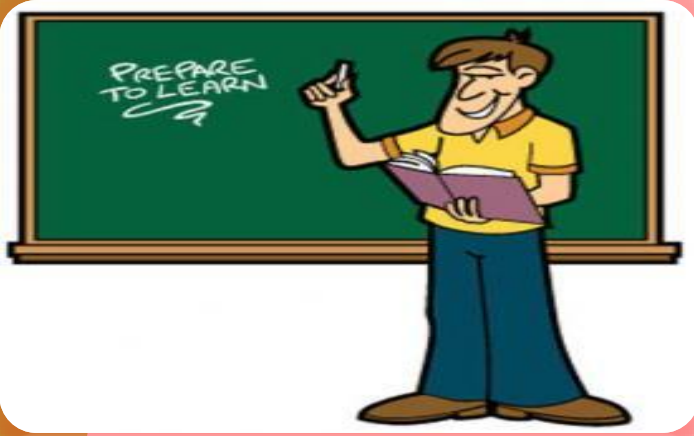




BUA2144 : Business English

By

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Course Evaluation

▶ Class Attendance	10%
▶ Course Assignments	35%
▶ Business Vocabulary Logs (10 Words/ Week)	10%
▶ Resume Writing	10%
▶ Business Letter Writing	15%
▶ Examinations	55%
▶ Mid-Term Examination	25%
▶ Final Examination	30%
▶ Total	100%

Objectives

- ▶ In this course, all four language skills will be covered with emphasis on speaking and listening.
- ▶ To improve students' vocabulary, grammar, pronunciation and reading skills through class activities and self-studies.
- ▶ To enable the students to communicate in English with colleagues, peers, and to gain confidence when speaking to native speakers, or in applying for a job.

Course specification



► Chapter 1 (business)

- ✱ Building Vocabulary - To help the students to understand the meaning and the usage of the words in the given exercises.
- ✱ reading- to enable the students to practice their reading skills, their pronunciation of a certain word which includes the stress in the syllabification of a word
- ✱ grammar focus- to understand the function of grammar as a body of rules governing the use of any languages especially in English
- ✱ speaking- in order for the students to develop self confidence in speaking in front of the people especially for native English speakers
- ✱ writing- to help them construct sentences with the correct grammar especially writing business letter, letter of applications, memos, invitations, and other business letters that may require.

Chapter 1 What is Business?

Building Vocabulary:

1. Business
2. Production
3. Sales
4. Goods
5. Profit
6. Marketing
7. Distribution
8. Conversion
9. Classification
10. Intangible product
11. Tangible product

address develop offered strategy avoid evaluation primary
strengthen demonstrate gathering risks substitute

Every business must (1) _____ a business plan. The business plan's (2) _____ purpose is to improve the entrepreneur's control over the business and to help him (3) _____ common mistakes. There is no (4) _____ for a well-prepared business plan. It is the way to (5) _____ the business and help it improve in all areas. The business plan documents the (6) _____ for growing the business. Think of the business plan as a road map that describes in which direction the company is going, what its goals are, and how it is going to get there.

In developing the plan, the entrepreneur will conduct research to determine a systematic and realistic (7) _____ of the company's chances for success in the market place. In creating plan, the entrepreneur must research the company's target market and customers in the market need the goods or service that is (8) _____ and that a sufficient number of potential customers exists to support the business.

A business plan also look at the (9) _____ the business faces. Chief among these competitors. The business plan must analyze the company's competition by (10) _____ information on competitors' market share, products or services from others already in the market. It is also common for business to fail because the owner fails to invest or seek sufficient capital to run the business. A good business plan should (12) _____ this issue as well.

Reading : What is business? (p.2)

Business is a word that is commonly used in many different languages. But exactly what does it mean? The concepts and activities of business have increased in modern times. Traditionally, business simple meant the exchange or trade for things people wanted or needed. Today it has more technical definitions. One definition of business is the production, distribution, sale of products and / or services for a profit. To examine this definition, we will look at its various parts.

First, production is the creation of services or the changing of materials into products. One example is the conversion of iron ore into metal car parts. Second, these products need to move from a factory to the market place. This is known as distribution. A car might be moved from a factory in Detroit to a car dealership in Miami.

Third is the sale of goods and services. Sales is the exchange of products or services for money. A car is sold to someone in exchange for money. Goods are products that people either need or want: for example, cars can be classified as goods. Services, on the other hand, are activities a person or group performs a service when he repairs a car. A doctor also performs a service by taking care of people when they are sick.

Business, then, is a combination of all these activities, production, distribution, and sales. However, there is one another factor. This factor is a creation of profit or economic surplus. The number one goal of a business is making a profit. Profit is the money that remains after all expenses of production, marketing, distribution are paid. Creating an economic surplus or profits, therefore, the primary goal of business activity.

Reading Comprehension : Answer the following questions

1. What is modern definition of business?
2. Give example of distribution which is given in the text?
3. What is profit?
4. In addition to production, distribution, and sales, what other factor is important in defining business?
5. What is goods?

Grammar Focus

Countable and Uncountable Noun

❖ *Countable nouns*

Use a/an in the singular:

He is an employee at the Ford factory.

Can be made plural:

Several of our employees have left in the last month.

Can use some / any in the plural:

Some employees have asked for pay rises.

Use few / many:

We receive too much junk mail every day.

Grammar Focus

❖ *Uncountable nouns*

Are always singular, never use a / an:

She's looking for work.

Can use some / any in the singular:

Ha doesn't have any time for meetings this week.

Use little / much :

We receive too much junk mail every day.

❖ *Some words can be both countable and uncountable, but their meaning changes:*

It is difficult to get a job without experience. (In general) Working for Henry Ford was an unusual experience. (one particular experience)

Classifying the following nouns by writing them in the correct column of the table

Advertisement	advertising	advice	budget	business	
coast	direct mail	euro	experience	information	innovation
Job	leaflet	marketing	money	news	office furniture
Product	profit	progress	promotion	publicity	qualification
Sponsorship	transport	travel	trip	work	

Countable	Uncountable	Both

Chapter 2 BRANDS

- To be familiarize the brands in the market and how its affecting the life of an individual. How it affects the business and brings an image that makes it famous.



A. Work with a partner. List some of your favorite brands. Then answer these questions.

1. Do you / Would you buy any of the following brands?

Why ?

Why not?

2. Which of the brands below do you think feature in the top - ten Inter brand list in 2013?

Coca -Cola	Ikea	Microsoft	Tesco	Channel
IBM	General Electric	Nokia	Kellog's	Apple
Toyota	Samsung	Ford	Chevrolet	China Mobile
Mc Donalds	Mercedes Benz	Intel	Marlboro	Google

3. Pick some of the brands above which gives interest to you. Describe the images and qualities. What image and qualities does each one have? Use these words and phrases below to help you.

durable	upmarket	timeless	well-made	classic
value of money	inexpensive	cool	reliable	stylish
fashionable	sexy	sophisticated	fun	

4. How loyal are you to the brands you have chosen? For example, when you buy jeans

Building Vocabulary

A. Match these words per partnerships to their meanings.

B R A N D	1. loyalty	a) the title given to a product by the company that makes it
	2. image	b) using an existing name on another type of product
	3. stretching	c) the ideas and beliefs people have about a brand
	4. awareness	d) the tendency to always buy a particular brand
	5. name	e) how familiar people are with a brand (or its log and slogan)
P R O D U C T	6. launch	f) the set of products made by a company
	7. lifecycle	g) the use of a well-known person to advertise products
	8. range	h) when products are used in films or TV programmes
	9. placement	i) the introduction of a product to the market
	10. endorsement	j) the length of time people continue to buy a product
M A R K E T	11. leader	k) the percentage of sales accompany has
	12. research	l) customers of a similar age, income level or social group
	13. share	m) the best- selling product or brand in the a market
	14. challenger	n) information about what consumers want or need
	15. segment	o) the second best-selling product or brand in a market

B. Complete these sentences with word partnership from Exercises A.

A. Complete these sentences with word partnership from Exercises A.

BRAND

1. No one recognizes our logo or slogan. We need to spend more on advertising to raise brand awareness.
2. Consumers who always buy Sony when they need a new TV are showing _____.
3. A fashion designer who launches his or her own perfume is an example of _____.
4. The _____ of Mercedes- Benz is such that its products are seen as safe, reliable, luxurious, well made and expensive.

PRODUCT

5. George Clooney advertising Nespresso is an example of _____.
6. A _____ consists of introduction, growth, maturity and decline.
7. Tesco's wide _____ means that it appeals to all sectors of the UK market.
8. The use of Aston Martin cars and Sony computers in James Bond films are examples of _____.

MARKET

9. Microsoft is the _____ in computer software.
10. In countries with ageing populations, the over 60s age group is becoming an increasingly important _____.

Grammar focus

Present simple and present continuous

The use of present simple

1. To talk about regular action, routines and habits.

Toledano routinely communicates with his demanding boss.
Toledano travels every week to one of Dior's 222 stores.

1. To give general or generally true information, for example about company activities.

Christian Dior Couture makes luxury, ready - to-wear fashion.
Dior Homme targets the male consumer

The use of present continuous

1. To talk about action in progress at the moment of speaking or around now

Fashion house Christian Dior is now selling baby bottles.

1. To talk about temporary situations.

Dior is currently looking to recruit a marketing director for the UK and Ireland.

