, practice it by writing your own email in English to persuade somebody attend a meeting with the new words/phrases.

*Grammar Key answers

Task 1 :

2. **Kolkata, West Bengal** – Proper Noun
3. Royal Bengal Tiger, Sunderbans – Proper Noun
4. Jury – Collective Noun, Verdict – Abstract Noun.
5. Laughter, health – Abstract Noun
6. Crowd – Collective Noun
7. **Elephant, Animal** – Common noun
8. **Ganges** – **Proper Noun**, **river** – Common Noun
9. Bravery – Abstract Noun, Soldier, Day – Common Noun
10. Furniture, house – Common Noun
11. **King Solomon** – Proper Noun
12. Man, horse – Common Noun
13. Shepherd, field – Common Noun; flock – Collective Noun
14. **Table** – Common Noun
15. **Innocence** – Abstract Noun.
16. Slavery, Practice – Abstract Noun
17. Police, thief – Common Noun
18. **Zucchini, market** – Common Noun

19. Shah Rukh Khan – Proper Noun, Actor – Common Noun
20. Percy B Shelley – Proper Noun, poet – Common Noun
21. Dress – Common Noun, Silk – Material Noun

Task 2/Answers

1. The lion was ready to pounce.
2. The actress acted quite well in the movie.
3. My aunt lives in New York.
4. My mother works in a government office.
5. The lady gave me this chocolate.
6. The queen ruled with sincerity.
7. He was the duke of Stanford.
8. The waitress brought us our food.
9. The princess succeeded her mother.
10. The hen started calling at the break of dawn.

* EMAILING: KEY ANSWERS

Task 1

- ❖ **To recover or retrieve, to return to a former position or activity**
- ❖ viewing perceiving
- ❖ **Anything serving to indicate or point out, as a sign or token.**
- ❖ **To consider again, especially with a view to change of decision or action: *to reconsider a refusal.***

Task 2

- ❖ I appreciate that you're very busy at the moment

- ❖ going to be looking at the problems we've had with the loss of customer data. (other answers)
- ❖ the reason why we felt that your attendance was necessary.
- ❖ If you could reconsider attending the meeting, we'd all appreciate it.

Unit 02: Market and Marketing

Skill Focus: **Comprehend the roles and functions of Marketing**

Lesson Objectives

- a) -To understand key marketing concepts, such as customer experience, brand impression, and competition.
- b) -To practice identifying main ideas and details in a marketing context.
- c) -To understand and apply the rules of definite, indefinite, and zero articles.
- d) -To accurately use articles in sentences and paragraphs related to business and everyday contexts.

*Materials Needed

- -Video: Principles of Marketing (Kotler) clip
- -Reading passage on "Roles of Marketing"
- -Worksheet for comprehension tasks
- -Article handout with rules and examples
- -Worksheet with exercises and answers key

1. Warm-up: Brief discussion about marketing functions. Prompt students to share what they know about marketing.

-1-Listen & Speak

Watch carefully the video then do the tasks

(Y2Mate.is - Ch 8 Part 6 Principles of Marketing Kotler-fvG-jI_19aY-1080p-1654714000233)

Task 1: Link each idea to a specific part of the video:

- 1.Improve your customer experience (Are your customers aware of all of the features, products, and services that you offer?)**
- 2.Measure overall brand impression (How do users perceive your company?)**
- 3.Compare your company to a competitor (Why do they prefer one company over the other?)**

Task 2: Fill in the gaps with: ADVERTISING _ MARKETING _ SELLING

Roles of Marketing

As marketing developed, it took a variety of forms. It was noted that can be viewed as a set of functions in the sense that certain activities are traditionally associated with the exchange process. A common but incorrect view is that and..... are the only marketing activities. Yet, in addition to promotion, marketing includes a much broader set of functions, including product development, packaging, pricing, distribution, and customer service.

Task 3: Read the passage above and find the main roles of marketing and explain each role.

*Grammar Study

ARTICLES

1.Types of Articles with Examples

1. Definite Article:

1. “The” is the definite article in English, which is used to refer to particular nouns, the identities of which are known. The definite article indicates that the noun is specific. The speaker talks about a particular thing.

**For example:*

- *I'll pick you up at the airport.*
- *We spent all day at the office.*
- *Let's go to the conference and talk with the manager.*
- *I have to go to the bank and get some Euros.*
- *I really enjoyed the marketing book I've just finished reading.*
- *Do you like the other colleagues in your open space office?*

2. Indefinite Articles

Indefinite means something which is not clear, obvious or exact. They are called indefinite because the identity of the thing or person being spoken about is left unclear or indefinite. The indefinite article indicates that the noun is not someone or something in particular. The speaker talks about anyone of that type of things. The indefinite articles in English are “a” and “an.”

**For example:*

- *Do you have a pencil to correct the mistakes in this report?*
- *I want to have an image about the file.*

Notice how the speaker is not asking for a particular pencil or apple, but any pencil or image in the above sentences.

Other examples are listed below:

- *I've bought a computer.*
- *She's got a promotion.*

- *There was a change in the workers list.*
- *What a shame that you couldn't go to the meeting.*
- *He applied to become ahead of department.*
- *has an evening job as an office cleaner.*
- *That was an excellent news!*

2. Where Articles Are Not Used?

The usage of articles is one of the most confusing things to remember for many English learners. It is not always necessary to use articles everywhere. Our tip is to remember the cases where articles should not be used.

**Do not use articles:*

When you talk about things in general.

- **For example: I like birds.**

Here, the speaker wants to imply that he/she likes any bird in general, and not a specific type of a bird.

When talking about plural count nouns.

- **For example: computers make great jobs.**

Here, you are not talking about one specific computer or one specific one, you are talking about all computers in general.

When talking about non-count nouns.

- **For example: I love music.**

Here, the speaker is saying that he enjoys music, in general, not any specific kind of music or song.

When talking about specific days or holidays, geography, companies, languages.

- **For example: I have bought presents for Eid el fitre**

Here, the speaker is talking about the presents he has bought to offer to the employees for Eid el fitre

When talking about Geography.

Articles are not used before countries, states, cities, towns, continents, single lakes, single mountains, etc.

- **For example: I live in Canada.**

Mt. Rosa is part of the Alps mountain range.

Here, Mt. Rosa is one mountain, whereas the Alps refer to a group of mountains.

NOTE:

- **The United Arab Emirates, The Russian Federation”, The People’s Republic of China, The United Kingdom of Great Britain and Northern Ireland, The Dominion of Canada, etc., all contain articles because of the usage of common nouns such as kingdom, republic, states, united, dominion, emirates, etc.**
- **The Netherlands, the Philippines, the Bahamas, the Maldives, etc., have ‘the’ before them due to the plural nature of the names of the countries.**
- **Ukraine, the Sudan, etc., are exceptions to all of these rules. It is perhaps due to common use, or at least previous common use. There have been historical uses of articles before names of countries that don’t fit into either category.**

When you talk about companies.

- **For example: Steve Jobs founded Apple.**

-I use Facebook every day.

Here, the speaker is referring to companies like Apple and Facebook.

When you talk about languages.

- **For example: I speak Arabic**

Here, the speaker is talking about the language Arabic.

When you talk about places, locations, and streets.

- **For example:** My house is located on Callowhill Drive.

I left my pen at my office.

Here, a street called Callowhill Drive and speaker's home are being talked about.

However, there are specific places that do need the use an article. For example:

the bank, the hospital, the post office, the airport, the train station, the bus stop, etc.

When you talk about sports and physical activities.

- **For example: I love to play cricket.**

She enjoys dancing.

Here, cricket and dancing is being talked about.

-

When there is a noun + number

- **For example: She is staying at the Hilton hotel in room 127.**

The train to Montreal leaves from platform 9.

Here, the nouns are followed by numbers; hence, no article is used.

When talking about academic subjects.

- **For example: I hate attending Mathematics classes.**

Here, the mathematic classes are being discussed.

Task 1: complete with the correct article or no article (0)

What is a Marketing Strategy?

...Marketing Strategy is long term planning of..... business objectives that ... company wants to achieve. For these to be achieved it is important to choose well.... specific actions to consolidate..... reputation of..... products and..... services or increase sales in..... market. Utilizing..... opportunities is vital to find target market and to be able to make..... customers loyal to organization so that positioning ofcompany gets stronger.

Task 2: Put a- an- the- 0 article

Moving to..... United States wasmost exciting thing I have ever done. I moved last year toNew York. New York isexciting city, full of adventure. In fact, I sawfamous actor onstreet yesterday!

Today, I have job interview at financial company.hasoffices all overworld. I'm not sure that I have skills to get hired. I hope so. 's office is on Main Street. That'ssame street my friend works on.

If I get hired, I could meet him afterwork for drinks. That would be great. He's from Scotland. He works 8 hours day, 5 daysweek.

*Key Answers

2. Video Activity answers

- a) -Improve customer experience – "Are your customers aware of all the features, products, and services that you offer?"
- b) -Measure overall brand impression – "How do users perceive your company?"
- c) -Compare with competitors – "Why do they prefer one company over the other?"

3. Reading comprehension

Task1: **Fill in the gaps with the terms advertising, marketing, selling.**

"As marketing developed, it took a variety of forms. It was noted that marketing can be viewed as a set of functions... A common but incorrect view is that advertising and selling are the only marketing activities..."

4. Discussion & Summary

-Discuss the main roles of marketing (e.g., product development, packaging).

-Wrap-up: Review key takeaways and answer any questions.

5. Prepare an Oral Presentation:

Requirements: **-Present for 3-5 minutes. -Use specific examples to illustrate your points.-Be ready to answer questions from your classmates.**

Goal: to practice speaking about brand development and marketing strategies while using relevant business vocabulary.

Choose a well-known brand and research its journey from inception to market success. In your presentation, cover the following points:

1. Brand Overview: Introduce the brand and its industry.

2. Market Entry: Explain how the brand first launched, including its initial marketing strategies and any challenges it faced.

3. Growth and Success: Describe key moments that contributed to the brand's growth, such as successful campaigns, partnerships, or product innovations.

4. Current Position: Discuss where the brand stands today in the market and how it maintains its competitive edge.

***Grammar Key Answers:**

Articles (Definite, Indefinite, Zero Article)

Skill focus : Using Articles in general and business Contextes.

Task 1. a, A, the, 0, the, 0, the, 0, the, 0, the, the, the-

Task 2: 1. the, the. -2. 0, an, 0. -3. a, the -4. a, a -5. The, 0, the -6. The -7. The, 0, the

8. 0 -9. 0 -10. a, a

Task 3: Article Identification

1. The (definite - known team); a (indefinite - not a specific campaign).
2. An (indefinite - one of several possible delays); the (definite - specific launch date).
3. 0 (zero - general reference to market research); the (definite - specific strategies).
4. An (indefinite - any analysis report); the (definite - known department).
5. 0 (zero - general term for digital marketing); the (definite - specific brand).

