

ENT3601 ภาษาอังกฤษสำหรับผู้ประกอบการธุรกิจ
English for Entrepreneur

การสร้างทักษะในการฟัง และพูด เพื่อจับประเด็นที่สำคัญ เพื่อใช้ในการสื่อสารเชิงธุรกิจ โดยเพิ่มทักษะในการเขียน ภาษาอังกฤษเชิงธุรกิจได้อย่างเหมาะสม

To build speaking and listening skills for skimming important issues for using in business communication helping to improve business English writing properly

Course Objectives:

By the end of this course, students will be able to:

1. Improve their listening skills to understand business discussions and presentations.
2. Develop speaking confidence for networking, negotiations, and presentations.
3. Enhance reading comprehension of business-related materials.
4. Strengthen business writing skills for emails, reports, and proposals.

Course Content & Weekly Breakdown:

Unit 1: Business Communication Essentials (Week 1-2)

- Introduction to Business English for Entrepreneurs
- Understanding key business vocabulary and phrases
- Active listening techniques for business settings
- Reading comprehension strategies for business articles

Unit 2: Listening & Speaking for Business (Week 3-4)

- Engaging in small talk and professional networking
- Listening for key points in business conversations
- Expressing opinions and ideas clearly
- Participating in business discussions

Unit 3: Reading & Writing for Entrepreneur (Week 5-6)

- Skimming and scanning business documents
- Writing professional emails and messages
- Understanding and summarizing reports
- Responding to customer inquiries in writing

Unit 4: Negotiation & Persuasion (Week 7-8)

- Listening to negotiation strategies and identifying key points
- Expressing agreements and disagreements professionally
- Writing persuasive business proposals
- Handling objections and closing deals

Unit 5: Business Presentations (Week 9-10)

- Structuring an effective business presentation
- Reading and analyzing presentation materials
- Using persuasive language and body language
- Delivering business ideas with confidence

Unit 6: Advanced Reading & Writing for Business (Week 11-12)

- Analyzing business case studies
- Writing structured business reports
- Reading market research and interpreting data
- Crafting clear and professional business correspondence

Unit 7: Cross-Cultural Business Communication (Week 13-14)

- Understanding cultural differences in business interactions
- Listening and adapting to different communication styles
- Reading and writing international business contracts
- Overcoming language and cultural barriers

Unit 8: Business Strategy & Decision Making (Week 15)

- Evaluating business scenarios through case studies
- Strategic decision-making through discussions
- Writing business plans and executive summaries
- Preparing for professional business communication

Unit 9: Final Project & Assessment (Week 15)

- Business pitch presentation
- Written business communication assessment
- Course review and feedback

Teaching Methods:

- Interactive lectures and discussions
- Listening and reading comprehension exercises
- Speaking practice through role-plays and simulations
- Writing workshops and peer reviews

Assessment & Evaluation:

- Class participation and attendance (10%)
- Speaking and presentation assessments ,Listening and reading comprehension tests (30%)
- Business writing assignments (30%)
- Final business pitch presentation (30%)

Learning Materials:

- Course handouts and worksheets
 - Online business communication resources
 - Sample business documents and templates
 - Audio and video materials for listening practice
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Unit 1: Business Communication Essentials (Week 1-2)

Learning Objectives:

By the end of this unit, students will be able to:

- ✓ Understand the importance of Business English for entrepreneurs
- ✓ Use key business vocabulary and phrases effectively
- ✓ Apply active listening techniques in business discussions
- ✓ Improve reading comprehension of business-related texts

Lesson 1: Introduction to Business English for Entrepreneurs

Business Context:

Sarah's Startup Journey

Sarah is a *young entrepreneur* who recently launched a *startup* that specializes in handmade organic skincare products. She is passionate about *natural ingredients* and aims to promote *sustainable beauty* through her brand. To succeed in her business, Sarah needs to communicate effectively with different groups: **suppliers**, **investors**, and **customers**.

First, she contacts **suppliers** to source high-quality *organic raw materials* such as aloe vera, coconut oil, and lavender. She discusses *pricing*, *delivery schedules*, and *product specifications* with them in English. Clear and polite communication helps her build *strong business relationships*.

Next, she prepares *presentations* and *business proposals* for **investors**. These documents explain her *business model*, *marketing strategy*, and *financial projections*. She uses persuasive language to show why her business is *worth investing in*.

Finally, Sarah connects with **customers** through her website and social media. She writes product descriptions, answers questions, and handles *customer feedback* in English. She also sends *newsletters* and *promotional messages* to increase *brand awareness* and boost *sales*.

By practicing English in these real business situations, Sarah is building her *communication skills* and growing her confidence as a global entrepreneur.

Key Learning Points:

- Why English is essential for business success
- Differences between everyday English and Business English
- Common business communication situations (emails, meetings, negotiations)


Grammar Focus: Present Simple vs. Present Continuous

Present Simple → For general facts and business routines

- "Our company exports coffee to Europe."
- "We attend trade fairs every year."

Present Continuous → For ongoing or future planned actions

- "I am discussing a new contract with a supplier."
- "We are launching a new product next month."

 **Exercise:** Fill in the blanks using the correct form of the verb.

1. Sarah _____ (own) a skincare brand.
2. Right now, she _____ (meet) with a potential investor.
3. She _____ (send) product samples to influencers every month.

4. At the moment, she _____ (negotiate) a deal with a distributor.

 **Answers:**

1. owns
2. is meeting
3. sends
4. is negotiating

Lesson 2: Understanding Key Business Vocabulary and Phrases

Business Context:

A startup team is preparing for a pitch to investors. They need to use professional business vocabulary.

Key Vocabulary:

1. **Revenue** – The total money earned by a business
2. **Profit margin** – The percentage of revenue that is profit
3. **Stakeholder** – Anyone affected by the business (e.g., investors, employees, customers)
4. **Investment** – Money put into a business to make a profit
5. **Market research** – The process of analyzing customer needs and industry trends

Exercise: Match the terms to the correct definitions.

1. ____ The amount of money a company makes before expenses
2. ____ A person or group with an interest in a business
3. ____ The difference between revenue and expenses
4. ____ The study of consumer behavior and trends
5. ____ Funds used to start or expand a business

 **Answers:**

1. Revenue
2. Stakeholder
3. Profit margin
4. Market research
5. Investment

Grammar Focus: Modal Verbs for Business Communication

- **Can/Could** → Express ability or polite requests ("*Can you send me the proposal?*")
- **Must/Have to** → Express necessity ("*You must meet the deadline.*")
- **Should/Would** → Give advice or polite offers ("*You should improve your pricing strategy.*")

Exercise: Choose the correct modal verb.

1. Entrepreneurs _____ (must/can) be adaptable to market changes.
2. _____ (Could/Must) you provide me with your latest product catalog?
3. You _____ (should/would) focus on customer service to increase sales.

 **Answers:**

1. must
2. Could
3. Should

◆ Entrepreneur

Definition: A person who starts and runs a business, taking on financial risks in the hope of profit.

Example: Sarah is a young entrepreneur with a passion for organic skincare.

◆ Startup

Definition: A newly established business, often focused on innovation and growth.

Example: Her startup sells handmade organic skincare products.

◆ Suppliers

Definition: People or companies that provide goods or services to another business.

Example: Sarah contacted suppliers to find high-quality natural ingredients.

◆ Investors

Definition: People or organizations who provide money to a business with the hope of earning a return.

Example: She presented her business plan to potential investors.

◆ Customers

Definition: People who buy goods or services.

Example: Sarah responds to her customers' questions through email and social media.

◆ Natural ingredients

Definition: Substances found in nature and used in products without synthetic chemicals.

Example: Her products are made with natural ingredients like aloe vera and coconut oil.

◆ Sustainable beauty

Definition: Beauty products and practices that are environmentally friendly and ethical.