A. Complete the sentences with the verbs from the box. Use each verb twice. Put each verb into the correct form and the correct tense- present simple or present continuous.

invest

sell

take

target

work

1. Patek Philippe and Cartier _____ luxury watches around the world.
2. It only _____ our laboratory half an hour to test all the ingredients.
3. Which market segment _____ they usually _____?
4. Oh no! My printer _____ properly. I'll ask Leila to run off a copy of the report for you.
5. _____ you _____ more money in marketing this year?
6. Their advertising agency never _____ at weekends.
7. Do you think we _____ a big risk if we postpone the launch of our new model?
8. Unfortunately, our range of soft drinks _____ well at the moment.
9. This time, we _____ our advertising campaign on the young.
10. Our company _____ a lot in R & D. That's why we develop fewer new products than our competitors.

Writing

How to write good emails

Let students know that there are some good tips for writing clear and effective emails.

Introduce the following tips:

1. Think about your audience. You might write with different words and a different tone depending on who you are writing to. Emails to people you have never met might be more formal; emails to friends will probably be more informal.
2. Include a subject line that helps the person opening the email know what to expect.
3. Get right to the point, and try to keep the message to one screen for formal emails. People who get tons of messages every day will thank you.
4. Write only what you would say to a person's face. Anything you say over email you should be able to say to someone's face.
5. Only use uppercase letters one time if you want to emphasize an idea or a word. Typing whole sentences in uppercase letters is like shouting.
6. Provide context so that the intent of your message is clear.
7. Use emoticons, such as a smiley face, or an exclamation point on occasion to help people understand your meaning when they cannot see your face or hear your voice. But a word of caution: Emoticons may not be appropriate when writing more formal emails.

Sample E-mail letter

E-mail Letter

To: smith236@yahoo.com

Sub: Boar of Directors Meeting

Dear Mr. Smith,

I am writing in reply to your letter of 4 June regarding the launching of new brand products with the board of directors.

Further to our conversation, I'm pleased to confirm our appointment for 9.30am on Monday, 27th June 2016.

I would be grateful if you could attend to this matter as soon as possible.

If you would like any further information, please don't hesitate to contact me.

Yours Sincerely,

James Audoborn

1656 clear water street

New York

10365

E mail jamesau@hotmail.com

Chapter 3

Company Structure - To be able to familiarize the company's positioning and its individual specific function



Discuss these questions:

1. Would you like to work in the building in the photo above? Why? Why not?

2. Which people in your organization have their own office? Do they have their own office because of : a) seniority; b) a need of confidentiality; c) the type of work they do?

Building Vocabulary

A. Match the words and phrases (1-8) to their definitions (a-h).

- | | |
|------------------------|--|
| 1. Subsidiary | (a) an office where people answer questions and make sales over the phone |
| 2. Factory / plant | (b) a building from which goods or supplies are sent to factories, shops or customers. |
| 3. Call centre | (c) a place through which products are sold |
| 4. Service centre | (d) a place where faulty products are needed |
| 5. Headquarters | (e) a company which is at least half-owned by another company |
| 6. distribution centre | (f) the main office or building of a company |
| 7. warehouse | (g) a building for storing goods in large quantities. |
| 8. outlet | (h) a large building or group of buildings where goods are made (using machinery) |

B. What do the following departments do?

1. R & D (Research and Development)

2. Customer Service

3. Human Resources

4. Sales & Marketing

5. Production

6. Finance

7. Administration

8. Legal

9. Logistics

10. Public Relations

11. IT

c. Match these activities (a-k) to the correct department in Exercise B (1-11).

a) deal with complaints

b) draw up contracts

c) carry out research

d) train staff

e) run advertising campaigns

f) issue press releases

g) operate assembly lines

h) prepare budgets / accounts

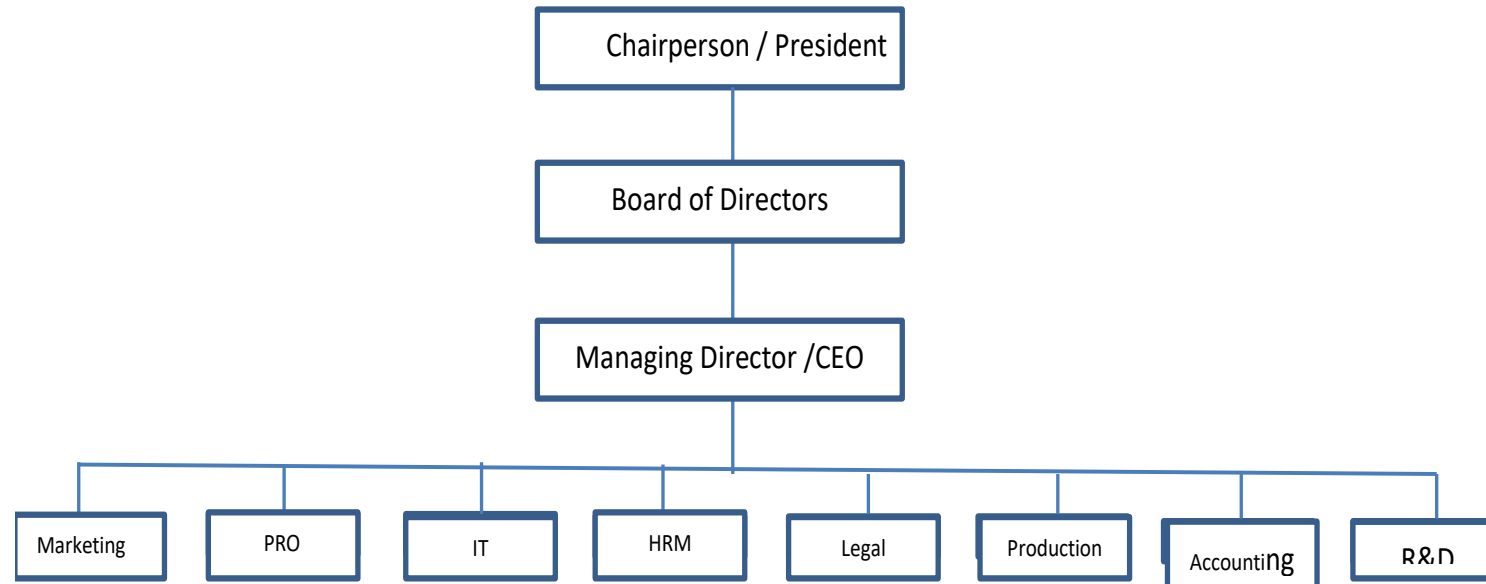
i) keep records

j) transport goods

k) install and maintain systems equipment

Reading

What is an organizational chart? An Organizational Chart shows the internal structure of an organization or company. The employees and positions are represented by boxes or other shapes, sometimes including photos, contact information, email and page links, icons and illustrations. Straight or elbowed lines link the levels together. This creates a clear visual depiction of the hierarchy and ranks of different people, jobs and departments that make up the organization.



Most companies are made up of three groups of people: the shareholders (who provide the capital) the management and the workforce. The management structure of a typical company follows this organization chart: Board of Directors Managing Director Senior management Middle management. At the top of the company hierarchy is the Board of Directors, headed by the Chairperson or President. The Board is responsible for policy decisions and strategy. It will usually appoint a Managing Director or Chief Executive Officer, who has overall responsibility for the running of the business. Senior managers or company officers head the various departments or functions within the company. The organization chart may include the following departments: Marketing, Public Relations, Information Technology or IT, Personnel or Human Resource, Legal, Production, Accounting, Research and Development

Grammar focus

Noun Combination

We can combine two or more nouns in several ways.

1. We use 's to express a relationship between a person or organization and another person or thing.

Example: Mr. Blake 's secretary

He husband 's car BA 's employees

Volvo 's reputation

The 's very often means that the relationship can be expressed using have.

Mr Blake has a secretary.

Volvo has a reputation.

2. When two nouns are used together, the first noun functions as an adjective and describes the second noun.

a business card a job description

an office complex a travel agency

Sometimes three or more nouns occur together.

a company credit card (a credit card issued by a company)

a management training programme

(a training programme designed for management)

3. Two nouns are joined by of when the ideas are more abstract.

the cost of living
independence of mind
The joy of working and lifelong learning

4. Some compound nouns are written as one word.

database	answerphone
Letterhead	headquarters

5. When compound nouns are used with a number in expressions of measurement, the first noun is singular.

a six-lane motorway	a four - day week
---------------------	-------------------

A. Find noun combinations in the article and decide which category they belong to.

1. 's possessive
2. one noun used as an adjective
3. phrases with of
4. compound nouns forming one word

B. Underline the most suitable noun combination in each group.

- | | | |
|-------------------------------|-----------------------|----------------------|
| 1. a) the meeting of today | b) today's meeting | c) today meeting |
| 2. a) a letter of credit | b) a credit's letter | c) a letter's credit |
| 3. a) a business card
card | b) a card of business | c) a businesses' |
| 4. a) a data's base | b) a base of data | c) a database |

C. Compound nouns are sometimes formed with a number to make expressions of measurement. Change these phrases to make compound nouns.

1. A plan which lasts for 10 years - a 10- year plan
2. A hotel with five stars
3. A budget worth three millions dollars
4. A presentation that lasts 20 minutes
5. A contract worth 200,000 dollars
6. An industrial empire which is 150 years old

D. Match a word from box A with a word from Box B to complete the sentences below.

A	B
Computer	Commercials
Government	Fair
Information	Force
Labor	Policy
Research	Project
Trade	Technology
TV	Virus

1. This new _____ could wipe all the data off your hard disk.
2. Several organizations are strongly opposed to the use of children in advertising in general, and in _____ in particular.
3. Going to an international _____ is often an excellent opportunity for networking.
4. Advances in _____ have revolutionized the way people communicate and do business.
5. GVC steelworks already have a _____ of 1,500, and they are still recruiting.
6. The government should commission a special _____ to assess the risks posed by GM foods.
7. It would be bad _____ to revalue our currency at this particular time.