Task 4: Paragraph Practice

A company recently launched a new Smartphone model. The model has features that are highly competitive in the market. Introducing an advanced camera and battery life, it is targeted at young professionals who are looking for value and durability

Unit 03: Business Organisations

What Are the Functions of Organization in Business?

Businesses use organization to help employees understand how their jobs relate to the company's business strategy. How employees relate to one another and to their supervisor dictates the organizational structure of a business. Organization can be achieved through intentional design, or a company might evolve as it establishes its business position in the market.

Economy of Scale

For a large business, one function of organization is to achieve an economy of scale. A small business may find it difficult to achieve this benefit, such as ordering supplies at a bulk discount or selling products by volume to consumers. However, a small-business owner can arrange employee tasks so that each person performs a necessary function. The structure may require that employees wear multiple hats. As long as tasks are completed by employees efficiently and customer needs are met, the structure can support the business's mission.

Adaptation to Market Changes

A small business must adapt its organizational structure to fit shifts in the market, such as radical changes in a supply network or types of consumers served. According to Harvard Business Review blogger Gill Corkindale, "When organizational strategy changes, structures, roles and functions should be realigned with the new objectives." A business owner can change the business strategy but cannot afford to overlook this concept of realignment. If an organization cannot adapt its structure, it could lose its market share to other companies who can adapt.

(Source: by Audra Bianca)

Workflow

The roles of employees are not the only factors to consider in choosing how to organize your small business. As the business owner, you can examine workflow arrangements. You want work tasks to be completed through a logical progression, flowing from one worker to another. You also can analyze all of the steps in the workflow of a task and eliminate duplicate steps and unnecessary work. you want to be sure that the work-flows you create also support the goals of your business.

Communication

Organization also serves the function of information sharing. You want employees to use the most efficient means for communicating about their work tasks and projects. For example, you can organize workers on a shared email system and instruct them to use email to report the completion of a task or project to their manager or request assistance from another worker.

Control

For some kinds of work that your employees do, you should implement managerial controls, which comprise another function of organization. You can establish control in different ways. For example, assign managers to oversee all work outputs of their direct-report employees. Another approach is to create managerial controls in workflow processes. Managers inspect work tasks at specific points in workflow processes. Managerial controls should support your business goals.

Task 1 : Match each part of the passage with its main idea below

- A. They are continuous, forward-looking, action-oriented processes involving managers and their teams. In addition to affecting other functions, they also influence the entire organization. Because each manager is responsible for the management of a certain function, he or she must exercise control.
- B. They are cost advantages reaped by companies when production becomes efficient. Companies can achieve economies of scale by increasing production and lowering costs.
- C. They are the mechanism by which people and enterprises accomplish their work, whether manufacturing a product, providing a service, processing information or any other value-generating activity.
- D. They involve changing the price, promotion and packaging of a product, or even the product itself, in order to fit the needs and preferences of a particular country. Adaptation occurs when any element of the marketing strategy is modified to achieve a competitive advantage when entering a foreign market.
- E. It is the way in which members of an organization interact with each other and the people they serve. Types of organizational communication can include superior to subordinate, co-worker to co-worker, and frontline to customer/client/guest, to name a few.

Task 2: answer the following questions (pair work).

- a. **How employees' jobs relate to the company's business strategy?**
- b. How communication can play a role between workers and partners?
- c. What is meant by the managerial controls?

*Grammar Study:

Adjectives:

Adjectives are words that are used to describe (what kind of?) nouns and pronouns and to quantify (how much of?) and identify (which one?) them. In a nutshell, Adjectives are what define nouns and give them characteristics to differentiate them from other nouns.

Types of Adjectives:

1. Adjectives of Quality

These adjectives are used to describe the nature of a noun. They give an idea about the characteristics of the noun by answering the question 'what kind': Honest, Kind, Large, Bulky, Beautiful, Ugly, etc. For example:

- New Delhi is a *large* city with many historical monuments.
- I'd like you to give me an *honest* answer.
- He carried a very *bulky* package on the bus.

2. Adjectives of Quantity

These adjectives help to show the amount or the approximate amount of the noun or pronoun. They tell us the amount of the noun in relative or whole terms: All, Half, Many, Few, Little, No, Enough, Great, etc. For example:

- They have finished *most* of the rice.
- *Many* people came to visit the fair.

3. Adjectives of Number

These adjectives are used to show the number of nouns and their place in an order. There are three different sections within adjectives of number; they are:

A. Definite Numeral Adjective: **denote an exact number of nouns or the order of the noun.**

- One, Two, Twenty, Thirty-Three, etc. also known as Cardinals.
- First, Second, Third, Seventh, etc. also known as Ordinals.

B. Indefinite Numeral Adjective: **give a general idea of the amount.**

- **Some, Many, Few, Any, Several, All, etc.**

E.g.: There were many people present at the meeting.

C. Distributive Numeral Adjective: **refer to individual nouns within the whole amount.**

- **Either, Neither, Each, Another, Other, etc.**

E.g: Taxes have to be paid by every employed citizen.

4. Demonstrative Adjectives: **indicate a particular noun or pronoun using the adjectives: This, That, These and Those.**

- *That bag belongs to Mr. Neil.*
- **Try using *this* paintbrush in art class.**
- **I really like *those* ideas.**
- *These prices are really interesting.*

5. Interrogative Adjectives: **used to ask questions about nouns or in relation to nouns, they are: Where, What, Which and Whose.**

- *Where did he say he was going?*
- *What assignment did I miss out on?*
- *Which is your favorite author?*
- *Whose pen is this?*

In some instances, we find that we need to use more than one adjective to describe a noun in a satisfactory manner. In these cases, commas are used to separate the adjectives but some series of adjectives do not require a comma. Therefore, we need to know the difference between Coordinate and Non-coordinate Adjectives:

***-Coordinate Adjectives: words that can be rearranged in a series easily and are still grammatically sound. This kind of series makes use of commas. This series can also insert ‘and’ between them and still be correct.**

- She was a kind, generous, loving human being.
- She was a generous, loving, kind human being.
- She was a loving, kind, and generous human being.

Here we can see that all three sentences are grammatically correct. In this case, the adjectives only need to be separated by commas.

*-Non-coordinate Adjectives: These are those adjectives that cannot be rearranged in the series. These do not use commas to separate the adjectives. Also, this kind of series does not make sense if we insert 'and' between them.

- She has two energetic, playful dogs.
- She has playful two energetic dogs.
- She has energetic and playful and two dogs.

Here we see that only the first sentence makes sense and is grammatically correct. The second and third ones are incorrect. Hence, the sentence uses non-coordinate adjectives and does not need commas.

*-Comparative and Superlative Adjectives

When we want to compare two or more nouns using adjectives, we use the comparative and superlative forms of the adjective to show the comparison between the nouns.

E.g. Honey is sweet, sugar is sweeter but victory is the sweetest.

*-Order of Adjectives: There are certain rules regarding the placement of different kinds of adjectives in a sentence. The general order of adjective is:

1. *Determiners*- 2.*Observations/Quantity and Opinion*- 3.*Size*- 4.*Age* -5. *Shape*- -6. *Colour*
- 7.*Origin* -8.*Material* -9.*Qualifier*

Examples:

1. I love that beautiful old green antique car that always parked at the end of the street. **[quality – age – color – proper adjective]**
2. My sister has a big beautiful tan and white bulldog. **[size – quality – color – color]**

3. A wonderful old Italian clock. **[opinion – age – origin]**
4. A big square blue box. **[dimension – shape – color]**
5. A disgusting pink plastic ornament. **[opinion – color – material]**
6. Some slim new French trousers. **[dimension – age – origin]**
7. An amazing new American movie. **[opinion – age – origin]**
8. I bought a pair of black leather shoes. **[color – material]**

Task 1: Choose the best answer for each sentence.

1. A. We took a ride on a blue, old Chinese bus.
B. We took a ride on a Chinese, old, blue bus.
C. We took a ride on an old, blue Chinese bus.

2. A. I'd like three good reasons why you don't like spinach.
B. I'd like a good three reasons why you don't like spinach.
C. I'd like good reasons three why you don't like spinach.

3. A. I like that really big red old antique tractor in the museum.
B. I like that really big old red antique tractor in the museum.
C. I like that old, red, really big antique tractor in the museum.
4. A. My brother rode a beautiful big black Friesian horse in the parade.
B. My brother rode a beautiful Friesian big black horse in the parade.
C. My brother rode a big, black, beautiful Friesian horse in the parade.

Task 2: Select the adjective that best describes the employee below.

(Each adjective should be used only once).

Set 1: ambitious, bright, decisive, genuine, loyal, humble/modest, practical, arrogant

Set 2: resourceful, meticulous, obedient, patient, outgoing, productive, punctual, easy-going

Set 3: prudent, diligent, stubborn, eager, ruthless, cooperative, versatile

1. Ben doesn't like to talk about his athletic achievements. Although he was once in the Olympics, he doesn't think he's better than anyone else
2. Despite coming from a poor family, Danielle is determined to succeed. She plans to be the first person in her family to graduate college.....

3. Takeshi would never quit his job. He thinks of his company as his family, and he plans to stay there until he retires.....
4. Laurence is an intelligent man.....
5. Tina gave up her dream of being an astronaut because it wasn't realistic. She has decided to study IT instead because it will allow her to get a job.....
6. People like Carol because she is sincere. She speaks truthfully, from her heart.....
7. Grace is an excellent public speaker. She is able to organize her ideas well and communicate them fluently.....
8. Like usual, Paul made the decision with little hesitation.....

*** KEY Answers:**

Task 1: **1.C.- 2.A.- 3.B.- 4.A.**

Task 2 : - **1.modest / humbe** - **2. Ambitious** - **3.loyal**

 - **4. bright** - **5.practical** - **6.genuine**

 - **7. articulate** - **8.decisive**

Unit 04: Production and Productivity

Reading Comprehension: Read the passage below and do the tasks

Production: Production can be defined as the systematic activity of gradually transforming one form of material into another while maintaining the requisite quality and are capable of satisfying human wants. It tends to combine, tangible inputs, i.e. raw materials, and intangible inputs, i.e. ideas, information, etc. to turn it into finished products for sale, through a mechanical or chemical process.

Types of Production

- **Job-Shop Production:** A production process, in which few products are created according to the demand of the customer, in the stipulated time and cost. In job-shop production, product volume is low, and variety is high.
- **Batch Production:** Batch production is one wherein product passes through various stages over a series of functional departments, and a number of batches are produced.
- **Mass Production:** It is a manufacturing technique in which discrete parts are produced with the help of continuous process.
- **Continuous Production:** The process of production in which the production facilities are sequenced as per the production operations chronologically.