Example: Sarah promotes sustainable beauty through eco-friendly packaging.

◆ Pricing

Definition: The process of setting a price for a product or service.

Example: She discussed pricing with her suppliers to ensure affordability.

◆ Delivery schedule

Definition: A timetable that shows when products will be delivered.

Example: They agreed on a weekly delivery schedule.

◆ Business relationships

Definition: Professional connections between people or companies working together.

Example: Building strong business relationships is important for long-term success.

◆ Business proposal

Definition: A formal document outlining a business idea, strategy, and plan to attract investors.

Example: Sarah wrote a business proposal to explain her goals and how she would achieve them.

◆ Marketing strategy

Definition: A plan for promoting and selling products.

Example: Her marketing strategy includes social media ads and influencer partnerships.

◆ Financial projections

Definition: Estimates of future income, expenses, and profits.

Example: The investors were impressed by her financial projections.

◆ Brand awareness

Definition: How well people recognize or remember a brand.

Example: Social media helped increase brand awareness for her products.

◆ Customer feedback

Definition: Opinions and comments from customers about a product or service.

Example: She uses customer feedback to improve her products.

◆ Newsletter

Definition: A regularly sent email or document to inform subscribers about updates, news, or promotions.

Example: Sarah sends a monthly newsletter to share skincare tips and promotions.

Lesson 3: Active Listening Techniques for Business Settings

📌 Business Context:

John, a business owner, is attending a meeting with suppliers. He needs to listen carefully and respond appropriately.

💡 Active Listening Strategies:

- **Clarifying information:** *"Could you explain that again?"*
- **Paraphrasing:** *"So, what you're saying is..."*
- **Asking follow-up questions:** *"What are the next steps?"*

📄 Grammar Focus: Reported Speech in Business Communication

- **Direct Speech:** *The manager said, "We will increase production."*
- **Reported Speech:** *The manager said that they would increase production.*

✎ Exercise: Convert the sentences into reported speech.

1. The CEO said, "We need to improve our marketing strategy."
2. The supplier said, "We can offer a 10% discount."
3. The client asked, "Can you deliver by next Friday?"

✅ Answers:

1. The CEO said that they needed to improve their marketing strategy.
 2. The supplier said that they could offer a 10% discount.
 3. The client asked if they could deliver by next Friday.
-

Lesson 4: Reading Comprehension Strategies for Business Articles

Business Context:

Lisa is reading an article about **digital marketing trends**. She needs to understand key points to apply them to her business.

Sample Business Article:

Digital Marketing in Business Today

Digital marketing is changing the way companies **connect with customers**. Unlike traditional methods, digital tools allow businesses to reach people online—anytime, anywhere. Companies that use **social media**, **search engine optimization (SEO)**, and **email marketing** can grow faster and gain a **competitive advantage**.

Social media platforms like Facebook, Instagram, and TikTok help brands interact with their audience in real-time. Through creative posts and videos, companies can share product news, answer questions, and build **customer loyalty**.

SEO, or search engine optimization, is a strategy that helps websites appear higher in Google search results. This brings more visitors to a website and increases the chances of making a sale.

Email marketing allows businesses to send messages directly to customers. These emails might include updates, promotions, or special offers. When done well, email campaigns help keep customers interested and engaged.

Another powerful tool is **data analytics**. It helps companies **track customer behavior**—what people click on, what they buy, and how often they return. By studying this data, businesses can improve their marketing and better meet customer needs.

In today's digital world, using these strategies is essential for **marketing success**.

Reading Strategies:

- **Skimming** → Reading quickly for the main idea
- **Scanning** → Looking for specific information
- **Context clues** → Guessing meaning from surrounding words

Exercise: Answer the following questions.

1. What are three important digital marketing tools mentioned?
2. How does data analytics help businesses?
3. What does the phrase "**competitive advantage**" mean?

Answers:

1. Social media, SEO, email marketing
2. It helps businesses track customer behavior.
3. It means having an edge over competitors.

Grammar Focus: Relative Clauses for Business Writing

- **Defining Relative Clauses:** "A company that understands digital marketing can grow quickly."
- **Non-defining Relative Clauses:** "Amazon, which is an e-commerce giant, dominates online sales."

Exercise: Identify and categorize the relative clauses in the following sentences.

1. A brand that builds trust will succeed.
2. My supplier, who is based in China, provides high-quality materials.
3. Our strategy, which focuses on customer engagement, has increased sales.

✔ **Answers:**

1. Defining
2. Non-defining
3. Non-defining

◆ **Digital marketing**

Definition: Marketing products or services using digital channels like the internet, social media, email, and websites.

Example: Digital marketing helps companies reach customers around the world.

◆ **Connect with customers**

Definition: To build communication and relationships with people who buy or may buy your products.

Example: Brands use social media to connect with customers and learn what they like.

◆ **Social media**

Definition: Online platforms where people create and share content or interact, such as Facebook or Instagram.

Example: Many businesses advertise their products through social media.

◆ **Search Engine Optimization (SEO)**

Definition: A method of improving website visibility on search engines like Google.

Example: Good SEO helps your website appear at the top of search results.

◆ **Email marketing**

Definition: The use of email to promote products or services and maintain communication with customers.

Example: She sends weekly newsletters as part of her email marketing strategy.

◆ **Competitive advantage**

Definition: Something that makes a company better than others in the same market.

Example: Using the latest digital tools gives small businesses a competitive advantage.

◆ **Customer loyalty**

Definition: When customers continue buying from a company because they trust the brand.

Example: Excellent service can lead to strong customer loyalty.

◆ **Promotions**

Definition: Special deals or discounts to encourage customers to buy.

Example: The company sent an email with promotions for their new skincare line.

◆ **Data analytics**

Definition: The process of analyzing data to gain useful business insights.

Example: Data analytics helps marketers understand customer behavior better.

◆ Track customer behavior

Definition: To observe and record how customers interact with a business (e.g., clicks, purchases).

Example: By tracking customer behavior, companies learn which products are most popular.

◆ Marketing success

Definition: Achieving goals in promoting and selling a product or service.

Example: A well-planned digital campaign can lead to marketing success.

Final Task: Business Case Study & Writing Exercise

✂ **Case Study:** You are starting a **subscription box business** for organic food. Write an email to a supplier requesting information about their products and pricing.

✓ Use Business Vocabulary + Grammar Structures:

- Present Simple & Continuous
- Modal Verbs
- Reported Speech
- Relative Clauses

Example Email:

Subject: Inquiry About Organic Product Supply

Dear Mr. Smith,

I hope you are doing well. My name is [Your Name], and I am the founder of [Your Company].

We are launching a subscription box service that delivers organic food to customers.

I am interested in your product range and pricing. Could you please provide details on bulk discounts and delivery terms? Additionally, we must ensure that all products are certified organic.

I look forward to your response. Thank you for your time.

Best regards,

[Your Name]

[Your Contact Information]

Conclusion:

This unit integrates **real business scenarios, grammar exercises, and communication strategies** to improve Business English for entrepreneurs.



Case study 1

Case Study: Anna's Startup Journey

Anna, a young entrepreneur, had always dreamed of starting her own eco-friendly fashion brand. She had a great product idea—sustainable clothing made from recycled materials—but struggled to communicate effectively with potential investors and suppliers. During her first pitch meeting, she realized she lacked the right business vocabulary to explain her brand's value proposition clearly. Some investors found her presentation confusing, while suppliers misunderstood her pricing negotiations.

Determined to improve, Anna enrolled in a Business English course. She learned essential business phrases, practiced active listening, and improved her ability to read contracts and market reports. A few months later, she confidently presented her revised pitch, using clear and professional language. This time, investors responded positively, and she successfully secured funding to launch her brand. Anna's journey highlights how mastering Business English can help entrepreneurs build strong professional relationships and grow their businesses.