Writing

A large travel agency called Free Horizons has recently been reorganized and the new manager, Olivia Anderson, is very keen on staff training.

Complete her e-mail with the words from the box.

remain

announce

contribute

explain

organize

select

To: All Staff
From: O. Anderson
Subject: Staff Training

In order to keep our competitive edge, we at Free Horizons must continue to provide unique travel service and _____(1) totally customer - focused.

Our staff training programme _____(2) a great deal to making us so dynamic and efficient.

I am very pleased to _____(3) that we will be able to _____(4)
Another training seminar in the autumn, on one of the following topics:

- Developing computer skills,
- Intermediate French, Spanish, or Arabic,
- Customer service,
- Favourite destinations; geography and politics.

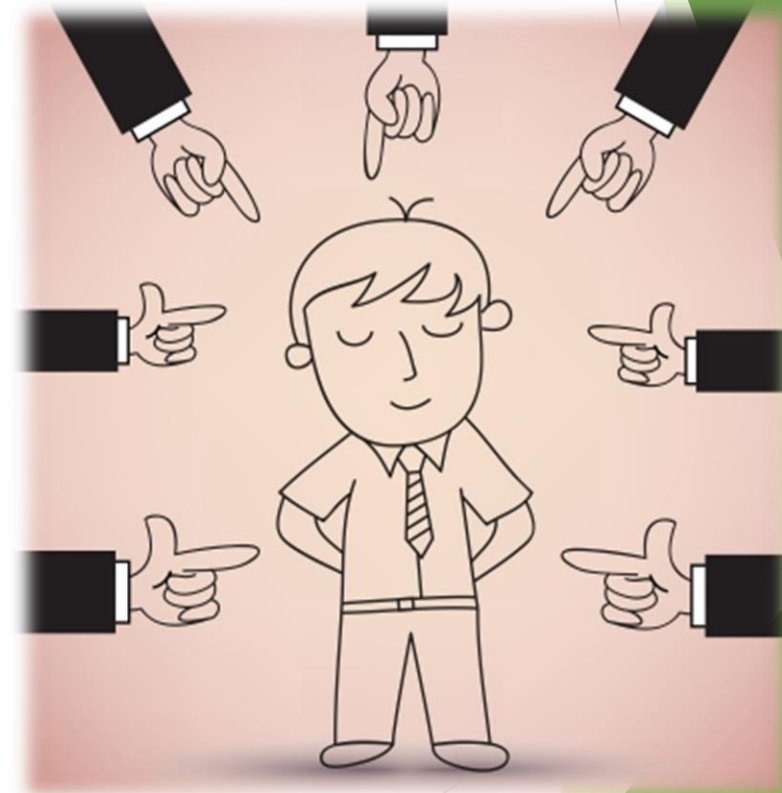
Please _____(5) one topic, and _____(6) in detail the reasons for your choice.

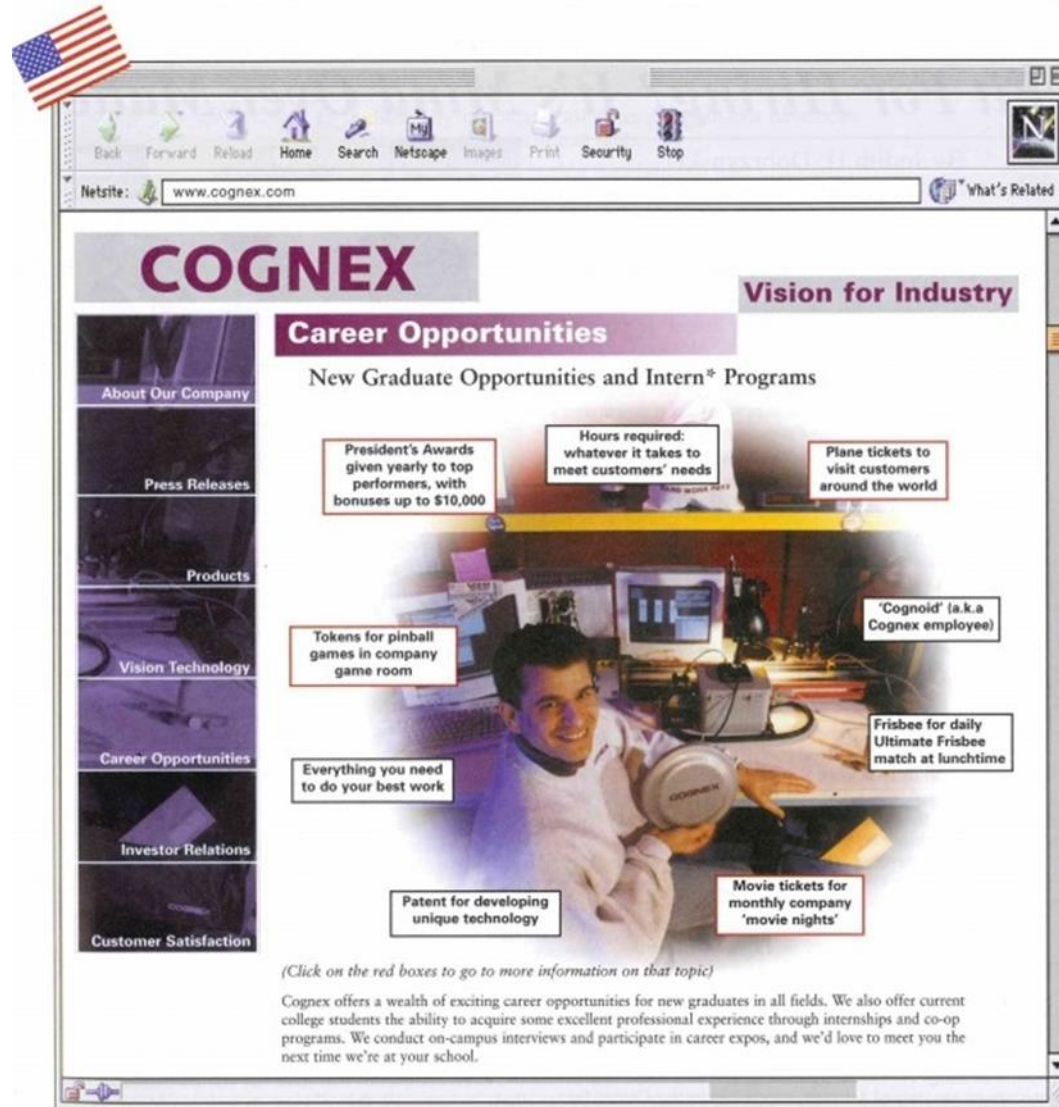
Replies by Thursday please.

Chapter 4

Recruitment- To know and be a competitive individual in seeking job position, to determine the needs of a company and how to contribute to its success

Recruitment & Selection





* an intern (US): someone who works for a short time to gain experience

A. Read the advertisement from the website of the American company Cognex, and match the information below with the corresponding boxes in the advertisement.

1. Cognex provides evening entertainment for its employees.
2. There is a place for employees to play and unwind.
3. Employees are given the opportunity to travel to foreign countries.
4. Cognex likes to recognize and thank employees for their hard work.

B. In pairs, discuss these questions.

1. What are the advantages and disadvantages of working for Cognex?

2. Would you like to work for a company like this! Why / Why not?

3. What do you think of this type of recruitment advertisement?

4. What kind of person is Cognex hoping to recruit?

5. What other ways can companies use to advertise for staff?

Complete the sentences with items from the box

resume	applicant	a covering letter	shortlist	a vacancy
a headhunter	permanent	a probationary period	interview	a reference

1. The American English word for 'CV is' _____.
2. Exlon has hired _____ to attract talented executives from rival companies.
3. We ask all our new employees to work _____ of between one and three months.
4. The starting salary of the successful _____ will be decided on the basis of qualifications and experience.
5. The panel will _____ candidates for interview and contact them by the end of the week.
6. Please send _____ together with your CV.
7. Our company has _____ for a graduate in economics.
8. When you apply for a job, you can ask your previous employer for _____.
9. A survey showed that most temporary workers were hoping to be offered a _____ post.
10. Applicants will be called for _____ between 15 and 25 May.

Grammar focus

-ing forms and infinitives

- We sometimes use one verb after another verb, Often the second verb is in the infinitive.

We can't afford to increase their pay.

He intends to sign the new contract next week.

- Sometimes the second verb must be in the - ing form. This depends on the first verb.

My job involves monitoring sickness levels.

- ▶ Some verbs can be followed by the -ing form or the infinitive without a big change in meaning.

I started working there last month. / I started to work there last month.

- With other verbs, however, the meaning changes.

We stopped to have lunch. (We stopped what we were doing in order to have lunch.)

We stopped having lunch. (we stopped our habit of having lunch.)

B. Match the sentence in Column B

- | | |
|------------------------------------|--|
| 1. HR recommends | a) to raise the minimum wage. |
| 2. The company simply can't afford | b) to call me back in a couple of days. |
| 3. This job involves | c) smoking after the programme. |
| 4. The manager seemed impressed | d) working weekends sometimes. |
| By my CV and promised | |
| 5. Three members of staff topped | e) to follow a directive given by this |
| superior | |
| 6. He was fired because he refused | f) using the cheapest form of transport. |

C. Choose the most appropriate form of the verb to complete the sentences.

1. HR's new computer programme has stopped working / to work.
2. She was driving in a hurry, but she stopped answering / to answer her mobile phone.
3. Did you remember calling / to call HR yesterday?
4. I can't remember offering/ to offer you a raise.
5. I forgot telling / to tell you I'd quit my job.
6. I'll never forget making / to make my first sale.