Productivity: Productivity is a measure that gauges the efficiency of the production process, i.e. in transforming inputs such as raw material, labour, capital, etc. into the output of finished goods. It can be expressed in terms of the ratio of outputs produced to inputs consumed, in the given period.

Productivity tends to determine the overall production performance of the firms by ascertaining how efficiently the firm utilized its resources in the production of goods and services, with minimum wastage.

It can be enhanced by controlling factors of production, improving process and technology. Competition triggers productivity, as intense competition results in higher productivity, which in turn provides better value to the customers, leading to higher share in the market. Further, it can be evaluated with the help of the following analysis:

- Trend analysis It gauges the change in productivity of the firm over the years.
- Horizontal Analysis: It compares the firm's productivity, with other firms of the same size and business.
- Vertical Analysis: It compares firm's productivity, with other firms of various size in the same industry and with other industries.
- Budgetary Analysis: Establishing productivity norm as the budget for the upcoming period, on the basis of above analysis and making strategies for its achievement.

Conclusion

By and large, production and productivity are not contradicting terms, but these are closely connected one. Production is a conversion process, in which the firm is engaged, whereas productivity is all about how efficiently the company allocates its factors to produce the output, with least amount of wastage and essential quality. In short, the efficiency in production is the firm's productivity.

1. **Give a title to the text**
2. **Find the meaning of the underlined words in the text**
3. **What are the main concepts of productivity?**
4. **What are the differences between production and productivity (use your own words)?**

*Grammar Study:

- Verbs

A verb is one of the main parts of a sentence or question in English. In fact, you can't have a sentence or a question without a verb! That's how important these "action" parts of speech are.

The verb signals an action, an occurrence, or a state of being. Whether mental, physical, or mechanical, verbs always express activity. In fact, there are more than ten different types of verbs that are grouped by function.

- **Compound Verbs**
- **Finite and Non-finite Verbs**
- **Auxiliary Verbs**
- **Stative Verbs**
- **Modal Verbs**
- **Participles, Gerunds & Infinitives**
- **Regular and Irregular Verbs**

1. Compound Verbs

A compound verb is a verb that consists of more than one word. There are several types of compound verbs including: prepositional verbs, phrasal verbs, verbs with auxiliaries, and compound single-word verbs. Let's find out about each of these types of verbs. There are four types of compound **verbs**:

a-Prepositional verb

- **Mr. DeJulius asked for sources to be cited on our research paper.**
- **Michael argues with Robert about politics**
-

b-Phrasal verb

- **Tammy ran away from home.**
- **Patrick looked up the phone numbers of all the members.**

c-Verb with auxiliaries

- **Mrs. Behrens was helping another student, so she could not answer my question.**
- **Tiffany is washing her car.**

d-Compound single-word verb

- **Jaimie day dreams during class.**
- **Darlene sight-reads sheet music.**

2.Finite and Non-finite Verbs

*a-Finite verb forms show tense, **person and number**.*

- **She was waiting in the room before he came in.**
- **Does your brother know my brother?**

b-Non-finite verb forms do not show tense, person or number.

- She tip toed round the house so as not *to wake* anyone.
- You need to paint the whole cupboard, *starting* from the bottom.

3.Auxiliary Verbs

An **auxiliary verb** is a verb that adds functional or grammatical meaning to the clause in which it appears, such as to express tense, aspect, modality, voice, emphasis, ...Auxiliary verbs usually accompany a main verb.

- Do you want more explanation about the deal?
- He has given his all.

4.Stative Verbs: **they describe a state of being, in contrast to a dynamic verb, which describes an action.**

- **Paul feels rotten today. He has a bad cold and he cannot attend the meeting;**
- **Our client appreciated all the work we did for him.**

They usually relate to thoughts, emotions, relationships, senses, states of being and measurements. These verbs are not usually used with (ing)

- **Incorrect:** I'm smelling your wife's wonderful spaghetti sauce.
- **Correct:** I smell your wife's wonderful spaghetti sauce.

5.Modal Verb: is a type of verb that is used to indicate modality.

Modal verbs always come before main verbs (can't wait for dinner). The most common models in English are can, could, may, might, must, ought to, shall, should, will, and would.

Some Common Modal Verbs are:

1. Can-Could –May –Might–Shall - Should –Will – Would -Must

- **Tom can write reports very well.**
- **You may not give details about our project.**
- **Shall we go for a walk after work?**

6.Participles, Gerunds & Infinitives:

The three verbals— gerunds, infinitives, and participles—are formed from verbs, but are never used alone as action words in sentences. Instead, verbals function as nouns, adjectives, or adverbs. These verbals are important in phrases.

a-The gerund ends in -ing and functions as a noun. - **Jumping is fun.**

b-The infinitive is the base form of a verb with to. - **She had a suggestion to offer.**

c-A participle is a verb that ends in -ing or -ed, -d, -t, -en, -n.

- **The dancing parrots entertained the crowd.**
- **The wrecked sailboat washed up on shore.**

7.Regular and Irregular Verbs

- I walked for several miles as part of my morning work-out.
- I bend my hand while removing the box from the loft.

Task 1. Complete each sentence using the stative verb from the parenthesis:

1. Do you _____ the answer? (depend on, know, include)
2. Jim _____ dessert every day. (has, eats, possesses)
3. I _____ good about the race's outcome. (am, were, feel)
4. She _____ her mother. (imagines, resembles, walks with)
5. Do you _____ they will win? (think, involve, promise)
6. They really _____ everything you did for them. (include, appreciate, dislike)
7. I think the teacher was _____ with my speech. (involved, measured, satisfied)
8. Can you _____ the coffee brewing? (feel, smell, dislike)
9. I still _____ a lot of money on my student loans. (deserve, owe, involve)
10. You _____ more shoes than anyone else I know! (dislike, suppose, have)

Task 2 :Fill in the blanks with the right word out of those two given against the sentences

- I _____ prefer to keep quite. (would/should)
1. The school _____ remain closed tomorrow for Diwali. (shall/will)
 2. I am sure we _____ cross the river easily. (shall/will)
 3. I _____ help you only if you deserve it. (will/shall)
 4. No one knew whether he _____ come or not. (would/should)
 5. _____ you please stop talking? (shall/will)
 6. Work hard lest you _____ fail. (should/would)
 7. I _____ learn Sanskrit and none shall stop me. (shall/will)
 8. I _____ like you to do as I tell you. (should/would)
 9. _____ you see him in the fair, send him to me. (would/should)

Key Answers :**1/Reading comprehension**

The difference between production and productivity can be drawn clearly on the following premises:

1. Production is an organized activity, wherein step by step conversion of raw materials into useful output takes place. On the contrary, Productivity is an indicator of efficiency in the production in terms of optimum utilization of firm's resources in the creation of desired output.
2. Production is a process of value addition, wherein at each level, some value is added to the product. Conversely, productivity is a measure of efficiency.
3. Production exhibits the number of units produced by the firm in a given period. As against, productivity highlights the ratio of output to input consumed.
4. Production is always expressed in absolute terms, i.e. the volume of output produced. On the other hand, productivity is denoted in relative terms, meaning that it determines the quantitative relationship between output generated and resources consumed.
5. While production ascertains the value of output generated, productivity determines the how well the resources are utilized by the firm in the generation of output

Task 1: 1 – know, 2 – has, 3 – feel, 4 – resembles, 5 – think,

6 – appreciate, 7 – satisfied, 8 – smell, 9 – owe, 10 – have

Task2:

1. **would**
2. **shall**
3. **shall**
4. **will**
5. **would**

6. will
7. should
8. will
9. would
10. should

Task 3: group work / **Give a list for each group to formulate compound verbs.**

The longest list belongs to the best group. Examples of Compound Verbs in English

Unit 05. Supply and Demand

***Objectives**

- a) **Comprehend and apply economic terms related to supply and demand.**
- b) **Analyze the relationship between supply, demand, and price through reading comprehension.**
- c) **Correct use of adverbs in context.**

1. Learn the Following economic Terms

–Market Demand: **Demand by all the consumers of a given good or service**

–Demand Schedule: **Table that shows the relationship between the price of a good and the quantity demanded**

- Demand Elasticity: **.Extent to which a change in price causes a change in the quantity demanded**
- Supply: **Amount of a product that would be offered for sale at all possible prices that could prevail in the market**

Reading Comprehension: Read the text and do the tasks

Supply and Demand

In the business world, it's common to hear and see references to supply and demand. With that said, few individuals possess a thorough understanding of the idea and its wide-ranging impact on markets, prices, and consumers. In short, supply and demand refers to the force of consumers (or how much customers want or need to buy something) in relation to the available supply (or how much of something companies are able to sell). Generally speaking, high demand results in limited supply and increased prices, and low demand results in an ample supply and decreased prices.

This latter phenomenon - the correlation between supply and demand and prices - might sound confusing at first, but it's actually rather simple. When there isn't enough of something available for sale to satisfy demand (or so that everyone who wants this "something" can simply purchase it), manufacturers, or businesses that produce a product or products, charge more; they are able to do so because they aren't faced with competition (as whatever they're selling is in demand and presumably not offered by many other businesses), and customers are willing to pay more to secure said product. Inversely, if something is available in abundance, companies will have to contend with competition, or actions taken by a company that're designed to improve its market standing, sales, and ultimately, profits.

An example will make the concept of supply and demand entirely clear. Imagine that a company creates a fantastic video game system that many customers want to buy. Demand will build both naturally and as the product isn't available to buy (this marketing technique is utilized by many companies today; not being able to purchase something seems to create consumer buzz), and if the supply doesn't increase to give every willing customer a system, prices will rise. In other words, if customers have no other way to buy the system than through its manufacturer, and are having a hard time finding the system to buy, they'll be willing to pay more to buy it.

On the other side of the coin, a product that's not proprietary, is widely accessible, and can be sold by any company - pasta, for instance - will be manufactured, marketed, and sold by a number of businesses. One company might sell a box of pasta for \$10, and another company could respond to this price by selling their own pasta for six dollars, and another company could sell their pasta for four dollars, and so on and so forth until the price has been driven down to a very affordable rate. Demand won't be particularly high in this scenario, as there will be plenty of the product at-hand to go around. Moreover, demand comes before competition; if demand is relatively low because a supply is high, prices will fall and some degree of competition will occur.