Discussion Questions:

1. How did Anna's lack of Business English skills affect her startup?
2. What role did active listening and vocabulary improvement play in her success?
3. How can effective communication benefit an entrepreneur in the digital world?

Grammar for Entrepreneurs: Essential Rules for Effective Business Communication

Good grammar is essential for entrepreneurs, as clear and professional communication can help build trust with clients, investors, and partners. Even small grammar mistakes can change the meaning of a message and affect business credibility. Here are some key grammar points that every entrepreneur should master:

1. Subject-Verb Agreement

Entrepreneurs often write emails, proposals, and reports. Ensuring that the subject and verb match in number is crucial.

Singular Subjects (Use Singular Verbs)

✅ **Correct:** The manager **approves** the budget every quarter.

❌ **Incorrect:** The manager **approve** the budget every quarter.

✅ **Correct:** The new strategy **works** well in the digital market.

❌ **Incorrect:** The new strategy **work** well in the digital market.

✅ **Correct:** A successful entrepreneur **understands** market trends.

❌ **Incorrect:** A successful entrepreneur **understand** market trends.

Plural Subjects (Use Plural Verbs)

✅ **Correct:** The employees **attend** weekly training sessions.

❌ **Incorrect:** The employees **attends** weekly training sessions.

✅ **Correct:** Our products **meet** international standards.

❌ **Incorrect:** Our products **meets** international standards.

✅ **Correct:** Entrepreneurs **face** many challenges in a competitive market.

❌ **Incorrect:** Entrepreneurs **faces** many challenges in a competitive market.

Subjects with "Each," "Everyone," or "Every" (Use Singular Verbs)

✅ **Correct:** Each employee **has** a role in the company's success.

❌ **Incorrect:** Each employee **have** a role in the company's success.

✅ **Correct:** Everyone in the office **is** responsible for customer service.

❌ **Incorrect:** Everyone in the office **are** responsible for customer service.

✅ **Correct:** Every business decision **requires** careful planning.

❌ **Incorrect:** Every business decision **require** careful planning.

Subjects with "Either/Neither" (Use Singular Verbs)

✅ **Correct:** Neither the CEO nor the manager **supports** the plan.

❌ **Incorrect:** Neither the CEO nor the manager **support** the plan.

✅ **Correct:** Either the supplier or the manufacturer **delivers** the materials.

❌ **Incorrect:** Either the supplier or the manufacturer **deliver** the materials.

Subjects with "And" (Use Plural Verbs)

✅ **Correct:** The CEO and the marketing director **discuss** the budget.
❌ **Incorrect:** The CEO and the marketing director **discusses** the budget.

✅ **Correct:** Quality and customer satisfaction **are** our priorities.
❌ **Incorrect:** Quality and customer satisfaction **is** our priorities.

Practice Exercise:

Correct the following sentences:

1. The company's profits **has** increased this year.
2. Each of the new employees **have** received training.
3. The CEO and the founder **works** closely together.
4. Either the suppliers or the manager **make** the final decision.

Mastering **subject-verb agreement** will help entrepreneurs write clear, professional emails, proposals, and reports.

2. Correct Use of Tenses

Using the right tense helps convey time-related information clearly.

1. Present Simple (For Facts, Routines, and General Truths)

Used for statements that are always true or happen regularly.

✅ **Correct:** The company **provides** excellent customer service.
❌ **Incorrect:** The company **is providing** excellent customer service.

✅ **Correct:** Our team **meets** every Monday to discuss new projects.
❌ **Incorrect:** Our team **met** every Monday to discuss new projects.

✅ **Correct:** The CEO **attends** industry conferences every year.
❌ **Incorrect:** The CEO **attended** industry conferences every year.

✅ **Correct:** Good communication **is** essential for business success.
❌ **Incorrect:** Good communication **was** essential for business success.

2. Past Simple (For Completed Actions in the Past)

Used for actions that happened at a specific time in the past.

✅ **Correct:** We **signed** a contract with a new supplier last month.
❌ **Incorrect:** We **sign** a contract with a new supplier last month.

✅ **Correct:** The company **launched** its first product in 2020.

❌ **Incorrect:** The company **launches** its first product in 2020.

✅ **Correct:** Our marketing team **developed** a new strategy last quarter.

❌ **Incorrect:** Our marketing team **develops** a new strategy last quarter.

✅ **Correct:** She **completed** her business plan before applying for funding.

❌ **Incorrect:** She **completes** her business plan before applying for funding.

3. Future Simple (For Plans and Predictions)

Used for actions that will happen in the future.

✅ **Correct:** The company **will open** a new branch next year.

❌ **Incorrect:** The company **opens** a new branch next year.

✅ **Correct:** We **will hire** more employees in the coming months.

❌ **Incorrect:** We **hired** more employees in the coming months.

✅ **Correct:** The team **will present** the new business strategy tomorrow.

❌ **Incorrect:** The team **presents** the new business strategy tomorrow.

✅ **Correct:** Our business **will expand** internationally by 2025.

❌ **Incorrect:** Our business **expands** internationally by 2025.

4. Present Continuous (For Actions Happening Now or Near Future Plans)

Used for ongoing actions or definite future plans.

✅ **Correct:** We **are negotiating** a deal with a new investor.

❌ **Incorrect:** We **negotiate** a deal with a new investor.

✅ **Correct:** The company **is launching** a new product next month.

❌ **Incorrect:** The company **launches** a new product next month.

✅ **Correct:** She **is preparing** a presentation for the business meeting.

❌ **Incorrect:** She **prepares** a presentation for the business meeting.

✅ **Correct:** They **are expanding** their operations to Southeast Asia.

❌ **Incorrect:** They **expand** their operations to Southeast Asia.

Practice Exercise:

Correct the following sentences:

1. The company **expands** its operations to Europe next year.
2. We **sign** a partnership agreement last month.
3. Our marketing team **develops** a new campaign last quarter.
4. She **is open** a new business next year.

Mastering verb tenses will help entrepreneurs communicate clearly and professionally in emails, reports, and presentations! 🚀

3. Proper Use of Articles (a, an, the)

Articles help specify whether we are talking about something general or specific.

1. Using "A" or "An" (Indefinite Articles) for General or Unspecific Things

- Use **"a"** before words that begin with a consonant sound.
- Use **"an"** before words that begin with a vowel sound (a, e, i, o, u).

✅ **Correct:** We need **a** new strategy for our marketing campaign.

❌ **Incorrect:** We need **new** strategy for our marketing campaign.

✅ **Correct:** She is preparing **an** important presentation for investors.

❌ **Incorrect:** She is preparing **a** important presentation for investors.

✅ **Correct:** We are looking for **a** supplier that offers competitive prices.

❌ **Incorrect:** We are looking for **supplier** that offers competitive prices.

✅ **Correct:** He had **an** idea to improve customer service.

❌ **Incorrect:** He had **a** idea to improve customer service.

2. Using "The" (Definite Article) for Specific Things

- Use **"the"** when referring to something specific or something mentioned earlier.

✅ **Correct:** We signed a contract with **the** supplier last week.

❌ **Incorrect:** We signed a contract with **supplier** last week.

✅ **Correct:** **The** project manager is responsible for overseeing the team.

❌ **Incorrect:** Project manager is responsible for overseeing the team.

✅ **Correct:** He read **the** email from the client carefully.

❌ **Incorrect:** He read email from client carefully.

✅ **Correct:** Our company won **the** award for best customer service.

❌ **Incorrect:** Our company won award for best customer service.

3. When Not to Use an Article

- Do not use **a, an, or the** with **uncountable nouns** when speaking generally.

✅ **Correct:** We need **information** about the market.

❌ **Incorrect:** We need **an information** about the market.

✅ **Correct:** She has **experience** in business management.

❌ **Incorrect:** She has **an experience** in business management.

✅ **Correct:** Good **leadership** is important in any company.

❌ **Incorrect:** A good **leadership** is important in any company.