Writing

A. The curriculum Vitae Writing a CV (curriculum vitae) step by step

Objective

When you apply for a job a brief description of the job you are applying for or the sort of jobs you are going to be applying for.

Experience

In this part list all the experience that you have since leaving school to present. If you have just left school list part time jobs or any experience that is relevant to the job you are applying for

Education

List your schools, colleges and universities that you have attended.

Interest

If you have any interest or hobbies list them. Don't list things such as going out with friends or going to parties. Going to the gym, cycling running ext. Show that you are keen on keeping fit.

Special Skills

For example, keep your computer skills and your speaking and language skills

These skills are organized:

Experienced graphic artist well versed with Adobe Photoshop and Adobe Illustrator

Proficient with MS Word, Excel, and PowerPoint

Bilingual - Fluent in English and French

Personal Details (Optional)

References (Optional)

Pisit Alkala
1 Uthong Nok Road
Dusit, Bangkok
Email: pisit@gmail.com
Tel. No. 09040404040

Objective: Seeking an International position in English where my extensive teaching can be used to the full

Experience: 2010- present St Joseph Convent Bangkok, Thailand
English Teacher

Increased grades to an average of 76%

Introduced online learning to help students learn at home as well

Educate the students about Grammar and speaking

Teaching Assistant

Helped prepare lessons plans with the teacher

Helped students prepare for the end of the year exams

Developed E-learning website training course.

Education 2005-2009 Suan Sunandha Rajabhat University, Thailand

Bachelor of Education (Major in English)

1999-2005 St Gabriel College Bangkok, Thailand

3 GCE "A" Levels

President of English Club

Interest Football, rugby, drama

Special Skills

Experienced graphic artist well versed with Adobe Photoshop and Adobe Illustrator

Proficient with MS Word, Excel, and PowerPoint

Charismatic and confident public speaker

Bilingual - Fluent in English and French

Example of a CV

The example also shows selected experience and awards, both these are optional and can be added if you felt they will help you with the job you are applying for.



Pisit Alkala

1 U thong Nok Road

Dusit, Bangkok

Email: pisit@gmail.com

Tel.No. 090404040

Objective : Seeking an International position in English where my extensive teaching can be used to the fullest.

Experience:

2010- up to present

English Teacher

Saint Joseph Convent

Silom Bangkok Thailand

Job Role as English Teacher:

- Increase grades to an average of 76
- Introduced on line learning to help students learn at home as well.
- Helps the students to read, write and speak English and understands the correct usage of grammar.

Job Role as Asst. Teacher

- Helped prepare lessons plan with the teacher.
- Helped students to review and prepare for the year exams and finals.
- Developed E-learning website training course.

Education :

Bachelor of Education (Major in English)

Suan Sunadha Rajabhat University Thailand

(2005-2009)

Saint Gabrielle College

- 3 GCE "A" Levels

B. The letter of application / cover letter

The letter application can be as important as the CV in that it often provides the first direct contact between a candidate and an employer. If this letter is not well written and presented, it will make a poor impression. The letter of application normally contains four paragraphs in which you should:

- Confirm that you wish to apply and say where you learned about the job
- Say why you are interested in the position and relate your interests to those of the company
- Show that you can contribute to the job by highlighting your most relevant skills and experience
- Indicate your willingness to attend an interview (and possibly say when you would

Chapter 5

Business Trip - To understand the needs of travelling and meeting people in business circular. To discuss further the various types of transportation, it also includes the booking and reservations for hotels and restaurants that may be required, and procedures on how to obtained a successful business trip



How do you travel by air, rail, road, sea?

If you have a job that requires traveling or business trips, there are many things you need to know how to say. I recommend studying the Travelers Guide section I have for general traveling needs. But for this lesson, I am going to cover the things you need to say to the people you are traveling with and questions you need to ask about the business trip. Most of this lesson is primarily showing you a variety of questions you might need.

Discuss with your partner how do you travel?

1. How often do you travel by air, rail, road and sea?

2. Do you enjoy travelling, What don't enjoy about it:

3. Put the following in order of importance to you when you travel?

Safety
speed

comport

reliability

price

Building Vocabulary

A. Complete the following sentences from the given words below:

1. The passenger have to show his/her _____ to the immigration in the airport
a. boarding pass b. a trip itinerary c. picture d. passport
2. _____ is not allowed before the plane take off?
a. drinking b. eating c. talking on the phone d. selling things
3. The _____ made an announcement to the passengers to put on or put off their seat belts while on flight.
a. flight attendant b. pilot c. passenger d. none of the above
4. The _____ always remind the flight attendant to make sure that the passengers are ready for departure.
a. agent b. pilot c. crew d. sales person
5. As soon as Randy _____ his luggage he immediately run to the cab.
a. Claimant b. claimed c. getting d. takeoff

6. When it's time to _____, the flight attendant makes an announcement.
a. boarding b. get over c. board d. leave
7. Gary has to _____ his travel plan because of an emergency meeting.
a. delay b. delaying c. delayed d. delays
8. A passenger who carries a _____ things or items on the plane maybe taken by the security officers.
a. prohibited b. knife c. medicine d. food
9. Airlines often limit the amount of _____ each passengers to carry.
a. bags b. luggage c. foods d. cellphones
10. If you are trying to save money look for _____ fares.
a. economical b. equivalent c. destination d. extending

B. Choose the correct words from the box to complete the following list of things which irritate people when flying.

Cabin Luggage	cancellations queues	checks room	food seat	jet trolleys
------------------	-------------------------	----------------	--------------	-----------------

1. not enough leg _____
2. lost or delayed _____
3. long _____ at check in
4. poor quality _____ and drink
5. no baggage _____ available
6. overbooking of _____
7. flight delays and _____
8. tiredness and _____ lag
9. delays for security _____
10. oversized hand luggage in the _____

C. Match the words and phrases which have the same meaning. For each pairs, decide which are British English and American English.

- | | |
|----------------------|------------------|
| 1. Subway | a) line |
| 2. City Centre | b) lift |
| 3. Carry-on- baggage | c) public toilet |
| 4. One way | d) schedule |
| 5. Return | e) economy class |
| 6. Freeway | f) single |
| 7. Rest room | g) first floor |
| 8. Elevator | h) bill |
| 9. Coach class | i) booking |
| 10. Timetable | j) round trip |
| 11. Car park | k) downtown |
| 12. Queue | l) motorway |
| 13. Check | m) underground |
| 14. Reservation | n) hand luggage |
| 15. Ground floor | o) parking lot |

Business Meetings

Business Hotels and Conferences



D. Discuss the questions with your partner.

1. How is the business traveler different from the ordinary tourist?

2. If you were choosing a hotel for a business trip, which of these amenities would you consider more important and which less important?

- Guest rooms
- General décor
- Lobby and other public areas
- Meeting rooms
- Business center
- Restaurants and bars
- Room service
- Gym/health club
- Hotel staff
- High-speed Internet access
- Wi-Fi Internet access
- Other

3. Do you have a favorite hotel?

4. How important do you think the hotel's cost is when business people make their travel plans?

- Very important
- Quite important
- Not important

Business Meeting

E. Work with a partner and match the words from the first column with words from the second column to make reasons for holding different types of business meeting.

Meeting can be held in order to

- | | |
|------------------------|----------------|
| 1. produce action | a. creativity |
| 2. exchange or pass on | b. decisions |
| 3. build | c. ideas |
| 4. motivate | d. information |
| 5. solve | e. plans |
| 6. brainstorm | f. problems |
| 7. stimulate | g. sales staff |
| 8. take | h. teams |

F. Read the following statements and decide whether you agree or disagree with them. Then compare your opinions in small groups.

1. Every meeting should have an agenda.
2. The agenda should be circulated in advance.
3. The chairperson is responsible for the success of a meeting
4. In every meeting, there should be someone taking the minutes.
5. At the end of the meetings, the participants should agree a list of action points.
6. All meeting should be for a fixed length of time.
7. If people are going to attend meetings, they should always prepare beforehand.
8. Everyone should have a chance to speak at meetings

Reading

Business Accommodations

The following text is from an online travel agency. Read the text carefully and answer our questions on the text.

The hotel has 8 Standard, 6 Deluxe, 4 Family rooms and 9 Cottages. Rooms have hot and cold shower and private balcony. Room service and laundry are available. All rooms except Cottages offer air conditioning.

Each room has two single beds, Family rooms have 4 single beds. All rooms (except for Cottages) have televisions. If you wish to make a reservation or request more information simply complete the form. Our travel staff will typically respond to any request in 1 working day. A confirmation of your booking will be sent to you via e-mail (and fax if required).

If for any reason you need to cancel your booking we would ask you to do so as early as possible by e-mailing our travel staff.

Answer the following questions.

1. Showers
 - a) There are no showers in the Cottages.
 - b) There is a shower in every room.
 - c) Only the Cottages have showers.
2. Air Conditioning
 - a) There's no air conditioning available in the Cottages.
 - b) Air conditioning is available in every room.
 - c) Air conditioning is only available in the Cottages.
3. Except for the Family rooms, all rooms are ...
 - a) double rooms.
 - b) twin-bedded rooms.
 - c) single rooms.
4. To book a room you must ...
 - a) respond in one working day.
 - b) send a fax.
 - c) fill in a form.
5. Everyone who makes a reservation will receive a confirmation via ...
 - a) fax.
 - b) e-mail.
 - c) air-mail.

Reading Comprehension:

Sample letter of reservation for a Hotel

La Roche Inn
79th Ave. Clear Water St.
New York, 23651

Dear La Roche Inn,

Please be informed that I will be travelling to New York on the 26, 27 and 28 of August 2016. I will be requiring a single room during the duration of my stay.