Source :<https://lingua.com/businessenglish/reading/supply-and-demand/>

Task 1: A/ Answer the following questions:

- 1.What is supply and demand?**
- 2.What prices do high and low demands create, generally speaking?**
- 3.If a company produced a small quantity of an in-demand product, what would happen to prices?**

B/: Find the correct answer

- ❖ Companies sometimes limit their supplies to:
 - e) Decrease demands
 - f) Increase prices
 - g) Increase demand and lower prices
 - h) Decrease demand and lower prices

- ❖ What is commonly associated with low demand and low prices?
 - a) Proprietary products
 - b) Ample competition

- c) Items that can be crafted by many companies
- d) 2 and 3

Task 2: Match the words (1-5) with the definitions (a-e)

1.demand	a-a table that shows the quantity demanded of a good at different prices which can also be used to show the maximum price that a consumer would be willing to pay
2.demand curve	b-when supply and demand do not meet at the same point and are off-balance
3.demand schedule	c-a graph that shows the relationship between the quantity of a good or service and prices that consumers are willing and able to buy
4.disequilibrium	d-the price at which quantity demanded equals quantity supplied
5.equilibrium price	e-the desire and ability of consumers for a good at a range of prices

1.....2.....3.....4.....5.....

Task 3: (group work) watch the video then discuss the following;

The law of demand states that, other things equal, the quantity demanded of a good falls when the price of the good rises. • Quantity demanded is the amount of a good that buyers are willing and able to purchase.

*GRAMMAR STUDY:****Adverbs**

An adverb is a word that modifies a verb, an adjective, a clause, or another adverb. Adverbs provide more information in a sentence by modifying another word.

1. Conjunctive adverbs

a conjunctive adverb is an adverb that acts like a conjunction; a conjunctive adverb is used to connect two clauses or two sentences together. For example:

- I went to the store to buy new shoes. However, the store was already closed when I got there.

The adverb *however* acts like a conjunction by linking these two sentences together.

conjunctive adverbs with a semicolon

- Tina wasn't too confident about her answers; nevertheless, she passed the exam easily.

Examples of conjunctive adverbs used in sentences

- Joey was playing in the sandbox. Meanwhile, his brother Noah was sleeping in a hammock.
- Candy isn't a healthy breakfast. Instead, you could eat fruit.
- Apple is the most known brand; therefore, it is always first on the media.

2. Adverbs of frequency

A number of adverbs are used to describe the frequency of an event. By doing so, these adverbs describe how often something happens.

Examples

- constantly, frequently, occasionally, sometimes, usually, never, always, rarely, daily, weekly, monthly, yearly

Examples

- I usually put the files inside my desk drawer.

- She never comes late.
- Sometimes, Mark gets coffee for his co-workers.

3. Adverbs of time

Adverbs of time include words that refer to specific times and more general time periods.

Examples

- today, yesterday, tomorrow, tonight, soon, later, now, eventually, forever, still, yet, early, late, recently, since

Examples of adverbs of time used in sentences

- We are going to have a business dinner tomorrow.
- My secretary hasn't learned how to use Excel yet.
- Recently, Trevor got a job as the head of the project.

4. Adverbs of manner

Adverbs of manner tell us how something happens. A huge number of adverbs fall under this type and many of the *-ly* adverbs formed from adjectives fit into this group. angrily, cautiously, hungrily, nicely, slowly, deftly, precisely, unknowingly, loudly

Examples

- The boss skillfully found many solutions for the company problems.
- She bravely rescued her colleagues from the fire.
- Natalie wisely found an extra work.

5. Adverbs of degree

These adverbs are often used as intensifiers to describe adjectives and other adverbs like: very, really, extremely, incredibly, too, quite, barely, deeply, fairly, greatly, hardly, highly, intensely, somewhat, totally, little, less, least, much, more, most

Examples

- This product is really useful.
- That book is much too expensive.

- He barely knew how to convince the partners .

6. Adverbs of place

Adverbs of place tell us *where* something happens like: here, there, everywhere, nowhere, somewhere, anywhere, in, out, inside, outside, wherever, on, off, over, under, away, left, right, north, south, east, west

Examples

- I can't find my keys anywhere.
- We continue the cost discussion outside the meeting room.
- The lost travellers went north until they found a small town.

IRREGULAR WORDS: GOOD, WELL, BAD, AND BADLY

Good, well, bad, and badly are often used incorrectly. Study the following chart to learn the correct usage of these words and their comparative and superlative forms.

-Comparative. -superlative

- | | | | |
|---------------------|----------------|------------------|----------------|
| • <i>Adjective-</i> | good | -Better. | - best |
| ● <i>Adverb</i> | - well | - better. | - best |
| ● <i>Adjective-</i> | Bad | - worse | - worst |
| ● <i>Adverb</i> | - badly | -worse | - worst |

Practice : Adjective or Adverb

1. Task 1: Choose the correct word to complete the sentences.

1. -The receptionist _____ answered all of our questions. (patient – patiently)
2. -We're _____ optimistic about our future. (cautious – cautiously)
3. -Our financial records are stored in a _____ area. (secure – securely)
4. -Our plan was executed _____. (perfect – perfectly)
5. -He got the job because his English is really _____. (good- well)
6. -I feel _____ about what happened. (bad-badly)
7. Could you read this document and let me know if it sounds _____? (good-well)

Keys : Patiently –cautiously – secure – perfectly – good – bad -well

Task 2: Fill in the blanks with suitable Adverbs from the list given below:

fast, much, very, frequently, before, soon, never, here, soundly, all

1. They call the manager _____.
2. He _____ speaks during the meetings.
3. It is a _____ good brand.
4. You are _____ better now, you can join your work.
5. I had heard this _____ I left the company.

*key answers

Task 1/A: 1. frequently. 2. never. 3.very. 4.much. 5.before

Task 1/B: key Answers

1. Supply and demand refer to the relationship between consumers' desire for a product and the amount of the product available for sale.
2. High demand creates higher prices, while low demand creates lower prices.
3. Prices would increase due to limited supply and high demand.

Task 2 : Multiple Choice

1. Companies sometimes limit their supplies to Increase prices
2. What is commonly associated with low demand and low prices ?
3. Ample competition and Items that can be crafted by many companies

Task 3 : Match the Words with Their Definitions

- 1.**demand** : the desire and ability of consumers for a good at a range of prices
- 2.**demand curve**: a graph that shows the relationship between the quantity of a good or service and prices that consumers are willing and able to buy.
- 3.**demand schedule**: a table that shows the quantity demanded of a good at different prices which can also be used to show the maximum price that a consumer would be willing to pay
- 4.**disequilibrium**: when supply and demand do not meet at the same point and are off-balance
- 5.**equilibrium price**: the price at which quantity demanded equals quantity supplied

Definitions :

- a. A table that shows the quantity demanded of a good at different prices.

- b. When supply and demand do not meet at the same point and are off-balance.
- c. A graph that shows the relationship between the quantity of a good or service and prices that consumers are willing and able to buy.
- d. The price at which quantity demanded equals quantity supplied.
- e. The desire and ability of consumers for a good at a range of prices.

Grammar key answers

Task 1 : Choose the Correct Word

1. **The receptionist patiently answered all of our questions.**
2. **We're cautiously optimistic about our future.**
3. **Our financial records are stored in a secure area.**
4. **Our plan was executed perfectly.**
5. **He got the job because his English is really good.**
6. **I feel bad about what happened.**
7. **Could you read this document and let me know if it sounds good ?**

Task 2 : Fill in the Blanks with Suitable Adverbs

Options : *fast, much, very, frequently, before, soon, never, here, soundly, all*

1. **They call the manager frequently.**
2. **He never speaks during the meetings.**
3. **It is a very good brand.**
4. **You are much better now ; you can join your work.**

5. I had heard this before I left the company.

Group Work : Discuss examples of supply and demand dynamics in real life and the role of adverbs in creating precise communication

*The following adjectives and adverbs have the same form.

*Adjectives

*Adverbs

- Close close
- Daily daily
- Early early
- Fair fair
- Far far
- Fast fast
- Free free
- Hard hard
- High high
- Late late
- Like like
- Likely likely
- Live live
- Long long
- Low low
- Right right
- Wide wide
- Wrong wrong

Unit 06: Distribution Channels

Comprehension: watch the video attentively then do the tasks.

What is Distribution Channel_ Types of Distribution Channel_ Distribution Channel explained (Chaine Youtube:SimplyInfo) : https://www.youtube.com/watch?v=75IbrmPRC_Q&t=190s

Task 1: Answer the questions according to the video.

1. Explain the distribution channels?
2. What is the direct distribution channel?
3. What is the indirect distribution channel?

Task 2: watch the video attentively then complete the tables

TABLE 01: (pair work)

Advantages of direct distribution channels	disadvantages of direct distribution channels
• 1.	
• 2.	
• 3.	

TABLE 02 : (group work)

Advantages of indirect distribution channels	disadvantages of indirect distribution
<ul style="list-style-type: none">• 1.	
<ul style="list-style-type: none">• 2.	
<ul style="list-style-type: none">• 3.	

Grammar Study

PRESENT SIMPLE TENSE

1. For facts or things that are always true or generally true.

- Whales live in the ocean.
(This is a fact, this is always true)
- A dog has four legs.
(This is generally true, unfortunately some dogs have three legs or less)
- It rains a lot in winter.
(Yes, this is generally true)
- Water boils at 100° Celsius.
(This is a fact, just like the fact that water freezes at 0° Celsius)

The present simple tense is also used...

2. Regular habits or repeated actions

These are often daily routines and they happen always, often, generally, every week, etc.

- I brush my teeth three times a day.
- I read in bed every night.
- He walks to school every day.
- She goes to the gym after work.
- I study for two hours every evening.

❖ **Common time expressions used with the *present simple tense* are:**

- always, often, generally, normally, usually, sometimes, never ...
- Every day, every week, every year... (note the time word is in single form, day, not days.)
- once a day, twice a week, three times a month...(then the rest are four times, five times etc. then A and the time period, a month, a year, a century)
- in the morning, in the afternoon, in the evening, at night (we don't say in the night)
- on Mondays, on Fridays...(when the day is in plural it refers to all Mondays, all Fridays)

PRESENT CONTINUOUS TENSE

1. An action happening right now at the moment of speaking.

When somebody is doing something right now or something is happening right now.

- I am teaching an English lesson. (Yes, that is what is happening right now)
- You are watching a video.
- Steve is washing his hair
- She is taking her dog for a walk.
- Please be quiet, the baby is sleeping.
- It is snowing right now.
- Listen! The birds are singing.

You can see that these actions are happening right now and they are temporary actions, normally for a short period of time.

2. To talk about something that is happening AROUND the time of speaking but not necessarily at that exact moment. **(This action is in progress and hasn't finished.)**

- I am reading a great book.

(It doesn't necessarily mean that I am reading a book right at this moment. It refers to this moment of my life. I have started reading this book and I haven't finished it)

- They are staying at a local hotel because the roof of their house was damaged during the storm.