✅ **Correct:** We provide **training** for all new employees.

❌ **Incorrect:** We provide **a training** for all new employees.

Practice Exercise:

Correct the following sentences:

1. We need **an** expert to help us with marketing.
2. She attended **meeting** with investors yesterday.
3. He is looking for **a information** about the company's finances.
4. The CEO made **a** announcement this morning.

4. Commonly Confused Words

Some words sound similar but have different meanings. Entrepreneurs must use them correctly.

1. Your (possessive) vs. You're (you are)

✅ **Correct:** Is this **your** final decision on the project?

❌ **Incorrect:** Is this **you're** final decision on the project?

- ✓ **Correct:** **You're** responsible for managing the budget. (= *You are responsible.*)
✗ **Incorrect:** **Your** responsible for managing the budget.
- ✓ **Correct:** Please check **your** email for the meeting details.
✗ **Incorrect:** Please check **you're** email for the meeting details.
- ✓ **Correct:** **You're** going to love the new marketing strategy. (= *You are going to love.*)
✗ **Incorrect:** **Your** going to love the new marketing strategy.
-

2. Their (possessive) vs. There (place) vs. They're (they are)

- ✓ **Correct:** The investors liked **their** proposal. (*Possessive – belongs to them.*)
✗ **Incorrect:** The investors liked **there** proposal.
- ✓ **Correct:** The meeting will be held **there** at 3 PM. (*Location.*)
✗ **Incorrect:** The meeting will be held **their** at 3 PM.
- ✓ **Correct:** **They're** discussing the contract terms right now. (= *They are discussing.*)
✗ **Incorrect:** **Their** discussing the contract terms right now.
- ✓ **Correct:** **They're** planning to launch a new product next year. (= *They are planning.*)
✗ **Incorrect:** **There** planning to launch a new product next year.
-

3. Its (possessive) vs. It's (it is)

- ✓ **Correct:** The company revised **its** marketing strategy. (*Possessive – belongs to the company.*)
✗ **Incorrect:** The company revised **it's** marketing strategy.
- ✓ **Correct:** **It's** important to review the financial report before the meeting. (= *It is important.*)
✗ **Incorrect:** **Its** important to review the financial report before the meeting.
- ✓ **Correct:** The software has improved **its** user interface. (*Possessive – belongs to the software.*)
✗ **Incorrect:** The software has improved **it's** user interface.
- ✓ **Correct:** **It's** a great time to invest in the market. (= *It is a great time.*)
✗ **Incorrect:** **Its** a great time to invest in the market.

4. Then (time) vs. Than (comparison)

✓ **Correct:** We had a meeting, and **then** we signed the contract. (*Sequence – referring to time.*)

✗ **Incorrect:** We had a meeting, and **than** we signed the contract.

✓ **Correct:** Our profits are higher **than** last year. (*Used for comparison.*)

✗ **Incorrect:** Our profits are higher **then** last year.

✓ **Correct:** First, we conduct market research, and **then** we create a business plan. (*Sequence.*)

✗ **Incorrect:** First, we conduct market research, and **than** we create a business plan.

✓ **Correct:** This product is more innovative **than** the previous version. (*Comparison.*)

✗ **Incorrect:** This product is more innovative **then** the previous version.

5. Affect (verb – to influence) vs. Effect (noun – the result)

✓ **Correct:** The new marketing strategy will **affect** sales. (*Verb – means "to influence."*)

✗ **Incorrect:** The new marketing strategy will **effect** sales.

✓ **Correct:** The policy change had a positive **effect** on customer satisfaction. (*Noun – means "result."*)

✗ **Incorrect:** The policy change had a positive **affect** on customer satisfaction.

✓ **Correct:** The economy can **affect** consumer spending. (*Influence.*)

✗ **Incorrect:** The economy can **effect** consumer spending.

✓ **Correct:** The new advertisement had a strong **effect** on brand awareness. (*Result.*)

✗ **Incorrect:** The new advertisement had a strong **affect** on brand awareness.

Practice Exercise:

Correct the following sentences:

1. Can you share **you're** opinion on the new marketing strategy?
2. The company expanded **there** business internationally.
3. The new policy will have a significant **affect** on employees.
4. Our sales this quarter are higher **then** last quarter.

5. The CEO presented **it's** vision for the company's future.

5. Professional Email Etiquette

Grammar mistakes in emails can create a negative impression. Always proofread before sending.

✅ **Correct:** "Dear Mr. Smith, I am writing to discuss our collaboration opportunity."

❌ **Incorrect:** "Dear Mr. Smith, i am writing to discuss our collaborate opportunity."

Mastering these grammar rules can help entrepreneurs communicate clearly and professionally, leading to better business relationships and opportunities.

Practice Task:

Rewrite this sentence with correct grammar:

"Entrepreneurs need strong communication skills because it help them to build trust with clients."

Explanation of Corrections:

✅ **"They" instead of "it"** – The subject "communication skills" is plural, so the correct pronoun is "they," not "it."

✅ **Removed "to" before "build"** – The verb "help" is followed directly by the base form of the verb ("build"), not "to build."

✅ **Expanded the sentence** – Added more details to enhance clarity and professionalism.




Key

Here are the corrected sentences:





1. The company's profits **have** increased this year. ✅ (Plural subject "profits" needs plural verb "have")
2. Each of the new employees **has** received training. ✅ (Singular subject "Each" needs singular verb "has")
3. The CEO and the founder **work** closely together. ✅ (Plural subject "CEO and founder" needs plural verb "work")
4. Either the suppliers or the manager **makes** the final decision. ✅ (The verb agrees with the closest subject "manager," which is singular, so "makes" is correct)

Here are the corrected sentences:






1. The company **will expand** its operations to Europe next year. ✅ (Future Simple for upcoming actions)

2. We **signed** a partnership agreement last month.  (Past Simple for completed actions)
3. Our marketing team **developed** a new campaign last quarter.  (Past Simple for completed actions)
4. She **is opening** a new business next year.  (Present Continuous for a definite future plan)

Here are the corrected sentences:

1. We need an expert to help us with marketing.  (Already correct! "An" is correctly used before "expert.")
2. She attended **a** meeting with investors yesterday.  (Added "a" before "meeting" because it is a singular countable noun.)
3. He is looking for **information** about the company's finances.  (Removed "a" because "information" is an uncountable noun.)
4. The CEO made **an** announcement this morning.  (Changed "a" to "an" because "announcement" starts with a vowel sound.)

Here are the corrected sentences:

1. Can you share **your** opinion on the new marketing strategy?  (Changed "you're" to "your" – possessive form is needed.)
2. The company expanded **their** business internationally.  (Changed "there" to "their" – possessive form is needed.)
3. The new policy will have a significant **effect** on employees.  (Changed "affect" to "effect" – "effect" is a noun meaning "result.")
4. Our sales this quarter are higher **than** last quarter.  (Changed "then" to "than" – used for comparison.)
5. The CEO presented **its** vision for the company's future.  (Changed "it's" to "its" – possessive form is needed.)

Unit 2: Listening & Speaking for Business (Week 3-4)

Learning Objectives:

By the end of this unit, learners will be able to:

- ✓ Engage in small talk and professional networking
 - ✓ Identify key points in business conversations
 - ✓ Express opinions and ideas clearly in professional settings
 - ✓ Participate confidently in business discussions
-

Lesson 1: Engaging in Small Talk and Professional Networking

Business Context:

You are attending a business networking event and need to introduce yourself, start a conversation, and make a positive impression.