I would like to reserve a room near the garden view. I checked in your website and the price is supposed to be 200\$ per night.

Please call me at 736589265 to verify my reservation.

Regards,

Jude Farrel

Letter response for a Reservation

To: Mr. Jude Farrel
Dear Mr. Farrel,

Greetings!

We are pleased to inform the availability of your requested reservation for a single room near the garden view for 3 nights. You can pay the full amount upon check in or deposit the 50% of the total and pay the full amount upon check out.

If you have any inquiry please don't hesitate to contact us.

Truly Yours,

Mary W. Brown
Reservation In charge
La Roche Inn
Tel # 02654598

Read each question and choose the correct answer:

1. Who is asking for a reservation?

- a. Mary Brown b. Jude Johnson c. Jude Farrel d. None of the above

2. How much is the rate of the hotel per night?

- a. 200\$ b. 150\$ c. 200 Euro d. 200 Pounds

Grammar focus

A modal is a type of auxiliary (helping) verb that is used to express possibility, ability, obligation or permission. The modals and semi modals in English are:

Can/could/be able to

May/might

Must/have to

Shall/ should

Will/would

The use of can, could, or be able

Can

- To express ability
- Can is used to express present or general ability.

Could

- In indirect speech
- Could is the past tense form of can in indirect speech.
- To talk about past ability
- Could is used to talk about ability that existed in the past.

Example

Direct speech: She said, "I can't climb up the hill."

Indirect speech: She said that she couldn't climb up the hill.

He said, "I can solve the problem."

He said that he could solve the problem.

To talk about past ability

- Could is used to talk about ability that existed in the past.

Example

In my younger days I could run miles at a stretch.

I could swim across that river when I was young.

She could read when she was three.

Why couldn't you finish the work in time?

- Note that could refers to past time only when the context makes the time clear.
- To talk about possibility or uncertainty
- Could is used to talk about possibility or uncertainty. It is also common in conditional sentences.

Example

You could win, if you worked hard. (Possibility)

She could pass if she studied hard. (Possibility)

I could have helped him if he had asked me.

If I had the money I could buy a car.

- In polite requests
- Could is often used in questions expressing polite requests.

Example

Could you wait for a minute?

Could I lend your bicycle for a day?

Could you, please, take me to the manager?

Could I have a cup of coffee?

The use of Will/ Would + base form of the verb

1. Henry will see you at the airport at 7:00am today
2. Jannie won't be happy to see the result of her exam.

Polite Request for a Statement

Will/Would + base form of a verb.

1. Will you please lock the door when you leave?
2. Would you mind if I sit beside you?
3. I would like to go to discotheque if it's ok with you.

Habitual Past Action

Would/Wouldn't + base form of the verb

1. When I was a kid, I would spend my Christmas holiday with my grandmother in the province.
2. I wouldn't eat vegetables when I was a child. I love it now.

will, would

Example:

Will you please reserve me a ticket for tonight's stage play?

Fill in the blanks with the correct usage of the words: **will, won't, would, wouldn't**

1. I _____ like to sit beside you during the concert.
2. The manager _____ be happy to hear that Jenny resigned from her job.
3. _____ it be okay, if I pick you up tonight?
4. When I was in Turkey, I _____ call my sister as often as I want to.
5. I can assure that your flight _____ be delayed.

Fill in the correct form of **can, could or be able**

1. _____ Jhonny play guitar when he was just a boy?
2. _____ you please open this lid for me? It's too hard/
3. The students _____ to buy the books today. The bookstore is all out of them.
4. _____ you teach me how to play the piano? You are so good at it.
5. _____ you _____ reach the office at 8:00 am today? if you leave at earlier than usual.

We use may:

- When we are not sure about something:

Jack may be coming to see us tomorrow.

Oh dear! It's half past ten. We may be late for the meeting.

There may not be very many people there.

- To make polite requests:

May I borrow the car tomorrow?

May we come a bit later?

- When we use may not for a refusal it is emphatic:

You may not!

You may not borrow the car until you can be more careful with it.

We use might:

- When we are not sure about something:

I might see you tomorrow.

It looks nice, but it might be very expensive.

It's quite bright. It might not rain today.

C. Exercises:

Fill in the correct form of may/may not + base form of the verb

Example:

1. You may open your books now
 2. You might not enroll this second semester.
-
1. They _____ not finish the project on time. The leader of the team is sick
 2. You _____ want to buy something in the grocery shop before we proceed to our trip.
 3. _____ I have the scissor.
 4. She _____ visit you tomorrow after your work.
 5. You _____ not sit here this table is already reserved.

We use Shall:

- Mainly used in American English to ask questions politely (it has more usages in British English).
- For the future tense, will is more frequently used in American English than shall.

Shall we dance?

Shall I go now?

Let's drink, shall we?

- Often used in formal settings to deliver obligation or requirement:

You shall abide by the law.

There shall be no trespassing on this property.

Students shall not enter this room.

Should (past form of shall)

- Often used in auxiliary functions to express an opinion, suggestion, preference, or idea:

You should rest at home today.

I should take a bus this time.

He should be more thoughtful in the decision-making process.

- Used to express that you wish something had happened but it didn't or couldn't (should + have + past participle):

You should have seen it. It was really beautiful.

I should have completed it earlier to meet the deadline.

We should have visited the place on the way

- Used to ask for someone's opinion:

What should we do now?

Should we continue our meeting?

Should we go this way?

Where should we go this summer?

- Used to say something expected or correct:

There should be an old city hall building here.

Everybody should arrive by 6 p.m.

We should be there this evening.

Writing

A: Imagine your e pal is coming to visit you for the first time. You and your classmate are meeting her/him at the airport. Write an e mail describing yourself and your classmate

To: Shalimar De Castro

Dear Shali,

I am meeting you at the airport at 2:00pm noon on Saturday August 26,2016

My friend is coming with me. I attached our photo . I am the one on right side and my friend is on my left.

As you can see we are both in our late teens

We are so excited to finally see you.

My friend is fairly tall and good looking as well. He is one of our varsity player in the class.

He is very good in basketball and most of the time we spend our time together playing games.

I hope you will enjoy seeing us. We are so excited to hang out with you.

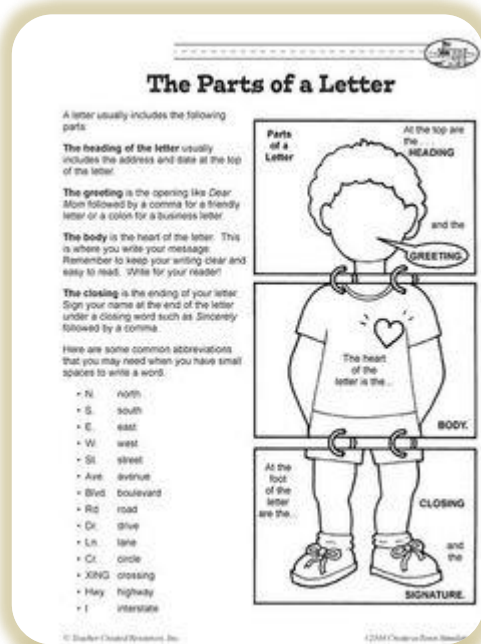
Your friend,

Alex

Chapter 6

Business Correspondence

To be able to exchange communication in the form of letters, to know the various business formats for the process of business activities within an organization.



Building Vocabulary

A. Letter Structure and Presentation

Letterhead

A business letter is usually typed or printed letterhead paper displaying the name, address, fax and telephone number of the organization sending the letter. It is used only for the first page of a letter.

Sender's Address

The sender's address usually is included in letterhead. If you are not using letterhead, include the sender's address at the top of the letter one line above the date. Do not write the sender's name or title, as it is included in the letter's closing. Include only the street address, city, and zip code.

Date

The date line is used to indicate the date the letter was written. However, if your letter is completed over a number of days, use the date it was finished in the date line. When writing to companies within the United States, use the American date format. (The United States-based convention for formatting a date places the month before the day. For example: June 11, 2001.) Write out the month, day and year two inches from the top of the page. Depending which format you are using for your letter, either left justify the date or tab to the center point and type the date.

Inside Address

The inside address is the recipient's address. It is always best to write to a specific individual at the firm to which you are writing. If you do not have the person's name, do some research by calling the company or speaking with employees from the company. Include a personal title such as Ms., Mrs., Mr., or Dr. Follow a woman's preference in being addressed as Miss, Mrs., or Ms. If you are unsure of a woman's preference in being addressed, use Ms. If there is a possibility that the person to whom you are writing is a Dr. or has some other title, use that title. Usually, people will not mind being addressed by a higher title than they actually possess. To write the address, use the U.S. Post Office Format. For international addresses, type the name of the country in all-capital letters on the last line. The inside address begins one line below the sender's address or one inch below the date. It should be left justified, no matter which format you are using.

Salutation

Use the same name as the inside address, including the personal title. If you know the person and typically address them by their first name, it is acceptable to use only the first name in the salutation (for example: Dear Lucy:). In all other cases, however, use the personal title and last/family name followed by a colon. Leave one line blank after the salutation. If you don't know a reader's gender, use a nonsexist salutation, such as their job title followed by the receiver's name. It is also acceptable to use the full name in a salutation if you cannot determine gender. For example, you might write Dear Chris Harmon: if you were unsure of Chris's gender.

Complimentary Close

Typed two line below the last line of the letter, the complementary close may be formal (Very truly yours) or informal (Sincerely yours)

Enclosures

If you have enclosed any documents along with the letter, such as a resume, you indicate this simply by typing Enclosures one line below the closing. As an option, you may list the name of each document you are including in the envelope. For instance, if you have included many documents and need to ensure that the recipient is aware of each document, it may be a good idea to list the names.