(It doesn't necessarily mean they are at the hotel right at this moment. Maybe they are at work right now or somewhere else. This situation is temporary.)

- Jack is learning Italian.

(It doesn't necessarily mean he is learning the language right now at a desk with all of his language books. It refers to this moment of his life.)

❖ **Common time expressions used with the present continuous are:**

- Now, right now, at the moment, still

NOTE: Sometimes the present continuous is called the present progressive in some workbooks or lessons.

Compare these two sentences:

- He is biting his nails because he is nervous.
- He always bites his nails when he's nervous.

The first sentence shows the action that is happening now... he is biting his nails right now.

The second sentence uses the present simple because it is talking about his habit, sometime that he does when he is nervous.

Notice how we use the present simple tense with the adverb of frequency, always.

- He teaches at a local school.

That is what he does for a job from Monday to Friday every week. This is his routine.

- He is teaching business at the local school this week.

It is possibly a temporary job he has this week because next week he will return to his normal job or maybe he will teach at another school next week.

❖ Affirmative, Negative, Questions

- I eat cereal every day. (This is my habit, my routine)
- I am eating cereal right now. (This is an action happening now)

Let's look at the negative form:

- I do not eat cereal every day. (No, sometimes I have pancakes for breakfast)
- I am not eating cereal right now. (No, I am eating broccoli)

We use DO NOT or DOES NOT to make negative sentences in the present simple.

***Making questions**

- Do you eat cereal every day? (Is this your habit or routine?)
- Are you eating cereal right now? (Is this what you are doing right now?)

***We use DO or DOES to make questions in the present simple tense.**

Questions – Same verbs, different meanings

Questions can have the same verb but its meaning changes depending on if the question is in the present simple or present continuous.

- What do you do? = What is your job?
- What are you doing? = What (action) are you doing at the moment?
- What do you read? = What type of books do you like to read?
- What are you reading? = What is the name of the book you are reading right now?

*Verbs that we don't use in Continuous Forms

- 2_ Verbs of possession - We have / we own: *"We have many qualities"*
- 3_ I know / I understand: *"I know that it is going to be difficult"*
- 4- He says / suggests / claims / states that...: *"John says that he has solved the issue."*
- 5- I want: *"I want to thank you all for your hard work"*
- 6- It seems that / It appears that / It looks that.. *"It appears that everything is going well."*
- 7- I need: *"I need some more time to complete the task"*
- 8- I want / I need *"I want to thank you all for your hard work."*
- 9- I hope / I wish: *"I hope that the presentation will go well tomorrow"*
- 10- I hope / I wish *"I hope that the presentation will go well."*
- 11- This email contains / includes: *"This email contains important information."*
- 12- It looks good / it sounds good *"The design looks great."*
- 13- I promise: *"I promise that I will send it to you by this evening"*
- 14- I apologize: I promise that / I guarantee.... *"I apologise for the delay"* *"I guarantee that I will send it"*
- 15- I predict that: I apologize for... *"I predict that sales will increase next month"* *"I apologise for the delay."*
- 16- I admit that: *"I admit that I made some mistakes"*
- 17- I predict that / We forecast that... *"I predict that sales will rise by 10% next year."*
- 18- I admit that... *"I admit that I made some mistakes."*

Task 1 : Complete the sentences with the present simple or present continuous form of the verbs in brackets. Use contractions where possible.

1. She..... (run) because she's late for her lesson.
2. Our teacher always.....(give) us lots of homework.
3. We (not want) to go to the concert.
4. What time..... (you / meet) Pete tomorrow?
5. I..... (not work) today. I'm on holiday.
6. People(speak) English in Jamaica.

7. He (not use) his computer at the moment.
8.(Tony / live) near the park?

Task 2: Ask questions about the underlined words:

Example: The students play soccer. → What do the students play?

- 1-Tom is writing a letter.
- 2-He walks home from work.
- 3-The neighbours are sitting in the garden.
- 4-Tina runs with her friend on Sundays
- 5-They go to school by train.
- 6-Sam likes dogs because they are nice.
- 7-Kenny isn't sleeping at home tonight.
- 8-They are going to the park.
- 9-I'm leaving tomorrow.
- 10-Paul and Sam are playing soccer in the garden.

Task 3:(learn and have fun) Read the passage given below and find the verbs

At home on a Sunday.

It is a pleasant Sunday and my family and I are relaxing at home. My father usually washes his car on Sunday. But he is not washing the car now. He is watching news on the TV. My mother usually makes something special for lunch on Sundays. She is kneading the dough for making Aaloo-parathas for breakfast. My elder sister usually has her music class on Sundays. She is not singing now.

She is helping mother in the kitchen. My brother usually helps father to wash the car.

He is not helping father now. He is playing with Puppy, our pet dog. My friends generally come home on Sundays to spend their time with us. They are not coming now. They will come in the evening. I regularly clean my room on Sundays. I am not cleaning my room now. I am going to the market to bring

some potatoes. My cat, Kitty is sleeping in her box now. My grandpa is reading the newspaper and grandma is relaxing in the garden. Mr. Sharma is driving down to our house now. Father has invited him for the breakfast. My baby sister is smiling now. She has just had a cup of milk. Now I am telling this to you. How about you? What are you doing now?

KEY Answers

Task one:

A: Distribution channels are normally referred to as the pathways that the company uses in order to market its products. (distribution channels help in delivering goods and services to any customer or an organization)

B: Direct Distribution Advantage: Eliminates Intermediary Expenses. Increases Direct Customer Contact. Provides More Control.

Disadvantage: Reduces Distribution Channel Options. Increases Internal Workload. Raises Fulfillment Costs.

C: indirect distribution advantages :

1. share shipping and storage costs 2. make it easier for customers to find your products 3. benefit from your third-party's experience, infrastructure and salesforce 4. avoid the complexity of managing distribution logistic;
2. disadvantages
 - a-Some distribution channels can be extremely complex.
 - b-Distribution channels may require multiple intermediaries.
 - c-There's very little flexibility within this structure.
 - d-The ability to interact with the end user is completely eliminated.

Grammar key answers

Task 1: 1. Is running 2. gives 3. Don't want 4. Are you meeting
 5. I 'm not working 6. speak 7. Is not using 8. Does he live

Task 2

1. What is Tom writing?
2. Who walks home from work?
3. Where are the neighbors sitting?
4. When does Tina run with her friend?
5. How do they go to school?
6. Why does Sam like dogs?
7. Who isn't sleeping at home tonight?
8. Where are they going?
9. When are you leaving?
10. What are Paul and Sam playing in the garden?

Unit 07: Advertising

Comprehension: watch the video attentively then do the tasks.

Video : [what is advertising youtube - Recherche \(bing.com\)](#)

1. Listening and Speaking Comprehension :

A. Watch the video attentively and answer the following questions

1) what is advertising?

.....

2) What are the types of advertising?

.....

3) What is meant by organic advertising?

.....

4) What are the forms of advertising?

.....

5) What is the main goal of advertising?

.....

6) How advertising create impact on public?

.....

B. Explain the following ideas using your own words

1.Successful advertising eventually gives the confidence to the business for product diversification or geographic expansion.

.....
.....

2. Advertising allows you to be a step ahead of your competitor. How you and your competitors react are very important factors as the public is well aware nowadays.

.....
.....

3. With adequate advertising strategies, marketers create an impression in the minds of the target audience.

.....
.....

C. Word list of advertising vocabulary in business English

- **ad: advertisement**
- **advertisement: a notice or announcement in a public medium promoting or publicizing something**
- **advertising agency: a company that helps with planning advertisements.**
- **AIDA: Attention, Interest, Desire, Action**
- **advertising agency: a firm that creates ads for other companies**
- **advertising budget: the amount of money that a company spend on advertising**
- **eye-catcher: attracting attention of a person**
- **promote: advertising and publicity to increase sales**
- **benefit: advantage, profit, gain**
- **billboard: a large outdoor board for displaying advertisements**
- **broadsheet: a large piece of paper with information on it**
- **generic advertising: Advertising for a entire sector**
- **classified ads: Small advertisement that are divided into categories for newspapers or magazines**

- **commercial:** Advertisement on radio or television.
- **brand awareness:** knowing a particular brand
- **brand loyalty:** continuing to buy from the same brand
- **coupon:** Part of a printed advertisement to be used to order goods or samples.
- **editing:** Reviewing or rewriting advertisement for publication
- **mass media:** leading means of communication

Task 1: (pair work) choose two advertising terms and give examples about them

Grammar Study

1. Present Perfect

The present perfect is formed from the present tense of the verb *have* and the past participle of a verb.

*We use the present perfect:

- **for something that started in the past and continues in the present:**

They've been married for nearly fifty years.

She has lived in Liverpool all her life.

- **when we are talking about our experience up to the present:**

a) *I've seen that film before.*

I've played the guitar ever since I was a teenager.

He has written three books and he is working on another one.

b) **We often use the adverb *ever* to talk about experience up to the present:**

c) *My last birthday was the worst day I have ever had.*

d) **and we use *never* for the negative form:**

e) *Have you ever met George?*

Yes, but I've never met his wife.

- **for something that happened in the past but is important in the present:**

I can't get in the house. I've *lost* my keys.

Teresa isn't at home. I think she *has gone* shopping.

2. Present perfect with time adverbials

-Have you ever seen a ghost?

-Where have you been up to now?

A: Have you *finished your homework yet*?

B: No, so far I've only done my history.

After a clause with the present perfect we often use a clause with *since* to show when something started in the past:

I've worked here since I left school.

I've been watching that programme every week since it started.

3. Present perfect continuous

The present perfect continuous is formed with *have/has been* and the **-ing form** of the verb.

We normally use the present perfect continuous to emphasis that something is still continuing in the present:

A- She *has been living in Liverpool* all her life.

b- It's *been raining* for hours.

c- I'm tired out. I've *been working* all day.

d- They *have been staying* with us since last week.

*** We do not normally use the present perfect continuous with stative verbs. We use the present perfect simple instead:**

I've always ~~been liking~~ *liked* John.

Task1: Write sentences in the Present Perfect Simple.

1. you/dial/the wrong number)
2. I/read/just/the book)
3. (they/answer/not/my question)
4. (he/speak/not/to me/yet)
5. (she/finish/her work/already)

TASK2: Write questions in the Present Perfect Simple.

1. (you/be/to England/yet)
2. (How often/she/call/you)
3. (the kids/tidy up/their rooms)
4. (How often/you/travel/abroad)
5. (How many letters/he/write)

TASK 3: Make the present perfect: positive, negative or question.