Key Vocabulary & Phrases:

✓ Starting a conversation:

- *"How's business going for you?"*
- *"What line of work are you in?"*
- *"It's great to meet you. What brings you to this event?"*

✓ Keeping the conversation going:

- *"That sounds interesting. Can you tell me more?"*
- *"I've heard a lot about that industry. What's your experience like?"*

✓ Ending a conversation politely:

- *"It was great speaking with you. Let's stay in touch!"*
- *"I'd love to continue this conversation. Here's my card."*

Small Talk and Professional Networking

Introduction

Small talk is an essential skill in professional networking. It helps break the ice, build rapport, and create opportunities for collaboration. Whether you're at a business conference, a corporate event, or a casual meetup, engaging in small talk can leave a lasting impression.

The Importance of Small Talk in Networking


Small talk is more than just casual conversation—it sets the stage for meaningful connections. When done well, it can:

- ✓ Build trust and establish a friendly atmosphere.
- ✓ Create opportunities to exchange valuable business insights.
- ✓ Help professionals identify common interests and potential collaborations.

Many successful business relationships start with simple conversations that grow into long-term partnerships.

Grammar Focus: Present Perfect for Experiences

- Used to talk about experiences without specifying when they happened:
 - "I have worked in marketing for five years."
 - "She has attended many networking events."

 **Exercise:** Fill in the blanks using the present perfect.

1. I _____ (work) in the finance industry for 10 years.
2. He _____ (attend) three international trade shows this year.
3. We _____ (never/meet) before, but I've heard a lot about your company.

Answers:

1. have worked
2. has attended
3. have never met

Exercise: Present Perfect for Experiences in Small Talk

Read the paragraph below and fill in the blanks with the correct form of the **present perfect tense** of the verbs in parentheses.

Paragraph:

I _____ (travel) to many countries in Asia, but I _____ (never/visit) Japan. My friend, Lisa, _____ (go) there twice, and she _____ (tell) me amazing stories about it. She _____ (try) sushi from a traditional Japanese restaurant, and she says it's the best food she _____ (ever/eat). Recently, I _____ (start) learning some basic Japanese phrases because I really want to go there someday. I also _____ (meet) a few Japanese tourists in my city, and they _____ (teach) me some cultural tips. It's interesting because I _____ (always/enjoy) learning about new cultures. Besides that, I _____ (have) some other exciting experiences. I _____ (ride) a camel in Egypt, and I _____ (see) the pyramids. But I _____ (never/go) to South America, and I hope to visit soon!




Small Talk

Lesson 2: Listening for Key Points in Business Conversations


Business Context:

You are in a meeting where a manager is discussing a company's sales performance. You need to listen carefully to understand the main points.



 **Listening Exercise:** (Instructor can play an audio clip or read aloud.)

"Our Q2 sales increased by 15% compared to Q1. Our best-selling product was the eco-friendly tote bag, which accounted for 40% of our total revenue. However, we faced supply chain delays, causing shipment issues for some customers. Moving forward, we plan to invest in faster logistics solutions."

 **Exercise:** Answer the following questions based on the conversation.


1. What was the percentage increase in sales?
2. What was the best-selling product?
3. What problem did the company face?
4. What is the company's future plan?

Answers:

1. 15%
2. Eco-friendly tote bag
3. Supply chain delays
4. Investing in faster logistics solutions

Grammar Focus: Passive Voice in Business Reports

- Used to focus on the action rather than the person doing it
 - *"Sales were increased by 15%."*
 - *"A new marketing strategy was implemented last quarter."*

 **Exercise:** Rewrite the following sentences in the passive voice.

1. The company launched a new product last month.
2. The marketing team designed the advertising campaign.
3. Our suppliers caused the shipment delays.

Answers:

1. A new product was launched last month.
2. The advertising campaign was designed by the marketing team.
3. The shipment delays were caused by our suppliers.

Lesson 3: Expressing Opinions and Ideas Clearly

Business Context:

You are in a team meeting discussing whether to expand the company into a new market.

Key Phrases for Expressing Opinions:

Giving your opinion:

- *"I believe that expanding into a new market is a great opportunity."*
- *"In my opinion, we should focus on improving our local operations first."*

Agreeing or disagreeing professionally:

- *"I completely agree with you on that point."*
- *"I see your point, but I think we should consider other factors."*

✓ **Making suggestions:**

- *"We might want to conduct more research before making a decision."*
- *"Have you considered partnering with a local distributor?"*

✎ **Exercise:** Complete the sentences with appropriate expressions.

1. _____, investing in digital marketing will increase sales. (Giving an opinion)
2. _____, but I think we need a bigger budget. (Disagreeing politely)
3. _____ partnering with influencers to boost brand awareness? (Making a suggestion)

✓ **Example Answers:**

1. *In my opinion*, investing in digital marketing will increase sales.
2. *I see your point*, but I think we need a bigger budget.
3. *Have you considered* partnering with influencers to boost brand awareness?

📄 **Grammar Focus: Conditional Sentences for Business Proposals**

- **First Conditional (Real future possibility):**
 - *"If we invest in social media ads, we will attract more customers."*
- **Second Conditional (Hypothetical situations):**
 - *"If I were the CEO, I would lower product prices."*

✎ **Exercise:** Fill in the blanks with the correct conditional form.

1. If we _____ (expand) to a new market, we _____ (increase) revenue.
2. If I _____ (be) the manager, I _____ (improve) customer service.

✓ **Answers:**

1. expand / will increase
2. were / would improve

Lesson 4: Participating in Business Discussions

📌 **Business Context:**

Your team is discussing whether to introduce a new product. You need to contribute effectively to the discussion.

💡 **Key Strategies for Business Discussions:**

✓ **Clarifying ideas:**

- *"Could you elaborate on that?"*
- *"Just to clarify, are you suggesting we lower prices?"*

✓ **Building on others' ideas:**

- *"That's a great point. We could also consider launching a trial version."*
- *"I agree, and I'd like to add that customer feedback is important."*

✓ **Summarizing key points:**

- *"So far, we've discussed three main ideas: expanding to a new market, improving our digital strategy, and testing a trial product."*

✎ **Exercise:** Practice responding in a business discussion.


1. Your colleague suggests increasing the marketing budget. How do you respond?
2. Someone disagrees with your idea politely. How do you react?
3. The manager asks for a summary of the discussion. What do you say?

✓ **Example Responses:**

1. *"That's an interesting idea. Could you explain how we would allocate the budget?"*

2. *"I understand your perspective. Maybe we can find a compromise."*
 3. *"To summarize, we have discussed increasing the budget, expanding the team, and improving customer engagement."*
-

Final Task: Business Role-Play Activity

 **Scenario:** You are in a business meeting discussing whether to open a new store location. Take turns playing different roles (CEO, marketing manager, financial analyst) and practice:

- ✓ Expressing opinions
 - ✓ Listening for key points
 - ✓ Responding professionally
-

Conclusion:

This unit integrates **real-life business scenarios, listening strategies, grammar practice, and speaking exercises** to improve professional communication skills.

Exercise: Present Perfect for Experiences in Small Talk

Answer Key:

1. **have traveled**
2. **have never visited**
3. **has gone**
4. **has told**
5. **has tried**
6. **has ever eaten**
7. **have started**
8. **have met**
9. **have taught**
10. **have always enjoyed**
11. **have had**
12. **have ridden**
13. **have seen**
14. **have never gone**

Unit 3: Reading & Writing for Business (Week 5-6)

Learning Objectives:

By the end of this unit, learners will be able to:

- ✓ Use skimming and scanning techniques to read business documents efficiently
- ✓ Write professional emails and business messages
- ✓ Summarize key information from reports
- ✓ Respond effectively to customer inquiries in writing

Lesson 1: Skimming and Scanning Business Documents

Business Context:

As an entrepreneur, you receive many business documents daily—emails, contracts, reports, and news articles. You need to read them efficiently to find relevant information.

What are Skimming and Scanning?

- **Skimming:** Reading quickly to get the general idea of a document (e.g., reading an executive summary).
- **Scanning:** Looking for specific information (e.g., finding a product's price in a contract).