Typist initials

Typist initials are used to indicate the person who typed the letter. If you typed the letter yourself, omit the typist initials.

How to write a Business Letter

B. Letter Styles

1. Block Style

All its lines begin at the left margin

XYZ Company Inc.
456 Clear Water Ave.
Los Angeles CA. 9004

22 July 2016

Ms. Jane Danes
Purchase Manager
Genesis Global Inc.
456 Canine St.
Washington DC 2000

Dear Ms. Danes,

It was a pleasure meeting with you at the conference last week. As we discussed, I sincerely believe that we could brought out the best stationaries and office supplies that you may require. If you are willing, I would like to send my assistant purchaser to discuss and give to you the quotation that you needed.

Meeting in person would allow us to fully evaluate your wants and needs. Our team is available to meet you anytime at your most convenient.

I am looking forward to meeting with you soon.

Sincerely yours,

Jaypee Brown
Purchase Manager XYZ Company
(00971-503248369)
j.brown@xyzcompanyinc.com

2. Modified Block Letter Style
The dateline, reference line, complimentary close, organization name (if used), author's name, and title begin at the center of the page. The first line of each paragraph may begin at the left margin or may be indented live or ten spaces. All other begin at the left margin.

(Modified Letter Style

XYZ Company Inc.
456 Clear Water Ave.
Los Angeles CA. 9004

July 27, 2016

Ms. Jane Danes
Purchase Manager
Genesis Global Inc.
456 Canine St.
Washington DC 2000

Dear Ms. Danes,

It was a pleasure meeting with you at the conference last week. As we discussed, I sincerely believe that we could brought out the best stationaries and office supplies that you may require. If you are willing, I would like to send my assistant purchaser to discuss and give to you the quotation that you needed.

Meeting in person would allow us to fully evaluate your wants and needs. Our team is available to meet you anytime at your most convenient.

I am looking forward to meeting with you soon.

Sincerely yours,

Jaypee Brown
Purchase Manager

(00971-503248369)

XYZ Company

j.brown@xyzcompanyinc.com

3. Simplified Style
All lines begin at the left margin. Notice that a subject line typed in all capitals, replaces the salutation. A triple line space precedes and follows the subject line. Instead of complimentary close or company name, the author's name and title are typed in all capitals fine lines below the last line of the letter body.

(Simplified
Style Form)

XYZ Company Inc.
456 Clear Water Ave.
Los Angeles CA. 9004
Tel. # 00971-503248369

22 July 2016

Ms. Jane Danes
Purchase Manager
Genesis Global Inc.
456 Canine St.
Washington DC 2000

Subj. REQUEST MEETING ON OFFICE SUPPLIES AND STATIONARIES
PRICES AND AVAILABILITY

It was a pleasure meeting with you at the conference last week. As we discussed, I sincerely believe that we could brought out the best stationaries and office supplies that you may require. If you are willing, I would like to send my assistant purchaser to discuss and give to you the quotation that you needed.

Meeting in person would allow us to fully evaluate your wants and needs. Our team is available to meet you anytime at your most convenient.

I am looking forward to meeting with you soon.

Jaypee Brown
Purchase Manager XYZ Company

C. The Lay out of the Envelope

An envelope should be addressed to correspond with the inside address. On a standard business-size envelope, the address should begin four inches from the left edge, ten to fourteen lines from the top.

The address should include the ZIP code one space after the state. Because NO information should appear below the ZIP Code, special instructions (such as ATT: Mrs. Smith) should be placed four lines below the return address. Similarly, mailing services, such as Priority Mail or Certified Mail, should be placed below the stamp.

The return address, matching the letterhead, is usually printed on business envelopes.



The Memo

The memo is still for business purposes but is shorter and follows different conventions than the business letter. A memo is used between employees in one company and not for colleagues outside the company. Like the business letter, the entirety of the memo will be left justified and paragraphs will not be indented. A standard memo will have preprinted labels or places for the writer to insert his information. It will look something like the following.

Memo

To:

From:

Date:

Re:

A colon should follow each of the preprinted labels, and the message of the memo will go below the preprinted section. If you decide to have your students write memos, you may want to print a memo template for them and just have them fill in the necessary information. There are many memo templates available with word processing programs and on-line. When your students write memos, they should write them to another person in the class. You will need to explain that re: means regarding and that this is where they should state the purpose or topic of the memo in a word or two. A memo does not need an envelope, but your students should give the memos to you and you should distribute them to the recipients.

Sample Memo

To: Peter Brown

From: Jhon Delivigne

Priority: High

Date: June 21, 2016

Re: All Annual Bonus Leave for Employees with outstanding Performance
Starting January 1, we will introduce the following modification in our company policy with regards to annual leave; every year one employee from each department will be awarded special annual bonus leave outstanding performance.

The eligible employees will have additional five (5) days credited on January 15. The bonus leave will be accounted for separately and will remain available

Until used. Notwithstanding any other limitations of the total number of days of annual leave that may be carried forward.

We will have a meeting on July 30, at 10:00 am to discuss the result of the 2016 performance evaluation and approve the final of its employees eligible for the bonus. The announcement to the employee will follow after the meeting. If you have any question please let me know earlier.

Reading

Petersburg Firm &
Solicitors

1

25 Ave, Blue Ocean St.
New York , USA

2

October 25, 2015

Patrick Henry Reid
9 Canine Street
West Virginia
USA

4

Dear Mr. Reid,

5

My condolence to you and to your family for the loss of your father Mr. James Reid. Who died in a car accident in Melbourne Australia, on 27 of July 2015.

In his letter of last will and testament he left for you a property located in Melbourne Australia. The property consist of shops and a condominium unit at the sum of \$ 20,000 each. However, in his letter it is specified that you can only get the property once you get married.

I would be grateful if you could come to my office and discuss with you regarding this matter

Sincerely Yours,

7

John Petersburg

1. What would you do with the shops and condominium units
 - a. Sell it
 - b. Keep it
 - c. Make it for rent
2. Identify the different parts of a letter.

Example:

- a. Sender's Address 1
- b. Salutation_____
- c. Date_____
- d. Signature_____
- e. Receivers address_____
- f. Complimentary close_____
- g. Body of the letter _____

Grammar Focus

Preposition

It is a word that shows relationship between a noun or a pronoun and some other word in the sentence. It is often found in prepositional phrase. Preposition can be of place, movement and time.

Preposition of place

- above, behind, near, next to, between, under, opposite, on, over, in front of, from, at, below, by
- above (in a higher position than something or someone else)

Rowena works in the office above the accounts department.

- behind (at the back of)

Paul's standing behind that tall man.

- ▶ near (not far away)

Their HQ is near Dusit - only 10 km away.

- ▶ next to (two things that are close, with nothing between them)

You left your glasses next to the book you are reading.

- ▶ between (in the space that separates two people, places or objects)

Our city branch is between the supermarket and the post office.

- ▶ under (in a position lower or below something else)

I keep a spare pair of shoes under my desk. / The restaurant is under new management.

- ▶ opposite (in a position on the other side; facing)

Her office is opposite ours, on the other side of the road.

- ▶ on (in a position above something else, touching it)

Can you hear me? I'm on the train. / The meeting room is near reception, on the right.

➤ Over (above or higher than something else)\

The light over my desk isn't working.

➤ in front of (close to the front part of something)

There's a visitor's car park in front of the factory.

➤ from (the place where something starts)

You can drive from the airport to the city centre in 20 minutes.

➤ at (an exact location or particular place)

I'm going to be at home / at a conference tomorrow.

➤ below(in a lower position)

HR are on the floor below the finance team./ The two staff below me deal directly with our corporate clients.

➤ by(near, at the side of)

I sit by the window.

Prepositions of movement

towards, down, out of, into, over, through, along, around, past, across, up

➤ towards (in the direction of someone or something ; moving closer)

The board is working towards on an agreement with the unions.

➤ down (to a lower position from a higher position)

It there's a fire, walk down the stairs to your nearest exit.

➤ out of (no longer in a certain position)

Could you pass me the red folder/ I need to take some documents out of it.

➤ into (towards an enclosed space, and about to be enclosed by it)

I walked into the meeting room where everyone was waiting for me.

➤ over (like across- from one side to another)

At rush hour the smog spreads over the city.

➤ through (from one end or side of something, to the other)

The new tram goes through the city centre.

➤ along (from one part to another)

Walk along Sukothai Road for about five minutes. We're on the left, by the gym.

➤ around (in a direction going along the edge of or from one part to another)

We drove around the town for ages, but we still couldn't find your office.

➤ past(to a position that is further than a particular point)

Go past the industrial estate and turn left.

➤ Across (from one side to the other, with clear limits, such as a road)

The cycle courier can get across the city more quickly than a car.

- Up to a higher position)

You have to drive up a steep hill to get there.

Preposition of time

since, over, after, by, during, before, until/till, for, on, at, between

- since (from the particular time in the past until a later time, or until now)

The company has been in business since 1985.

- over (while doing something)

The conference will take place over two days.

- after(something else has happened)

Sawaolak arrived 10 minutes after lunch.

- by(not later than)

Please complete report by Friday.

- during(from the beginning to the end of a particular period)

I'm sorry, I couldn't take your call during the meeting.

- before (at or during a time earlier)

Don't phone before 11:00. I won't be at my desk.

- until / till (up to the time that)

We'll continue the research until/till next year.

- for (an amount of time)

I've worked here for 12 years.

- on (use with days of the week or dates)

Will you be at the meeting on Monday / on 4th September /

- at (use with clock times or particular time.