1. (you / keep a pet for three years) _____
2. (you / come here before?) _____
3. (it / rain all day?) _____
4. (who / we / forget to invite?) _____
5. (we / not / hear that song already) _____
6. (he / not / forget his books) _____
7. (she / steal all the chocolate!) _____
8. (I / explain it well?) _____
9. (who / he / meet recently?) _____
10. (how / we / finish already?) _____

Task 4: Put the verbs into the correct form (present perfect progressive).

1. He (work)_____ in this company since 1985.
2. I (wait)_____ for you since two o'clock.
3. Mary (live)_____ in Germany since 1992.
4. Why is he so tired? He (play)_____ tennis for five hours.
5. How long (learn / you)_____ English?
6. We (look for) _____ the motorway for more than an hour.
7. I (live)_____ without electricity for two weeks.

Key Answers

- Write sentences in the *Present Perfect Simple*.

1. **You have dialled the wrong number.**
2. **I have just read the book.**
3. **They have not answered my question.**
4. **He has not spoken to me yet.**
5. **She has already finished her work.**

- Write questions in the *Present Perfect Simple*.

1. **Have you been to England yet?**
2. **How often has she called you?**
3. **Have the kids tidied up their rooms?**
4. **How often have you travelled abroad?**
5. **How many letters has he written?**

Unit 08: Accounting

Pre-reading: Listen to the two definitions and find the difference between

Accounting process and accounting systems

Accounting is the process of recording, cataloguing, analysing and reporting a company's financial transactions. Proper accounting allows a company's management to better understand the financials of its business. This is so they can strategically plan its future expenditures in order to maximize profit.

Accounting is the systematic and comprehensive recording of financial transactions pertaining to a business. Accounting also refers to the process of summarizing, analysing and reporting these transactions to oversight agencies, regulators and tax collection entities. The financial statements that summarize a large company's...

Reading Comprehension

Read the text and answer the questions

Accounting is the process of recording financial transactions pertaining to a business. The accounting process includes summarizing, analysing, and reporting these transactions to oversight agencies, regulators, and tax collection entities. The financial statements used in accounting are a concise summary of financial transactions over an accounting period, summarizing a company's operations, financial position, and cash flows.

KEY TAKEAWAYS

- Regardless of the size of a business, accounting is a necessary function for decision making, cost planning, and measurement of economic performance.

- A bookkeeper can handle basic accounting needs, but a Certified Public Accountant (CPA) should be utilized for larger or more advanced accounting tasks.
- Two important types of accounting for businesses are managerial accounting and cost accounting. Managerial accounting helps management teams make business decisions, while cost accounting helps business owners decide how much a product should cost.
- Professional accountants follow a set of standards known as the Generally Accepted Accounting Principles (GAAP) when preparing financial statements.
- Accounting is an important function of strategic planning, external compliance, fundraising, and operations management.

Source: By JASON FERNANDO-

Reviewed by: MICHAEL J BOYLE

- ❖ Careers in accounting may vastly difference by industry, department, and niche. Some relevant job titles may include:

<ul style="list-style-type: none"> • Auditor (internal or external): ensures compliance with reporting requirements and safeguarding of company assets.
<ul style="list-style-type: none"> • Forensic Accountant: monitors internal or external activity to investigate the transactions of an individual or business.
<ul style="list-style-type: none"> • Tax Accountant: strategically plans the optimal business composition to minimize tax liabilities as well as ensures compliance with tax reporting.
<ul style="list-style-type: none"> • Managerial Accountant: analyses financial transactions to make thoughtful, strategic recommendations often related to the manufacturing of goods.
<ul style="list-style-type: none"> • Information and Technology Analyst/Accountant: maintains the system and software in which accounting records are processed and stored.
<ul style="list-style-type: none"> • Controller: oversees the accounting functions of financial reporting, accounts payable, accounts receivable, and procurement.

❖

❖ Practice

Task 1: complete the following ideas from the passage

- A. Accounting is.....
- B. Accounting works by.....
- C. Accounting is important because.....
- D. The most important responsibilities of accountants are.....
-

Task 2: match each accounting term (1-7) with its proper definition

1. Accounts Payable: a- **An item that a company or person owns that has monetary value.**
2. Accounts Receivable: b- **Money that is *owed by* the business to its suppliers**
3. Assets: c-**The remaining value of a company after all liabilities have been removed.**
4. Book Value: d- **Money that is *owed to* the business by its customers**
5. Equity: e- **Any debts that a company has yet to pay.**
6. Inventory: f-**The total value of a business' assets found on the balance sheet.**
7. Liabilities: g- **Inventory represents a company's goods that remain unsold to its customers.**

Grammar Study:*Past Simple**

- 1. Use the Past Simple to express an action that started and finished at a specific time in the past. Sometimes, the speaker may not actually mention the specific time, but they do have one specific time in mind.

Examples

- I saw a movie yesterday.

- Last year, I travelled to Japan for work.
- Did you take the office keys last time?

PRONOUNCIATION: final « ed »

1. Final -ed is pronounced /t/ after all voiceless sounds: *p, f, k, s, sh, ch, th*

Examples :

- *Announce → Announced*
- *Cook → Cooked*
- *Walk → Walked*
- *Talk → Talked*
- *Finish → Finished*
- *Type → Typed*
- *Dance → Danced*
- *Watch → Watched*

2. Final -ed is pronounced /d/ after all Voiced consonant sounds:

b, v, g, z, j, th, l, m, n, r and all **vowel sounds** are voiced.

- *Live → Lived*
- *Climb → Climbed*
- *Phone → Phoned*
- *Wave → Waved*
- *Arrive → Arrived*
- *Clear → Cleared*
- *Study → Studied*
- *Open → Opened*
- *Enjoy → Enjoyed*
- *Copy → Copied*

3-Final -ed is pronounced /id/ after “T”, and “D” sounds.

- *Emigrate* → *Emigrated*
- *Start* → *Started*
- *Visit* → *Visited*
- *Investigate* → *Investigated*
- *Attend* → *Attended*
- *Affect* → *Affected*

Task 1. Write these sentences in the past.

- 1 . He goes to the swimming pool because he likes swimming.....
2. They have dinner at nine o'clock.....
3. Adam runs 500 m
4. Helen eats too many sweets.
5. I buy the newspaper in the shop.
6. We get up at eight o'clock and go to school.....

Task 2/ Write the sentences in exercise 1 in the negative form

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

Task 3/ Write the past form of these verbs and find the pronunciation of the final “ed”.

1. to get 2. to play 3. to buy 4. to come 5. to study
 6. to go 7. to watch 8. to pay 9. to begin 10. to walk.....

/T/	/D/	/ID/
-		
-		
-		

***Key Answers**

1. Accounts Payable:	Money that is <i>owed by</i> the business to its suppliers.
2. Accounts Receivable:	Money that is <i>owed to</i> the business by its customers.
3. Assets:	An item that a company or person owns that has monetary value.
4. Book Value:	The total value of a business' assets found on the balance sheet.
5. Equity:	The remaining value of a company after all liabilities have been removed.
6. Inventory:	Inventory represents a company's goods that remain unsold to its customers.
7. Liabilities:	Any debts that a company has yet to pay.

Task 1: 1. He went to the swimming pool because he liked swimming. 2. They had dinner at nine o'clock. 3. Adam ran 500 m 4. Helen ate too many sweets. 5. I bought the newspaper in the shop. 6. We got up at eight o'clock and went to school.

Task 2: He didn't go to the swimming pool because he didn't like swimming. 2. They didn't have dinner at nine o'clock. 3. Adam didn't run 500 m 4. Helen didn't eat too many sweets. 5. I didn't buy the newspaper in the shop. 6. We didn't get up at eight o'clock and went to school.

Task3: got 6. played 2. bought 7. came 3. studied 8. went 4. watched 9. paid 5. began 10. walked

Unit 09: Economic Systems

Types of Economic Systems

There are innumerable economies globally, each having a distinctive feature and identity. However, you can still classify them based on common characteristics on a broad level. There are four main types of economic systems – Traditional Economy, Command Economy, Market Economy, and Mixed Economy. In this article, we learn about each of the types of economic system in detail.

1 – Traditional Economy: This is an economic system based on agriculture, fishing, and hunting. These economies are based on traditional beliefs and ideologies. The goods and services are made based on the occupation of the people. Instead of money, a barter system was used. Most economists believed that most economies started as traditional economies.

- Such economies have a lot of innovation as it has a free flow of ideas.
- Mostly they have primitive kinds of occupation like farming, hunting, fishing etc.
- They are self-sustained.

- This type of economic system does not engage much in trading. They consume whatever they produce and they rely mostly on barter systems.
- When people in traditional economies engage in farming from hunting, they try to settle down and gradually form a society.

Advantages of Traditional Economy

- Less threat to the environment as the people mostly use traditional ways of occupation like farming, fishing, cattle rearing.
- There is no wastage in this type of economic system. They consume whatever they produce.

Disadvantages of Traditional Economy

- As the economy is based on hunting and farming, the economy becomes disrupted in the offseason when the weather changes.
- In such times, people starve as they don't have goods to survive on.

2 – Command Economy: This is a type of economic system where the government has a monopoly over the market. It decides which goods will be produced in what quantity. The government also determines the prices of the goods. All the laws and regulations regarding the market are also set by the government. So in this economy, there is no competition as the government decides all the pricing. The government is also in charge of allocating the resources.

- This type of economic system doesn't rely on the laws of demand and supply.
- Only the government decides the economic laws and regulations.
- The government controls the production of goods and services.

Advantages of Command Economy

- It doesn't face inequality problems among the citizens.
- It also has low levels of unemployment
- As the government is in control of production, profit is not only the motive of production of goods.

- The entire society can be transformed according to the government's economic plan as there is no other free force in the market.

Disadvantages of the Command economy

- Such economies lack innovation as it doesn't have any free flow of ideas.
- This is a type of economic system might ignore the needs of the societies as in such situations black market can emerge as it will supply the goods that the economy is not producing.
- Supply of goods may not be as par with demand.
- These economies won't take the risk of bringing something new as the government has its own set of policies and directives in place. Some of the countries like North Korea#3 –

3 – Market Economy: This is a type of economic system where the government has no control over the market, the citizens and businesses decide which goods will be produced in what quantity. The pricing is decided by the laws of demand and supply. The government can decide the pricing ceiling so that they do not charge the customer as per their free will. So in this economy, there is competition among the business as there is not much government intervention.

- This is a type of economic system solely relies on the laws of demand and supply.
- The demand and supply laws control the quantity of production of goods and services.

Advantages of Market economy

- Such economies have a lot of innovation as it has a free flow of ideas.
- It has greater efficiency as there is a lot of competition in the market.
- It has a greater chance of **wealth**.
- It produces the goods according to the demand of the citizens as customers are ready to pay whatever price they charge.

Disadvantages of Market Economy

- It faces inequality problems among the citizens.
- As the government is in no control of production, profit is the only the motive of production of goods.
- There might be poor working conditions as there is no government regulation in place.