Business Example:

You receive a 10-page market research report. Instead of reading every word, you **skim** the headings, bullet points, and first sentences of each paragraph. Then, you **scan** for key data like competitor pricing and customer preferences.

Exercise:

Read the short business news article and answer the questions. (*Instructor provides an article*).

1. What is the main topic of the article? (Skimming)
2. What percentage of sales came from online purchases? (Scanning)
3. Which company is mentioned as the market leader? (Scanning)

✓ Example Answers:

1. The article is about e-commerce trends.
2. 65% of sales came from online purchases.
3. Amazon is the market leader.

Idioms for Reading & Writing in Business:

1. "In black and white"

Meaning: Written down or documented clearly, often in contracts or agreements.

Example: "I want to see the terms in black and white before I sign the contract."

2. "A paper trail"

Meaning: A series of written records or documents that provide evidence of actions or decisions.

Example: "Make sure we keep a paper trail of all communications for future reference."

3. "Dot the i's and cross the t's"

Meaning: To pay attention to small details and ensure everything is correct.

Example: "Before sending the proposal, let's make sure we've dotted the i's and crossed the t's."

4. "Read between the lines"

Meaning: To understand the implied meaning or hidden message in something written.

Example: "You need to read between the lines of this report to understand the real issues."

5. **"Put it in writing"**

Meaning: To make something official or documented in written form.

Example: "If you want the deal, put it in writing so we can proceed."

6. **"Get the word out"**

Meaning: To communicate information, usually through written channels, to a large audience.

Example: "We need to get the word out about the new product launch."

7. **"Write off"**

Meaning: To dismiss something as unimportant or not worth attention.

Example: "Let's not write off this idea just yet; it could be valuable with some refinement."

8. **"Clear as day"**

Meaning: Something that is written in a very understandable and unambiguous way.

Example: "The contract was clear as day; there were no hidden clauses."

9. **"On paper"**

Meaning: Referring to something that looks good or feasible in theory, but may not work in practice.

Example: "The business plan looks perfect on paper, but we need to test its viability."

10. **"Cover all the bases"**

Meaning: To make sure every aspect of something is considered and addressed.

Example: "Before sending the email, make sure we've covered all the bases regarding the project details."

Technical Terms for Reading & Writing in Business:

1. **Executive Summary**

Meaning: A brief summary of a report, proposal, or business plan that highlights key points and recommendations.

Example: "The executive summary should provide a clear overview of the main findings of the report."

2. **Proposal**

Meaning: A formal document that outlines a plan or suggestion, typically with the intention of persuading someone to approve or fund it.

Example: "We need to submit a proposal to the investors outlining our market expansion strategy."

3. **Memorandum (Memo)**

Meaning: A short written message or document used for internal communication within an organization.

Example: "I'll send a memo to the team to inform them about the upcoming meeting."

4. **Report Writing**

Meaning: The process of preparing a detailed document that describes, analyzes, and evaluates a particular subject or issue.

Example: "Our next task is report writing; we need to include data, analysis, and conclusions from the market research."

5. **Business Correspondence**

Meaning: The exchange of written communication between individuals or organizations.

Example: "The CEO's office handles all business correspondence with external stakeholders."

6. **Action Plan**

Meaning: A document that outlines the steps to be taken in order to achieve a specific goal.

Example: "The action plan needs to be updated to reflect the new project deadlines."

7. **Tone of Voice**

Meaning: The attitude or approach conveyed in written communication, which can be formal, informal, assertive, polite, etc.

Example: "Make sure the tone of voice in the email is professional and respectful."

8. **Business Email Etiquette**

Meaning: The set of rules or guidelines for writing professional and courteous emails in business settings.

Example: "Understanding business email etiquette is crucial when communicating with clients."

9. **Draft**

Meaning: A preliminary version of a document, typically for review and revision before finalizing.

Example: "Please review the first draft of the report and provide feedback before the final version is submitted."

10. **Clarity and Conciseness**

Meaning: The quality of being clear and direct in writing, without unnecessary information or ambiguity.

Example: "To ensure clarity and conciseness in the report, avoid using jargon and keep the sentences short."

Lesson 2: Writing Professional Emails and Messages



Business Context:

Entrepreneurs often write emails to clients, partners, and suppliers. A professional tone is essential for credibility.



Key Email Phrases:



Opening the email professionally:

- *"Dear [Name], I hope you are doing well."*
- *"I am writing to follow up on..."*



Making requests:


- *"Could you please provide more details about...?"*
- *"I would appreciate it if you could send me..."*



Closing politely:

- *"Looking forward to your response."*
- *"Please let me know if you need any further information."*

Example Email:

 **Scenario:** You need to request a product catalog from a supplier.

Subject: Request for Product Catalog

Dear Mr. Smith,

I hope you are doing well. I am interested in your latest product range and would appreciate it if you could send me a catalog with pricing details.

Looking forward to your response.

Best regards,

[Your Name]

Grammar Focus: Formal vs. Informal Writing

- **Formal:** *"I would like to request more information regarding your services."*
- **Informal:** *"Can you send me more details about your services?"*

 **Exercise:** Rewrite the following informal messages in a formal email style.

1. *"Hey, can you send me the latest report?"*
2. *"Got any discounts on bulk orders?"*
3. *"Need more details about your shipping policy."*

Example Answers:

1. *"Dear [Name], Could you please send me the latest report?"*
 2. *"I would like to inquire about any discounts available for bulk orders."*
 3. *"Could you provide more details regarding your shipping policy?"*
-


Lesson 3: Understanding and Summarizing Reports

Business Context:

As an entrepreneur, you will read financial statements, market research, and sales reports. Being able to summarize key points is crucial.

Example Report Excerpt:

"In Q3, our company's revenue increased by 12%, driven by higher online sales. However, operational costs also rose by 8% due to supply chain disruptions. To maintain profitability, we are exploring alternative suppliers."


 **Exercise:** Write a **one-sentence summary** of the report.

Example Answer:

"The company's revenue grew by 12%, but rising costs led to a search for new suppliers to maintain profitability."

Grammar Focus: Report Language (Passive Voice & Data Presentation)

- *"Revenue **increased** by 12%."* (Active voice)
- *"A 12% **increase in revenue** was reported."* (Passive voice, formal)

 **Exercise:** Convert these sentences into formal business report language.

1. *"The company launched a new product in Q3."*
2. *"Sales went up by 20%."*
3. *"The CEO announced the expansion plan yesterday."*

Example Answers:

1. *"A new product was launched by the company in Q3."*
2. *"A 20% increase in sales was recorded."*

3. *"The expansion plan was announced by the CEO yesterday."*

Listening

Entrepreneurship is a key driver of economic growth, fostering innovation, job creation, and competition. Successful entrepreneurs possess qualities such as creativity, resilience, and strong decision-making skills, allowing them to navigate challenges like financial constraints, market competition, and regulatory barriers. Emerging trends, including digital entrepreneurship, sustainable business models, and social entrepreneurship, are shaping the modern startup landscape. To succeed, entrepreneurs must develop solid business plans, embrace technology, build strong networks, and continuously adapt to market trends. By leveraging these strategies, entrepreneurs can create sustainable and impactful businesses in an evolving global economy.

10 questions related to entrepreneurship:

1. What are the key characteristics of a successful entrepreneur?
2. How does entrepreneurship contribute to economic growth?
3. What are the biggest challenges faced by new entrepreneurs?
4. How has digital technology transformed entrepreneurship?
5. What role does innovation play in entrepreneurial success?
6. How can entrepreneurs secure funding for their startups?
7. What are the advantages of social entrepreneurship?
8. How does market research help entrepreneurs make better business decisions?
9. What strategies can entrepreneurs use to stay competitive in a saturated market?
10. How important is networking in building a successful business?

Lesson 4: Responding to Customer Inquiries in Writing

Business Context:

Customers often send emails or messages with questions about products, prices, and services. Clear and professional responses build trust.