We can meet at 10:00 or at lunch time.

- between (in the period of time that separates two different times or events)

Next week, I'll only be in the office between Monday and Wednesday.

A. Complete the sentences using the preposition below the box:

at	to	of	by	after	afford to
towards		around		during	before across
on		behind		above	into opposite of

1. I want to go _____ New York next year.
2. You put the signature after “Sincerely Yours” _____ the bottom of the page.
3. The body of the letter contains the main purpose _____ the sender.
4. She will go to the dentist _____ her class.
5. The car key is _____ his desk.
6. Our Department can _____ send the staff for research abroad.
7. She arrived 10 minutes _____ the meeting.
8. Mary’s house is located just _____ the children’s park.
9. I’m sorry I couldn’t take your call _____ my class.
10. Please complete your report _____ Monday.
11. The cycle can get _____ the city more quickly than the car.
12. Beauty is all _____ us.
13. Johnny works in the office _____ of the procurement Department.
14. The ship is sailing _____ the South China Sea.
15. KFC is _____ our office, on the other side of the road.
16. I walked _____ the meeting where everyone was waiting for me.

Writing

Arrange the following names and address in order

Example:

Lower Stough Avenue/ 735 Churchill Accounting Firm/ Brisbane , Australia/ 25689/ Mr. Winston Scott

Mr. Winston Scott

735 Churchill Accounting Firm

Lower Stough Avenue

Brisbane, Australia 25689

1. Joel Audubon/ United Kingdom / 10086/ 23 Canine St./ Worcestershire
2. Res Las Margaritas/ Juan De La Cerna / Tower gate Apartment 2 105/ New Mexico, 56892
3. The Mermaid Galleria/ George Danes/ Canine St. corner west avenue/ 15 Copper Square Properties / Los Angeles, CA 10003
4. Human Resource Manager/ 685 Nakakasai Japan/ RLC Motors / Eduguwa -ku Heights
5. The Aquarium/ Washington 98102/ The Accountant / Ms. Vilma Moreno/ 65-2 Maple Drive Seattle
6. Ohio Academy/ Robert Jones/ The President/ 11-2 Memphis Street / Kentucky State Florida 2365
7. Ford Expedition Company/ Kentish town/ Mr. Adam Steven 562 Leighton Rd. London NGR 3QE

Chapter 7

Telephoning

In this chapter students are practiced on how to handle and answer the phone with manners and properly. It also carry out the procedures in answering phone quires, taking messages and relaying it to the specific person. Taking dictation over the phone is of great importance. They can use their listening skills and writing skills to do the task. Working in a call center requires ability and strength on how to handle people's complaints or inquires in such a way that they will be satisfied with the answer and the action that needs to be accomplish.



Vocabulary

First let's learn some essential telephone vocabulary, and then you'll hear examples of formal and informal telephone conversations.

RULES OF ETIQUETTE

- Speak directly into the mouthpiece. If this is a problem because you use other equipment while on the telephone (i.e., computer), consider purchasing a headset, which will free your hands.
- Do not eat or chew gum while talking on the telephone (your caller may ask what you're having for lunch!!)
- If someone walks into your office while you're talking on the telephone, ask the caller if you may put him/her on hold briefly). Depress the HOLD button.
- Don't place the handset in the cradle until you've depressed the HOLD button.
- Don't lay the receiver on the desk, without placing the caller on hold (the caller will hear everything being discussed in your office).
- Return to caller and complete the call as soon as possible.

ANSWERING THE TELEPHONE/GREETING

- Answer your own telephone whenever possible and answer within 2-3 rings. Identify yourself and your organization:
"Faculty of Management Science Punrapha Praditpong ," OR " Miss Phunrapha, speaking may I help you?"
- Polite greetings when picking up the phone that is going to give the caller the impression that you are professional and pleasant.
- There has been a lot of discussion of using "good morning" or "good afternoon." This is unnecessary if you use the right tone. Also, people tend to make mistakes when using these phrases (i.e., saying "good morning" when it's really afternoon and vice versa).

PLACING CALLERS ON HOLD

- Remember to ask your caller "Do you mind holding?" or "May I put you on hold?" before doing so. If you take the time to ask your caller to hold, be sure to listen to the response.
 - After placing your caller on hold, check back periodically (between 30-45 seconds). Give them the option to continue to hold if it will take longer to find information OR offer to call them back.
- When returning to your caller, remember to thank them for waiting.
- If your caller cannot hold, offer to take a message; transfer to another party; or arrange for them to return the call at a specific time.
 - If you are not in a position to ask your caller to hold, tell the caller, "Please Hold" before depressing the hold button. NOTE: When placing multiple calls on hold, remember to return to the first caller you placed on hold first!

Practice and listen to this conversation:

Helen: Midtown Computer Solutions, Helen speaking. How can I help you?

Ryan: Hello, this is Ryan Bardos. May I speak with Natalie Jones, please?

Helen: One moment please - I'll put you through.

Helen: Mr. Bardos? I'm sorry, Natalie's in a meeting at the moment. Would you like to leave a message?

Ryan: Yes, could you ask her to call me back as soon as possible? It's pretty urgent.

Helen: Of course. Does she have your number?

Ryan: She has my office number, but let me also give you my cell - it's 472-555-8901.

Helen: Let me read that back to you - 472-555-8901.

Ryan: That's right.

Helen: And could you spell your last name for me?

Ryan: B as in Boston - A - R - D as in dog - O - S as in September

Helen: Okay, Mr. Bardos. I'll give her the message.

Ryan: Thanks a lot. Bye

TRANSFERRING CALLS

Nothing is worse during a phone call than suddenly finding yourself talking to an empty line or being cut off mid-sentence, but many of us have had this happen. Someone transfers us to a different person without warning, knowing the other person is better suited to help us. But if a customer service representative does not communicate this, we may feel slighted or even think we have been cut off and simply hang up. Do not lose a customer this way!

There are a few essential elements of call transfer you should never skip:

- Inform the customer. Let callers know you plan to transfer them, and give them the option to refuse. If he or she believes being transferred and retelling the reason for the call is too time-consuming, the customer may opt to leave a message or call back when less pressed for time. The customer could be at a pay phone, calling from work, or on a cell phone. Whatever the reason, a transfer should be made only with the caller's permission. Here's an example:

"Mrs. Ryan, I would like to transfer you to our accounting department. Is that okay with you? I believe that department will be able to get the information you need."

- Give the caller the transfer information. Despite your best efforts, the call may be dropped during a transfer. It is extremely frustrating when a customer has to call back but does not know whom to contact. This wastes the customer's time. To avoid this, make sure you tell the customer whom you are transferring them to, along with that person's direct phone number. "You'll be speaking to Jessica Turner in accounting. If the call doesn't go through, you can reach her directly at 800-123-9876."

"I'm going to transfer you to Pisit in marketing. His direct number is 08-55555555."

- Let the customer know what to expect. Some telephone systems have quirks that can confuse a caller. Make sure your callers know what to expect when transferred. Are there a few seconds of dead air? Will they hear a click that may make them think they have been disconnected? Tell callers so they will not hang up!

"When I transfer you, there may be a moment without sound. Don't worry, this is normal and someone will pick up right after that."

"After I transfer you, there will be a short series of beeps. Please don't worry; this is just the line switching. Pisit will be with you directly."

- Always thank the customer! Let your callers know you appreciate their patience and the opportunity to transfer them to the appropriate person.

"Thank you for your patience, Mr. Knox. I'm sure Jessica will be able to get you the information you need."

"Thank you for letting me put you through to Susan. I'm sure she can resolve this situation to your satisfaction."

- Introduce the caller. If your phone system allows you to stay on the line during a transfer, make a formal introduction. You should tell the person you have called who the customer is and a brief summary of the situation. This will make both parties more comfortable and save time.

"Jessica? I have Mrs. Reilly on the line. She's calling in regard to a discrepancy on her October invoice. Could you help her clear this up?"

"Good morning, Pisit. I have Theresa Ruiz here, who would like to talk to someone about our current marketing campaign in the Chicago area. I think you can help her out on this."

- Make sure the call goes through. If your system forces you to transfer without staying on the line, take notice of whether the call goes through by keeping an eye on the line. If the other party does not pick up the call, get back on the line. You will frustrate customers if you promise to transfer them and all they get is a long wait, listening to the phone ring in an apparently empty office.

SCREENING CALLS

- There is a lot of controversy over whether or not telephone calls should be screened. It is not recommended to screen calls for good public relations!! If you must announce calls, “Yes he’s in. May I tell him who’s calling, please?” is an appropriate response.
- When it’s necessary to screen calls (i.e., if someone is available ONLY to certain individuals), “She’s away from her office; may I take your name and number?” OR “May I say who’s calling? Thank you. Let me check and see if he’s in.” are suggested responses. If you are required to ask who is calling or what the nature of the call is, be aware of your tone of voice. Screening calls is always a delicate situation, so it is critical not to offend or put your caller on the defensive with your voice tone.

TAKING PHONE MESSAGES

- Whenever possible, use telephone message forms to record accurate and complete information.
- A good phone message includes:
 - Name of person for whom the message was left
 - Caller's name (get the correct spelling), company or dept. and number
 - Date and time
 - Message
 - Action to be taken (i.e., "Please Call," "Will call back," or "URGENT")
- It is important to deliver the message as soon as possible and maintain confidentiality with all messages. Either turn the message over or fold them in half, so there is no danger that they can be read by other staff or visitors.

