

*we put faith in the future*

**amideast**  
**أمديست**

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## *Business communication skills*

Asking for personal information  
Giving a presentation about a colleague  
Discussing networking sites  
**Fluency** Discussing ideas for ethical start-ups

**Reading**  
Article about a professional networking site  
**Listening**  
Introductions at a training course  
Company profile: Innocent

**Phrase bank** Describing your work  
**Vocabulary** Companies and the Internet, Jobs  
**Grammar** Present Simple, Present Continuous

# *Speak with a partner*

Now ask a partner the same questions.

*What are your competencies and skills?*

- a** Do you have a profile on a social or professional networking site?
- b** Do you think these sites are useful for people in business? How might they be useful?
- c** What problems do you think there might be with using these sites?

***Ethics (n): morals***

***Subsidiary(adj) : additional  
,or extra***



# Listening

Choose the correct the title :

- 1-Company's name.
- 2- Company's profile. ←
- 3- company's income.



02 ??????? 2.wma

# Listening

## Company ethics:

the standards for morally right and wrong conduct in business.

2 1.02 Listen again and complete the details in the company profile.

**Name of company:**

Innocent

**Founders:**

Richard Reed and friends

**Established in:**

(a) 19\_\_\_\_\_

**Main product:**

(b) \_\_\_\_\_ (fruit-based drinks)

**Main market:**

Europe, in (c) \_\_\_\_\_ countries

**Operations:**

As a (d) \_\_\_\_\_ of Coca-Cola®

**Brand image:**

Promoted through website and (e) \_\_\_\_\_

**Location:**

Headquarters in (f) \_\_\_\_\_

**Company ethics:**

Gives (g) \_\_\_\_\_ of profits to charity



Story time

I go to the gym everyday.  
sub+ verb "bare inf"

He goes to the gym everyday.  
sub+ verb "s-es-ies"

Do you go to the gym ?  
Do+ "I-You-we-they" sub+  
verb "bare inf"

Does he go to the gym ?  
Does + "he-she-it" sub+  
verb "bare inf"?

What're the differences?

He sits on the floor.

He washes his face.

**Spelling rules with he, she, and it**

Add s to the base form of most verbs.

works likes plays calls

Add es to verbs that end in s, sh, ch, or x.

washes watches relaxes

She cries everyday .

# Practice

- 1 She  home from work after 7:00. (come)
- 2 He  his hair every morning. (wash)
- 3 In the afternoon, she  in the park. (relax)
- 4 On Tuesdays, he  to school at 9:00. (go)
- 5 He  the laundry in the evening. (not / do)
- 6 After dinner, she  TV for a few hours. (watch)
- 7 He  eight cousins, two nephews, and one niece. (have)
- 8 My brother-in-law  things really well. (fix)
- 9 Does your niece  her teeth twice a day? (brush)
- 10 Jason  after 9:00 P.M. (not / study)

# Practice

Write yes / no questions.

- 1 **A:** ... *Does your sister live* ..... near you?  
**B:** No, she doesn't. She lives in another city.
- 2 **A:** ..... drink coffee?  
**B:** No, he doesn't. My brother drinks tea.
- 3 **A:** ..... children?  
**B:** No. We don't have any yet.
- 4 **A:** ..... in Mexico?  
**B:** No. My in-laws live in Chile.
- 5 **A:** ..... English?  
**B:** Yes, she does. My niece speaks it well.
- 6 **A:** ..... work here?  
**B:** Yes, they do. My cousins work downstairs.
- 7 **A:** ..... early?  
**B:** No. The bookstore opens late.

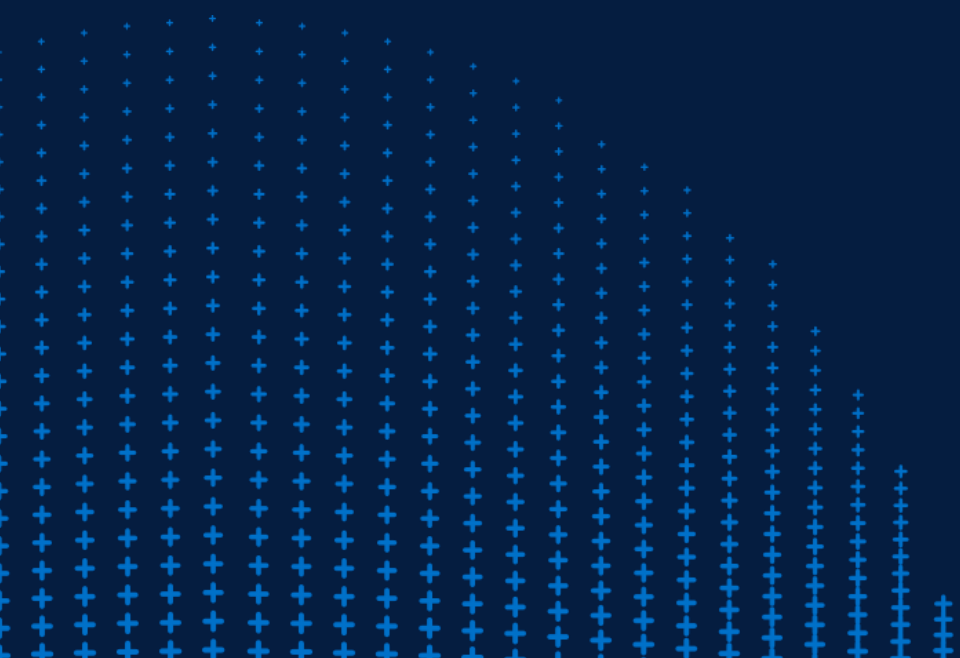


*What is your daily routine ?*

*Who has an active routine ?*

# Feedback

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## Vocabulary

*Product range*

*all the types of products that a company or store sell  
advertising information, or actions intended to  
attract the public's attention to someone  
or something.*