Example Inquiry:

"Hi, I'm interested in your new smartphone model. Could you tell me about its features and price?"

Key Structure for Responses:

1. **Thank the customer:** *"Thank you for your interest in our products."*
2. **Answer their question clearly:** *"Our latest smartphone has a 6.5-inch display, 128GB storage, and a dual-lens camera. The price is \$499."*
3. **Offer further assistance:** *"Please let me know if you need more details or would like to place an order."*

Exercise:

Write a response to the following customer inquiry:

"Do you offer discounts for bulk purchases?"

✅ **Example Answer:**

"Dear [Customer's Name], Thank you for your inquiry. We do offer bulk discounts for orders of 10 units or more. Please let me know the quantity you are interested in, and I will provide a detailed quote. Looking forward to your response. Best regards, [Your Name]"

Final Task: Business Writing Challenge

✦ **Scenario:** You are a business owner, and a new client has requested a price quote for your services. Write a **professional email** including:

- ✅ A polite greeting
 - ✅ Details of the pricing
 - ✅ An invitation for further discussion
-

Conclusion:

This unit teaches **essential business reading and writing skills** through **real-life applications, structured exercises, and practical grammar points** to help learners **communicate professionally in business settings**.

Key

Lesson 3: Understanding and Summarizing Reports

10 key points related to entrepreneurship:

1. **Innovation & Creativity** – Essential for developing unique business ideas.
2. **Risk-taking** – Entrepreneurs must take calculated risks for potential success.
3. **Resilience & Adaptability** – Overcoming failures and adjusting to market changes.
4. **Financial Management** – Securing funding and managing cash flow effectively.
5. **Market Research** – Understanding consumer needs and industry trends.
6. **Business Strategy** – Developing clear goals and competitive advantages.
7. **Technology & Digitalization** – Leveraging digital tools for efficiency and growth.
8. **Networking & Collaboration** – Building connections with investors, mentors, and industry leaders.
9. **Regulatory & Legal Compliance** – Navigating business laws and policies.
10. **Sustainability & Social Impact** – Creating businesses that align with environmental and social responsibility.

Unit 4: Negotiation & Persuasion (Week 7-8)

Learning Objectives:

By the end of this unit, learners will be able to:

- ✓ Identify key points in negotiation strategies
- ✓ Express agreements and disagreements professionally
- ✓ Write persuasive business proposals
- ✓ Handle objections and close deals effectively

Lesson 1: Listening to Negotiation Strategies and Identifying Key Points

Business Context:

As an entrepreneur, you negotiate daily—whether securing a business deal, discussing pricing, or forming partnerships. Understanding negotiation strategies helps you gain better outcomes.

Key Negotiation Strategies:

1. **BATNA (Best Alternative to a Negotiated Agreement)** – Know your best alternative if the deal fails.
2. **Win-Win Approach** – Aim for an outcome that benefits both parties.
3. **The Power of Silence** – Allow the other party to speak more and reveal their position.

Listening Exercise:

Listen to a short business negotiation conversation and answer:

1. What are the key issues being discussed?
2. What is each side's main concern?
3. What is the proposed compromise?

✓ Example Answers:

1. Price, delivery timeline, and payment terms.
2. Buyer: Wants a lower price. Seller: Wants to maintain profitability.
3. Seller offers a discount for bulk orders.



A real-world example of effective negotiation is the partnership between Tesla and Panasonic for battery production. In the early 2010s, Tesla sought a reliable supplier for lithium-ion batteries to power its electric vehicles, while Panasonic aimed to expand its presence in the EV market. Through a win-win approach, both companies negotiated a long-term strategic alliance, with Tesla securing a steady supply of high-quality batteries and Panasonic gaining a major customer. They shared the investment risk, with Tesla providing infrastructure and Panasonic handling production at Tesla's Gigafactory. This negotiation, based on mutual benefits, data-driven decisions, and flexibility, helped both companies succeed in the growing electric vehicle industry.

Questions:

1. What were the main objectives of Tesla and Panasonic in their negotiation?
2. How did both companies use data-driven bargaining to strengthen their position?

3. What negotiation strategy did Tesla and Panasonic employ to ensure a long-term partnership?
4. How did sharing investment risks benefit both parties in the negotiation?
5. What role did flexibility and adaptability play in the success of the Tesla-Panasonic partnership?

Idioms for Negotiation & Persuasion:

1. **"Strike a deal"**
Meaning: To reach an agreement or conclusion, especially in business or negotiation contexts.
Example: "After a long discussion, we finally struck a deal on the terms of the partnership."
2. **"Bargaining chip"**
Meaning: A valuable concession or advantage used to gain a more favorable deal.
Example: "Offering a lower price on our product could be a bargaining chip to secure a longer-term contract."
3. **"Give and take"**
Meaning: Mutual concessions made during a negotiation to reach a balanced agreement.
Example: "Successful negotiations often involve some give and take, where both parties compromise."
4. **"Play hardball"**
Meaning: To be tough or uncompromising in negotiations.
Example: "They're playing hardball, so we need to prepare our best counteroffer."
5. **"On the table"**
Meaning: Referring to an offer or proposal that is available for discussion.
Example: "We have several proposals on the table, but we need to decide which one best suits our needs."
6. **"Cross the line"**
Meaning: To go beyond what is acceptable in a negotiation, often resulting in a failed deal.
Example: "I think we may have crossed the line with our last demand; we should reconsider before pushing further."
7. **"Put all your cards on the table"**
Meaning: To be open and honest about your intentions, resources, or offers in a negotiation.
Example: "It's time to put all our cards on the table and see if we can come to a mutual agreement."
8. **"Seal the deal"**
Meaning: To finalize or conclude a negotiation successfully.
Example: "We managed to seal the deal after several rounds of discussions."
9. **"Hold your ground"**
Meaning: To maintain your position during a negotiation despite pressure to change.
Example: "They tried to pressure us into lowering the price, but we held our ground and got a fair agreement."

10. **"Talk someone into something"**

Meaning: To persuade someone to agree to something, especially in a negotiation context.

Example: "We managed to talk him into accepting our proposal for the joint venture."

Technical Terms for Negotiation & Persuasion:

1. **BATNA (Best Alternative to a Negotiated Agreement)**

Meaning: The best option available to a party if negotiations fail and no agreement is reached.

Example: "Before entering negotiations, we need to determine our BATNA to know when to walk away."

2. **ZOPA (Zone of Possible Agreement)**

Meaning: The range or area in which an agreement is acceptable to both parties in a negotiation.

Example: "The ZOPA in this deal seems narrow, so we'll need to be flexible with the terms to find common ground."

3. **Leverage**

Meaning: The power or advantage one party holds over the other in a negotiation.

Example: "We have the leverage in this negotiation because our product is unique in the market."

4. **Anchoring**

Meaning: The process of setting a reference point or starting figure in a negotiation that influences the outcome.

Example: "By starting with a higher price, we set the anchor and left room for negotiation."

5. **Win-Win Negotiation**

Meaning: A negotiation outcome in which both parties are satisfied with the agreement and feel they have benefited.

Example: "We aimed for a win-win negotiation, where both sides would feel that they were getting value."

6. **Concessions**

Meaning: Compromises or adjustments made during negotiations to reach an agreement.

Example: "We had to make some concessions on delivery times to close the deal."

7. **Persuasion Techniques**

Meaning: Methods or strategies used to influence others' attitudes, beliefs, or behaviors in negotiations or decision-making.

Example: "The negotiator used persuasive techniques like reciprocity and social proof to sway the decision in our favor."

8. **Power Dynamics**

Meaning: The influence or control one party holds over another in a negotiation or interaction.

Example: "The power dynamics in this negotiation are clear; they control the distribution of resources."

9. **Mutual Benefit**

Meaning: A situation in which both parties in a negotiation benefit from the agreement, enhancing cooperation.