- Unemployment may rise as there is no government check in the market. Some examples of the market economy are the United States, Germany, and Canada.

4 – Mixed Economy: Mixed economic system, where is combined all the above three economies i.e. traditional, command and market. The government has an intervention over the market as well as free forces exist. It decides which goods will be produced in what quantity. The pricing is decided by the laws of demand and supply but the government decides the pricing ceiling and taxation norms. So in this economy, there is competition as well as the government safeguards the interest of the people. The government also in charge of creating an economic plan.

Below are the common characteristics of a mixed economy:-

- It relies on the laws of demand and supply.
- The government decides the economic laws and regulations.
- The government controls the production of goods and services.

Advantages of Mixed Economy

This is a type of economic system has all the advantages of a market economy like there is the free flow of ideas, it allows laws of demand and supply to determine the pricing policy and there is also a creation of wealth.

Disadvantages of Mixed Economy

Similarly, this is a type of economic system has all the disadvantages of the above-discussed economies. Some of them are like there might be wastage of resources, economic decisions might get delayed in execution in the private sector. There also might be poor planning as a large part of the government is not in control of the government. Examples of a mixed economy are India, France.

Source: Article by Pritha Banerjee

1. Reading Comprehension

Task 1: Answer the following questions

1. Distinguish the types of economic systems.
2. Discuss the advantages and disadvantages of each economic system.
3. Outline the elements of the mixed Economy.

Task 2: read again the text and complete the table below (use only the essential information)

<i>Economic systems</i>	<i>What to produce</i>	<i>How to produce</i>	<i>For whom to produce</i>	<i>examples</i>
▪ Traditional				
▪ Command				
▪ Market				
▪ Mixed				

* Language Study:

How to express cause and effect in English.

1. Followed by a noun

These cause/effect phrases are followed by a noun or noun phrase.

- due to
- because of
- owing to

- as a consequence of
- as a result of
- thanks to

*The cause always comes after the cause/effect signal word or phrase.

Signal word/phrase + Cause, + Effect

Effect + Signal word/phrase + Cause

1. Due to Sara's problems, she did not pass the IELTS exam.

Signal phrase: Due to

Cause: Sara's problems

Effect: She did not pass the IELTS exam

Signal word/phrase + Cause, + Effect

2. He failed the test because of his poor preparation strategy.

3. As a result of the traffic, we cancelled the group study session.

4. Donald could not attend owing to his impeachment.

5. He was fired as a consequence of lies.

2. Followed by a verb

These cause/effect signal words are followed by a subject + verb or verb phrase.

- because
- since
- as
- for

The cause comes after the cause/effect signal word or phrase.

Signal word/phrase + Cause, + Effect

Effect + Signal word/phrase + Cause

1. Because Jared was dishonest, he ended up in jail.

Signal word: Because

Cause: Jared was dishonest

Effect: He ended up in jail

2. He lost a lot of money because the court proved he was guilty.

3. The student passed her exam since she had improved with honest feedback.

*More Examples: [by www. academic-englishuk.com](http://www.academic-englishuk.com)

Between sentences		
Cause	Language (connectors)	Effect
Unemployment, lower wages	Consequently,	cities are a more attractive
and poor living conditions are	As a consequence,	option due to their 'pull' factors
known to be higher in rural	For this reason,	of providing more jobs, higher
areas.	Thus,	salaries and an overall increased
(clause)	As a result,	standard of living.

Task 3: (group work) **Economics is critical in our everyday life. It allows us to analyse past, future, and current techniques and implement these models to nations, governments, businesses, and individuals.**

Choose the best type of economy and justify your choice, by using cause and effect.

*Answers keys:

Reading comprehension

Task 1

1. Traditional – command – market –mixed

2.

TYPE OF Economy	advantages	Disadvantages
1/		
2/		
3/		
4/		

3.

3.

3. Definition: **mixed of traditional, command and market. It decides which goods will be produced in what quantity. There is competition as well as the government safeguards the interest of the people. The government is in charge of creating an economic plan.**

Characteristics

- a) It relies on the laws of demand and supply.
- b) The government decides the economic laws and regulations.
- c) The government controls the production of goods and services.

Advantages of Mixed Economy

This is a type of economic system has all the advantages of the other types of economy

Disadvantages of Mixed Economy

Similarly, This is a type of economic system has all the disadvantages of the above-discussed economies

TASK 2 : it's about the table you are going to accept your students answers in very precise and concise way

Unit 10: Manufacturing

Henry Ford – Car Manufacturing

I. Reading comprehension: Read the text and do the tasks

Henry Ford hated waste. His ambition was to produce the most efficient production line for making his Model T cars. He thought about the process flow; beginning with raw materials and finishing with a happy customer driving a new car.

In Michigan, USA in 1913, Henry Ford created a moving, assembly line to produce cars. Every worker had a different job and the cars moved through the factory past each workstation. Mr. Ford had an office on the second floor so he could watch the whole line. If he saw that a part of the line was too slow or workers had to move too quickly, he would change the system until it was more efficient. His techniques included standardization, paying good wages and reducing waste.

Henry Ford is considered the “Father of Lean Manufacturing”. Toyota is the largest car manufacturer in the world today, and the Toyota Production System (TPS) is based on the original ideas of Henry Ford.

Task 1: Answer the following questions of understanding:

1. What type of car did Henry make?
2. Where was the first Ford Assembly Line?
3. What was the last step in Henry Ford's process?
4. Why is Henry Ford considered the father of Lean Manufacturing?
5. Who is the largest car manufacturer today?

Task 2: Match the words (1-6) with the correct definitions (a-f):

Word	Definition
1. Raw material	a. the whole manufacturing processes required to create a finished product, from raw materials to market release

2. Waste	b. a production process based on maximising productivity while minimising waste within a manufacturing system.
3. Assembly line	c. a building or complex of buildings for industrial production.
4. Production line	d. any good at any stage of the supply chain is lost, dumped, damaged, etc.
5. Lean manufacturing	e. all primary resources used in the creation or processing of a final or manufactured product.
6. Plant	f. a manufacturing process in which parts are mechanically assembled one after the other until the final product is achieved.

2. Vocabulary: [practice using the following subject-specific vocabulary in context](#)

- Brand : [branding] the particular name and connotations associated with a product
- Borrow : [borrower] taking money from a financial organisation with the plan to return the full amount, usually, with added interest
- Capital : [capitalism] any financial resource that a company has to fund its operation
- Commercial : [commerce/commercially] a business activity that involves the exchange of services or goods with the aim to make profit
- Currency : the system of money in place in a country that is the accepted default to exchange goods and services
- Entrepreneur : [entrepreneurship/entrepreneurial] a person who starts their own business or who attempts to a number of times
- Fiscal Policy the way in which a governments decide to collect and spend revenue (such as through taxes) to influence the economy

*Grammar Study :

Active & Passive Speech

- Passive voice is used when the focus is on the action. The causer of the action, however, is not important or not known.
- In contrast, active voice focuses on the causer of an action.
- **Reminder:** An active sentence that does not have an object cannot be made into the passive voice.

Active voice: *She cried.* (The verb has no object, so you cannot make a passive sentence)

1. Active to Passive : Look at the following table

Tenses	Active	Passive
Simple Present	Mr Smith <i>writes</i> the delivery notes.	The delivery notes <i>are written</i> (by Mr Smith).
Present Progressive	Mr Smith <i>is writing</i> the delivery notes.	The delivery notes <i>are being written</i> (by Mr Smith).
Simple Past	Mr Smith <i>wrote</i> the delivery notes.	The delivery notes <i>were written</i> (by Mr Smith).
Present Perfect	Mr Smith <i>has written</i> the delivery notes.	The delivery notes <i>have been written</i> (by Mr Smith).
Past Perfect	Mr Smith <i>had written</i> the delivery notes.	The delivery notes <i>had been written</i> (by Mr Smith).
Future	Mr Smith <i>will write</i> the delivery notes.	The delivery notes <i>will be written</i> (by Mr Smith).
Ausiliary Verbs	Mr Smith <i>must write</i> the delivery notes.	The delivery notes <i>must be written</i> (by Mr Smith).

***Some verbs which are very frequently used in the passive are followed by the *to*-infinitive:**

- Be supposed to - be expected to – be asked to – be told to.
- Be scheduled to – be allowed to – be invited to – be ordered to.

-Examples:

- a. *John has been asked to make a speech at the meeting.*
- b. *You are supposed to wear a uniform.*
- c. *The meeting is scheduled to start at seven.*

Study carefully

❖ I'd like to clarify this sentence: "I do not remember Jack giving me the ticket."

Its passive form should be "I do not remember being given the ticket by Jack." My question is

- why do we leave 'I do not remember' as it is?

('It is not remembered by method...' but it sounds horrible stylistically and is not something we would ever say.)

❖ Why do I refuse to be interviewed?

The passive infinitive (to be interviewed). You could manipulate the sentence into 'Why is being interviewed refused by me?' but it seems a pointless thing to do as it is a clumsy construction.

***Learn and Practice**

Task 1: Rewrite the sentences in passive voice.

1. I confirm the reservation.

1.....

2. We will deliver the goods immediately.

2.....

3. We arranged a meeting.

- 3.....
- 4.You can cancel the contract within five business days.
- 4.....
- 5.They execute all orders carefully.
- 5.....
- 6.You have made a mistake.
- 6.....
- 7.We are processing your order.
- 7.....
- 8.Jane had booked a flight.
- 8.....
- 9.He has not answered our letter.
- 9.....
- 10.She did not sign the contract.
- 10.....

Task 2: Look at the subject and verb to determine if it is an active or passive sentence. Then add the appropriate verb. Use the Past Simple tense for this exercise.

1. Many people (buy) tickets for last night's concert. All the tickets (sell).
2. The child (help) by his father. His toys..... (pick up) and put into a drawer.
3. Scientists (discover) a new species of frog.
4. The students (not/raise) their hands.
5. Last night's dinner (prepare) by my wife.
6. The safety rules (not/follow), so an accident (happen).
7. Because the printer (damage), we couldn't print.
8. The house (have) a swimming pool when I lived there.
9. I (not/allow) to drink alcohol when I was young.

Task 3: find the active form of the sentences below

- 1) The problem wasn't fixed by me.

- 2) The town is protected by the police.

3) John was raised in a small town by his mother. (note: the 'by his mother' phrase can be after the verb or at the end of the sentence)

4) The building was painted last year (by someone).

5) Penicillin was discovered in 1928 by Alexander Fleming.

6) Grammar is studied on the Internet by some students.

.....