*Publicity*

*Executive*

*someone in a high position, especially in  
business, who makes decisions and puts them  
into action.*

*CEO/ president  
"Chief executive officer"*

*The highest-ranking executive.*

*Chairman*

*The head of the board of directors.*





# Vocabulary

***Retail***

*to sell in small quantities directly to the ultimate consumer.*

***Headquarters***

*the main office or center of control of a company or organization*

***Retired (adj)***

*an older person who has left his or her job and has usually stopped working completely.*

***franchise***

*is a license given by the government , allowing sellers to sell its goods or services or to take part in an activity which the organization controls.*

***An accountant***

*is a person whose job is to keep financial accounts.*



# Practice

employs    franchises    headquarters    Internet  
investment    network    promote    responsible    retail  
sales    website

- a** Sporting brands often use famous people to \_\_\_\_\_ their products.
- b** McDonald's® has \_\_\_\_\_ all over the world.
- c** My department is \_\_\_\_\_ for marketing and sales in Eastern Europe.
- d** Our company \_\_\_\_\_ provides information about our services and products, but we don't sell anything online.
- e** We need more \_\_\_\_\_ to finance our expansion in China.
- f** The \_\_\_\_\_ of Nestlé are in Geneva.
- g** In my opinion, the BBC has one of the best websites on the \_\_\_\_\_.
- h** For the company to survive, our \_\_\_\_\_ need to grow by 20% this year.
- i** I have a much better \_\_\_\_\_ of contacts since I started using LinkedIn®.
- j** The company \_\_\_\_\_ over 2,000 workers in Europe, located in four different factories.
- k** Online stores like Amazon have completely transformed the \_\_\_\_\_ sector.

# Practice

## Jobs

**2** Unscramble the letters to form words related to jobs. Then complete the sentences using the words.

acontcaunt    cnaharim    dsptreinoci    etxecuvie  
mnagrea    pdenistre    psoioint    rdritee    tlite

- a** She's the chief \_\_\_\_\_ officer.
- b** As \_\_\_\_\_ of the board, he has the final decision on all issues.
- c** He doesn't work; he's \_\_\_\_\_.
- d** The CEO is the top \_\_\_\_\_ in the company.
- e** Her job \_\_\_\_\_ is 'vice president'.
- f** I'm the \_\_\_\_\_ of a small team; I lead six people.
- g** The financial director is a qualified \_\_\_\_\_.
- h** The \_\_\_\_\_ of our company is based in the company headquarters in Paris.
- i** My job \_\_\_\_\_ outlines my role and responsibilities.



# Break time

20 minutes



# What are we doing now?

We're studying.

Are you/they studying?

Sub+v.be(are-is-am)+verb(ing)

v.be(are-is-am)+Sub+verb(ing)

He's studying.

Is he/sh/it studying?

Sub+v.be(are-is-am)+verb(ing)

v.be(are-is-am)+Sub+verb(ing)



# Practice

Make the present continuous. You can use the short form or the longer form. For example, 'she's' or 'she is'.

1. (she / go home now)

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2. (I / read a great book)

---

3. (she / not / wash her hair)

---

4. (the cat / chase mice?)

---

5. (she / cry?)

---

6. (he / not / study Latin)

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7. (we / drive to London?)

---

8. (they / watch TV?)

---

9. (where / she / go now?)

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10. (I / not / leave now)

*What are you doing this year to improve yourself?*

*What do you think your best friend is doing right now?*

Complete the sentences using the verbs in the box in the correct form – Present Simple or Present Continuous. Use each verb twice.

do   get   live   sell   think   work

- a** Normally, I am in the office in the afternoon, but this month I \_\_\_\_\_ a course.
- b** In the winter, the reps \_\_\_\_\_ more than in the summer.
- c** Our most important market is the Far East. We \_\_\_\_\_ business with several companies there.
- d** Our new product line \_\_\_\_\_ very well this year.
- e** Our boss \_\_\_\_\_ very long hours.
- f** He \_\_\_\_\_ of changing his job because he's not very happy.
- g** 'What's your address?' 'I \_\_\_\_\_ in a hotel until we find a nice flat.'
- h** In June, the weather \_\_\_\_\_ hot there, so take some cool clothes.
- i** He \_\_\_\_\_ his job is really interesting.
- j** It \_\_\_\_\_ hotter. We need to get some air conditioning for this office.
- k** At present, we \_\_\_\_\_ on new products and services for the future.
- l** During the week, he \_\_\_\_\_ in his city flat and at the weekend he goes to the country.

## Practice 2

Write questions about the information which is missing.

- a** The company makes money by ...  
How does the company make money?
- b** Our business is expanding because ...  
Why \_\_\_\_\_
- c** They are setting up a business in ...  
Where \_\_\_\_\_
- d** We are looking for \$ ...  
How much \_\_\_\_\_
- e** He has previous experience in the ... business.  
What kind \_\_\_\_\_
- f** Their unique selling point is ...  
What \_\_\_\_\_
- g** My company employs ... people.  
How many \_\_\_\_\_
- h** The manager of the company is ...  
Who \_\_\_\_\_
- i** They are talking to ... about further investment.  
Who \_\_\_\_\_