The diagram shows a yellow telephone message form with the following fields and callouts:

- Message for:** Jack Smith (Callout: Who the message is for)
- From:** Walter Schult (Callout: Who the sender is)
- Contact No.:** 4251 (Callout: So they can call back for clarification. If the message is urgent and they can't be found you should call back and say so)
- Time:** 16:20 (Callout: Tells the receiver when the message was taken)
- Date:** 04/09/00
- Priority:** Urgent
- Message:** Load out four tankers for PlastOil by midnight
- Message taken by:** Gino (Callout: Be brief and accurate)

RETURNING PHONE CALLS

- Most people find it frustrating when they return phone calls only to learn the other person isn't in. To avoid playing telephone tag, try the following:
- When calling someone, establish specific call-back times. Ask, "When is the best time for me to call again?" or "When is the best time for them to call me back?"
- When taking calls for another individual, schedule return calls during specific blocks of time (i.e., "I expect him to return by 2:00 p.m. You can reach him between 2 and 5").

PLACING OUTBOUND CALLS

- Whenever you make a telephone call for yourself or your boss, be sure you have the right number before you place the call. Keep a "frequently called numbers" list within your reach and follow these suggestions:
- Get ready. Visualize your caller as a friendly, positive person
- Plan ahead of time the objectives you want to accomplish by jotting them down
- Make sure you identify yourself when you initially make contact. It is very awkward if the person on the other line does not know who you are or what you are about. If you do not identify yourself most will come to the conclusion that you are not a person they want to talk to.
- Identify the information you need to obtain from the conversation by stating your concerns up front
- Anticipate questions or objections you may encounter to avoid making additional calls
- Take notes during the call
- Spell out any follow-up action to the caller (such as when you plan to get back to him)

ANSWERING DEVICES

- If you reach an answering device (i.e., answering machine or voice mail), leave the following information:

Your name, including the correct spelling, if necessary

Your department and telephone number

Date and time

Message, including a good time to reach you

Stage 3- During the call
Taking & leaving messages

A Phone Message Form

Urgent / non-urgent

For: _____ Date & Time: _____

From: _____ Company: _____

Phone Number: _____

Re: _____

Call taken by: _____

CLOSING THE CONVERSATION

- Many times people find it difficult to end a telephone conversation. There are some specific things that you can say to close you conversation professionally:
- Talk in the past tense and use “closing” phrases (i.e., “I’m really glad you called” or “I’m glad we resolved this concern”).
- State the action you will take
- Spell out follow-up action, including time frames/deadlines.
- Thank them for calling and say “Good-bye” not “bye-bye,” “Okie-dokie,” “Alrighty,” or any other slang phrase

PROPER TELEPHONE LANGUAGE

- Although we tell our callers a lot through our voice tone, the words and phrases we use convey a message. Unfortunately, sometimes we send a negative message to our caller. Be aware of the language you are using.
- Instead of saying “You have to...You need to...Why didn’t you?” try “Will you please...Would you please?”
- “Your problem” or “Your complaint,” would sound better phrased as “Your question,” “Your concern,” or “this situation.”
- Many people use phrases like “I can’t do that” or “it’s not my job.” Instead, tell the caller what you can do (i.e., “While I’m not able to establish policy on this matter, I will speak to my manager about your concern.”)
- At all costs, avoid sounding abrupt. The following are examples:
 - “Hang on.”
 - “Hold on.”
 - “Who’s calling?”
 - “I can’t hear you, speak up!”
 - “I can’t help you. You’ll have to speak to someone else.”

The following would be more appropriate:

- “May I put you on hold?”
- “May I say who is calling please?”
- “I am having a little difficulty hearing you. Can you please speak up?”
- “I need to transfer your call to (dept.) so that they can answer your question. May I do so?”

CLOSING

Telephone techniques are built from a few basic rules and principles. In fact, telephone etiquette can be summarized in one word: COURTESY. Unfortunately, courtesy is not something people are used to being shown routinely in the business world. If the caller is a potential customer and you are courteous to him, you have an excellent chance of gaining a new customer. If he is an existing customer, you'll keep him for life!

There are different types of phones:

1. cell phones or mobile phones (a cell phone with more advanced capabilities is called a smartphone)

A smartphone is a mobile phone with an advanced mobile operating system which combines features of a personal computer operating system with other features useful for mobile or handheld use.



2. pay phones or public phones is a small structure furnished with a payphone and designed for a telephone user's convenience



3. Landline is the regular telephone you have in your house. A conventional telecommunications connection by cable lay across land, typically either on poles or buried underground.



This type of phone is called a cordless phone because it is not connected by a cord.



When someone calls you, the phone makes a sound - we say the phone is ringing. If you're available, you pick up the telephone or answer the telephone, in order to talk to the person. If there's nobody to answer the phone, then the caller will have to leave a message on an answering machine or voicemail. Later, you can call back or return the call.

When you want to make a phone call, you start by dialing the number. Let's imagine that you call your friend, but she's already on the phone with someone else. You'll hear a busy signal - a beeping sound that tells you the other person is currently using the phone.

Sometimes, when you call a company, they put you on hold. This is when you wait for your call to be answered - usually while listening to music.

Finally, when you're finished with the conversation, you hang up. Now you know the basic telephone vocabulary. In the next part of the lesson, you're going to hear some conversations to learn some useful English phrases for talking on the phone.

Check your understanding by reading the scripts below:

Michelle: Hello, you've reached the marketing department. How (1) _____?

Male: Yes (2) _____ to Rosalind Wilson, please?

Michelle: Who's (3) _____?

Male: It's Richard Davies here

Michelle: Certainly. Please (4) _____.

Male: Thank you.

Michelle: Hello, marketing. How can I help?

Male: Could (5) _____ to Jason Roberts please?

Michelle: Certainly. Who shall I say is (6) _____?

Male: My (7) _____ Mike Andrews.

Michelle: Just a second - I'll see if he's in. Hello, Jason, I've got Mike Andrews on the phone for you ...

OK - I'll put him through. Hang on ! a moment; I'm just putting you through.

Grammar focus

Present continuous tense

1. The present continuous tense is used to refer to actions or situations that are happening now, at this moment, and plans, intentions and arrangements for the future.
2. It is also used to refer to actions or situations that are temporary, present continuous for temporary periods of time that last for a long time.
3. To talk about actions or situations in the future

How we use Present Continuous Tense for The Future

We use the present continuous tense to talk about the future when an action or situation is part of a:

- plan
- an arrangement
- intention

Sentences with this use of the present continuous always have words or phrases which refer to future time or the context leaves it very clear:

Chapter 8

Business Etiquette

- ▶ **Business etiquette** is about building relationships with other people. **Etiquette** is not about rules & regulations but is about providing basic social comfort and creating an environment where others feel comfortable and secure, this is possible through better communication. Social media communication platforms.



1. What is “etiquette”?
2. Why are global etiquette and cultural differences important to us?

The Importance of Business Etiquette

➤ Branding:

Everything we do will reflect on our company and our products. By acting professionally, we send the message that our business is credible and trustworthy. Personalized care may very well be your edge against the competition.

➤ Customer Care:

The best way to show customers that their patronage is valued is to treat them with respect and consideration. This in turn can inspire customer loyalty and positive feedback.

➤ Employee Engagement: Good manners will help improve morale and confidence between employees and team members.

➤ Team Synergy: Good manners will help establish smooth working relationships within a team, which contributes to greater productivity.

Reading

Business etiquette in other countries.

Sydney



We in Sydney are very easy-going and relaxed about rules. But we work hard. We start work pretty early in the morning, Breakfasts meetings are common, starting at Sam. And we like to start meetings on time - so it is important not to be late !

We're generally very informal. Men often wear a jacket and tie during office hours. But we prefer informal clothes when the weather's hot. For lunch, we usually go out for a sandwich. What do we talk about? Well- it isn't difficult to talk to Australians - we're very friendly people. But it helps a lot if you can talk about sport.

London



Most people that I know don't like to start work early. We hate breakfast meetings! People are always in a hurry - so being on time for meetings is important. People think the British are very formal. But things are changing. I think we're quite informal nowadays. Some men still wear formal business suits - but a lot of people come to work in usual clothes. Lunch is often a quick sandwich and a coffee. After a work, we like to go to the pub with colleagues. At the pub you can talk about anything you like.

New York



Life in New York is fast and dynamic. Some people say that we're rude. I don't mean to be rude- I just don't have much time for being polite? Work starts early in the morning- breakfast meetings start at 7am-don't be late! Most people dress in suits for business- it's important to look smart. A lot of people eat at their desk at lunchtime. But if we go to a restaurant, we talk business right through lunch. We don't talk about the food. People are very competitive and work

Answer the questions.

A.

- a. In which city do people like to be informal? _____
- b. In which city are people very competitive? _____
- c. In which city are things changing? _____

B. Read the again, and complete the Table 1

	Sydney	London	New York
Breakfast meeting	Common- 8am		

What do people talk about outside work?

C. International business etiquette: what's it like in your country?

D. What's polite in one part of the world could be highly offensive in another.

Grammar Focus

Prefixes

A prefix is a word part added to the beginning of a word to create a new meaning.

Study the common prefixes “Common Prefixes”

Prefix	Meaning	Example
Dis	Not, opposite	Dis+ satisfied= dissatisfied
Mis	Wrongly	Mis+spell= misspell
Un	Not	Un+acceptable= unacceptable
Re	Again	Re+election = reelection
Inter	Between	Inter+related= interrelated
Pre	Before	Pre+pay- prepay
Non	Not	Non+sense = nonsense
Super	Above	Super+script= superscript
Sub	Under	Sub+merge-submerge
Anti	Against, opposing	Anti + bacterial = antibacterial
In	Not, without	In + action = inaction
Im	Not, without	Im + possible = impossible