**Answer Keys:*

Activity 01:

1. **Lean manufacturing is a methodology that focuses on minimizing waste while maximizing productivity within a manufacturing system.**
2. **A happy customer driving a new car.**
3. **Ford's techniques include: JIT manufacturing, standardization, recycling and repurposing wasted materials...**
4. **Henry Ford motivated his employees by increasing their wages and decreasing the number of working hours.**
5. **Toyotabuilt upon Ford's ideas and added several key innovations to the manufacturing process that allowed for more variation in the workflow.**

Activity 02: Workflow, Production line, Assembly line, Waste, Plant, Mass production.

Grammar Key Answers

Task 03:

1. The documents **are printed** by the secretary.

2. The report **is being reviewed** by him.
3. New incentives **will be given** to the partners by the bank.
The partners **will be given** new incentives by the bank.
4. The project **was completed** the team.
5. A meeting **can be arranged** by us.
6. The product **had been launched** by the company.
7. The request **has been approved** by them.
8. The data **was being analyzed** by the experts.
9. Has the contract **been signed** by the supplier?
10. The email **wasn't sent** by me.

Task 04:

1. The management **gave** a productivity bonus to all employees.
2. The bank **will write** off your debts.
3. The marketing team **launched** a new campaign.
4. Mr. Smith **is writing** an urgent email.
5. The boss **hasn't informed** the employees.
6. When **will you return** the goods?

Tests & Revisions

*Exercise 1: **Put the adjectives in brackets in the right order:**

1. She is a woman.
(young, smart, Australian)

2. Have you seen sweatshirt? (blue, my, running, cotton)
3. I've bought acups for the party . (plastic, some, white)
4. We met businessmen at the conference. (three, young, Japanese, smart)

5. Exercise 2: **Choose (a, an, the or Ø) for each blank below:**

1. When I drive in..... morning, usuallyhighways are really busy.
2. I work at..... office.
3. I am interested in finance. I heard Euro is losing value, compared to US dollar.

***Exercise 3:• Say whether of the following words are countable or uncountable nouns:**

Gratitude – van – blood – continent – leadership – lynx– bravery – stone – bee – delight – silk– fuel.

Countable nouns	Uncountable nouns

***Exercise 4: Give the meaning of the following terms and use them in a sentence:**

Customer service, Bartering Marketing

.....

.....

.....

.....

****Answer keys***

Task 1

1. **a smart young Australian woman.**
2. **my blue cotton running sweatshirt.**
3. **some white plastic cups.**
4. **three smart young Japanese businessmen**

Task 2

1. the **morning** ; the **highways**
2. an **office**
3. **of finance**, the **Euro** , the **US dollar**

Task 3

Countable nouns	Uncountable nouns
Van, continent, lynx, bee	Gratitude, blood, leadership, bravery, delight, silk, fuel, stone

Task 4

1. Customer service: **the assistance and advice provided by a company to those people who buy or use its products or services.**
2. Bartering: **exchange (goods or services) for other goods or services without using money.**
3. Marketing: **the business activity that involves finding out what customers want, using that information to design products and services, and selling them effectively.**

More Practice

1. Reading Comprehension: Read the passages and do the tasks

A- Match each paragraph with its function by writing the correct letter (A-F) in the boxes.

Functions:

- A. Presents specific performance metrics and data for one campaign element
- B. Introduces a problem area and explains current attempts to resolve it
- C. Outlines the overall campaign objectives and components
- D. Suggests future improvements and changes to the strategy
- E. Provides an update on an ongoing component of the campaign
- F. Summarises current status and indicates future actions

Marketing Campaign

During the second quarter, the marketing team has made significant progress on the new product launch campaign. The goal of this campaign is to increase brand visibility and drive sales for our new line of eco-friendly products. The campaign includes social media advertisements, influencer partnerships, and a series of video content showcasing the products in use.

The social media advertisements have so far garnered 1.2 million impressions across platforms, with a click-through rate (CTR) of 4%. This is slightly below our initial target of 5%, but the team is working on

adjusting the ad creatives to improve engagement. We also formed partnerships with five influencers who are aligned with our brand values. Their posts have reached a combined audience of over 500,000 people. The video series, which features product demonstrations and customer testimonials, is currently in production. The first video was released two weeks ago and has received positive feedback. Future videos will highlight the unique benefits of the products, focusing on sustainability and functionality.

One challenge the team has encountered is budget management. While the campaign remains within the overall budget, some individual costs, particularly around influencer partnerships, have been higher than expected. We are currently reviewing these costs to find ways to optimise spending without compromising the campaign's impact.

In conclusion, the campaign is on track, but some adjustments need to be made to achieve our goals fully. The team will continue monitoring performance metrics and make improvements as necessary.

1. Paragraph 1
2. Paragraph 2
3. Paragraph 3
4. Paragraph 4
5. Paragraph 5

Answer Keys: 1: C. 2: a 3: E. 4: b 5: F.

B- Write the most appropriate word for each space in the summary below.

Client Feedback Summary:

This quarter, we collected feedback from 200 clients across our various service lines, including consulting, IT support, and software development. The results provide valuable insights into areas of strength and those that need improvement.

One of the most common positive responses was related to the quality of our customer service. Over 85% of clients mentioned that our team was responsive, helpful, and knowledgeable. Many highlighted that their issues were resolved quickly, which enhanced their overall experience with our services.

However, some clients expressed concerns about the complexity of our invoicing process. Approximately 30% mentioned that the invoices were difficult to understand, particularly regarding the breakdown of services and additional fees. This confusion led to delays in payment for some clients.

Another area that clients suggested we improve is our project timeline management. Although most clients were satisfied with the end result, around 25% felt that projects took longer than originally estimated. Some delays were attributed to changes in project scope, but others were due to internal scheduling issues on our side.

Finally, many clients expressed interest in a more detailed reporting system. They would appreciate real-time updates on project progress and better access to the data used to support our recommendations. This would allow them to make more informed decisions and stay more involved throughout the process.

Overall, the feedback indicates that clients are generally satisfied, but we have clear areas to focus on for improvement in the next quarter.

Summary

The feedback from clients was generally (1) (neutral/positive/critical) with customer service being a clear (2) (advantage/weakness/strength). The company's staff were consistently (3) (efficient/responsive/thorough) in handling issues. However, their billing system needs to become more (4) (detailed/straightforward/comprehensive), as many clients struggled to (5) (interpret/review/understand) the charges.

Project completion typically (6) (matched/exceeded/met) original timeframes, due to both internal and external (7) (changes/problems/issues). For future improvements, clients want to (8) (track/review/observe) their projects more closely through enhanced reporting.

Answer keys

1: positive. 2: strength . 3: responsive. 4: straightforward.

5: understand. 6: exceeded. 7: issues. 8: track

2. Language Study

Fill in the gaps with the correct form of the verb in brackets, using either the present simple or the present continuous tense.

1. I _____ (have) a meeting with my staff every day.
2. I usually _____ (go) to the office 5 days per week, but I am a little unwell today so I _____ (work) from home.
3. Our company _____ (provide) services mainly to clients in Western Europe, but currently we _____ (discuss) an expansion into Eastern Europe.
4. Our audience _____ (respond) well to our latest Face book post.

5. This conference is great. I of new contacts and I _____ (make) a lot _____ (have) some really interesting discussions.
6. I _____ (speak) to local clients on the phone all the time, but we _____ (have) a project in the UK at the moment so I _____ (speak) English a lot more than usual. I _____ (think) I _____ (need) to improve it.
7. The offer _____ (look) pretty interesting, so we _____ (consider) it.
8. The company _____ (perform) really well at the moment. Hopefully, it will continue!
9. We should go inside because it _____ (rain) and people _____ (get) wet.
10. We _____ (receive) 50 complaints per day about the new product. We should address this immediately because it _____ (damage) our reputation.

a- Complete the sentences in Present Perfect Progressive.

1. We **(do)** business since 1995.
2. Mister Vincent **(wait)** in the entrance hall for 20 minutes already.
3. Our company **(supply)** pumps for almost 20 years.
4. I need a break - I **(type)** in those numbers for three hours now.
5. These customers **(purchase)** our machines for over a decade.
6. For the last 30 minutes, I **(try)** to get through to Misses Ryan.
7. Jane **(work / not)** here for two years, but for five years.
8. How long **(you / learn)** English?
9. Marta is completely out of breath. **(she / run)** ?
10. **(you / read)** the catalogue?

b- Complete the sentences using infinitive constructions.

- My father taught me **(dance / how)**
- We haven't decided yet **(put / the bed / where)**
- She was explaining **(use / the gadget / how)**
- I forgot to ask **(pick him up / where)**

- I wondered (address / him / whether) or not.

c- Fill in the gerund as the subject of the sentence.

- (fly) to London has become rather cheap.
- (smoke) is prohibited at petrol stations.
- (swim) is good for your health.
- (travel) is one of my hobbies.
- (cycle) is impossible on this sandy ground.

Answer keys

A- Complete the sentences in Present Perfect Progressive.

1. We have been doing business since 1995.
2. Mister Vincent has been waiting in the entrance hall for 20 minutes already.
3. Our company has been supplying pumps for almost 20 years.
4. I need a break - I have been typing in those numbers for three hours now.
5. These customers have been purchasing our machines for over a decade.
6. For the last 30 minutes, I have been trying to get through to Misses Ryan.
7. Jane has not been working here for two years, but for five years.
8. How long have you been learning English?
9. Marta is completely out of breath. Has she been running ?
10. Have you been reading the catalogue?

B- Complete the sentences using infinitive constructions.

- My father taught me how to dance.
- We haven't decided yet where to put the bed.
- She was explaining how to use the gadget.
- I forgot to ask where to pick him up.
- I wondered whether to address him or not.

C- Fill in the gerund as the subject of the sentence.

- Flying to London has become rather cheap.
 - Smoking is prohibited at petrol stations.
 - Swimming is good for your health.
 - Travelling is one of my hobbies.
 - Cycling is impossible on this sandy ground.
-

Conclusion

Mastering Business English is not merely about learning a new language; it is about succeeding in studying in addition to unlocking the potential to communicate effectively in the global business arena. By honing skills in professional writing, presentations, and cross-cultural communication in order to build stronger relationships, make informed decisions, and advance career.

To continue developing proficiency, Business English is a dynamic tool that evolves with the business landscape. Embrace its nuances, stay adaptable, and leverage its power to navigate the complexities of the academic achievement and modern workplace.

GSEO (Graduate School of Economics of Oran) students with interest in foreign language (English language) could be the ideal point to combine the mastering of economics and language acquisition. Hence, performing ESP (English for Specific Purposes) courses should be considered for this type of learners who need more content-specific studies to develop their professional communication;

In an interconnected world, the ability to communicate with clarity and confidence in English can be the key differentiator in seizing opportunities and achieving scientific and professional success.

References bibliography

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