Example: "We should aim for a deal that offers mutual benefit, ensuring both parties are satisfied."

10. Conflict Resolution

Meaning: The process of resolving a dispute or disagreement through negotiation, mediation, or other strategies.

Example: "We employed conflict resolution techniques to mediate the disagreement between the two departments."

Lesson 2: Expressing Agreements and Disagreements Professionally

Business Context:

During negotiations, agreeing or disagreeing politely keeps discussions professional and productive.

Key Phrases for Agreement & Disagreement:

Agreeing Politely:

- *"I completely agree with your point."*
- *"That sounds like a reasonable solution."*
- *"I see where you're coming from, and I support that idea."*

Disagreeing Politely:

- *"I understand your point, but I have a different perspective."*
- *"I see your concerns, but I believe we can find a better solution."*
- *"I appreciate your offer, but the price is still above our budget."*

Exercise:

Respond professionally to these statements:

1. *"We can't lower the price any further."*
2. *"Your proposed delivery time is too long for us."*
3. *"We need full payment upfront."*

Example Answers:

1. *"I understand, but could we explore a discount for bulk orders?"*
2. *"I see your concern. Would you consider an expedited shipping option?"*
3. *"I appreciate that, but could we agree on a 50% deposit instead?"*

Grammar Focus: Modal Verbs for Negotiation

- *"We **could** offer a discount if you order more units."*
- *"Would you **consider** adjusting the payment terms?"*
- *"We **might** be able to extend the delivery deadline."*

Exercise: Rewrite these sentences using modal verbs for negotiation.

1. *"Give us a lower price."*
2. *"Change the payment terms."*
3. *"Deliver the goods faster."*

Example Answers:

1. *"Could you offer us a lower price?"*
 2. *"Would you be open to adjusting the payment terms?"*
 3. *"Might it be possible to speed up delivery?"*
-

Lesson 3: Writing Persuasive Business Proposals

Business Context:

A strong business proposal convinces clients, investors, or partners to take action.

Structure of a Business Proposal:

1. **Introduction:** State the purpose of the proposal.
2. **Problem Statement:** Identify the issue or need.
3. **Proposed Solution:** Explain how your business can address the issue.
4. **Benefits:** Highlight advantages for the client.
5. **Pricing & Terms:** Provide clear cost details.
6. **Call to Action:** Encourage the reader to respond.

Example Proposal Excerpt:

"Dear Mr. Johnson,

We understand that your company seeks a reliable supplier for eco-friendly packaging. Our company offers biodegradable packaging at competitive prices, reducing your environmental impact while maintaining quality. We propose a six-month trial partnership with a 10% introductory discount. Please find the pricing details attached. Let's discuss this further at your earliest convenience.

Best regards, [Your Name]"

Exercise: Complete this proposal draft by adding missing sections:

"We are pleased to offer our marketing services to help your company grow. Our team specializes in social media campaigns and SEO strategies. _____. We propose a three-month trial at an introductory rate. _____."

Example Answers:

"Our customized approach ensures maximum engagement and brand visibility. Let's schedule a meeting to discuss your needs further."

Lesson 4: Handling Objections and Closing Deals

Business Context:

Handling objections effectively helps you close deals confidently.

Common Business Objections & How to Respond:

1. **"The price is too high."**
 - *"I understand your budget concerns. Let's discuss how we can adjust the package to meet your needs."*
2. **"We are considering other vendors."**
 - *"That makes sense. However, our product offers unique advantages such as [feature]. Would you like a free trial to compare?"*
3. **"We don't need this service right now."**
 - *"I appreciate that. Would it be helpful to revisit this in a few months?"*

Exercise:


Write a response to the following objections:

1. *"Your competitor is offering a lower price."*
2. *"We're not sure if this will work for our business."*
3. *"We need more time to decide."*

Example Answers:

1. *"I understand. However, our service includes additional benefits such as 24/7 support. Would you be interested in a side-by-side comparison?"*
2. *"I see your concern. We can offer a trial period so you can see the results firsthand."*
3. *"Of course. Would it be okay if I follow up in two weeks?"*

Final Task: Role-Play a Business Negotiation

 **Scenario:** You are negotiating a deal with a potential supplier. The supplier offers a price of \$10 per unit, but you want to negotiate for \$8 per unit.

1. Make an opening statement.
2. Present your counteroffer.
3. Handle the supplier's objections.
4. Close the deal.

Conclusion:

This unit provides **practical negotiation and persuasion techniques** that are essential for business success. Learners will develop skills to **listen actively, express their stance professionally, write compelling proposals, and close deals with confidence.**

Key Points:

Mutual Objectives – Tesla sought a reliable battery supplier, while Panasonic wanted to expand in the EV market.

Data-Driven Bargaining – Tesla leveraged market research to justify large-scale battery production and negotiate better pricing.

Long-Term Strategic Partnership – The deal was structured as an ongoing collaboration, not just a one-time contract.

Risk Sharing – Both companies agreed to share the risks associated with the Gigafactory and battery production.

Flexibility & Adaptability – As demand grew, Tesla and Panasonic adjusted their agreement to scale production and improve efficiency.

Unit 5: Business Presentations (Week 9-10)

Learning Objectives:

By the end of this unit, learners will be able to:

- ✓ Structure an effective business presentation
 - ✓ Analyze and interpret presentation materials
 - ✓ Use persuasive language and body language
 - ✓ Deliver business ideas with confidence
-

Lesson 1: Structuring an Effective Business Presentation



Business Context:

Entrepreneurs often present business ideas to investors, customers, or partners. A well-structured presentation ensures clarity and impact.



Standard Presentation Structure:

1. **Introduction** – Grab attention and introduce the topic.
2. **Main Body** – Present key points with supporting data.
3. **Conclusion** – Summarize and include a call to action.



Example Opening:

"Good morning, everyone. My name is [Your Name], and I'm excited to introduce a solution that will transform your business. Today, I will share how our innovative marketing strategy can boost your sales by 30%."



Exercise:

Rearrange these sentences into a logical presentation structure:

1. *"Our solution provides a cost-effective way to improve online visibility."*
2. *"Let's get started by looking at some key industry trends."*
3. *"Thank you for your time. I look forward to your questions."*
4. *"Hello, my name is Anna, and today I will talk about digital marketing strategies."*



Example Answer:

1. **Introduction:** "Hello, my name is Anna, and today I will talk about digital marketing strategies."
2. **Main Body:** "Let's get started by looking at some key industry trends."
3. **Details:** "Our solution provides a cost-effective way to improve online visibility."
4. **Conclusion:** "Thank you for your time. I look forward to your questions."

Idioms for Business Presentations:

1. **"Get the ball rolling"**
Meaning: To start something, often a project or discussion.
Example: "Let's get the ball rolling with today's presentation."
2. **"Cut to the chase"**
Meaning: To get to the point, skipping unnecessary details.

Example: "We don't have much time, so let's cut to the chase and discuss the key points."

3. **"Think outside the box"**

Meaning: To think creatively or unconventionally.

Example: "We need to think outside the box to solve this issue."

4. **"On the same page"**

Meaning: To be in agreement or to have a shared understanding.

Example: "Before we proceed, I want to make sure we're all on the same page regarding the objectives."

5. **"Raise the bar"**

Meaning: To set a higher standard or expectation.

Example: "With this new initiative, we're aiming to raise the bar in customer service."

6. **"Take it to the next level"**

Meaning: To improve or enhance something to a higher standard.

Example: "This new marketing strategy is going to take our brand to the next level."

7. **"By the book"**

Meaning: To do something according to rules or standards.

Example: "Our accounting department follows everything by the book."

8. **"On the radar"**

Meaning: Something that is being considered or is a focus.

Example: "Improving customer engagement is on the radar for our Q3 goals."

9. **"Put your cards on the table"**

Meaning: To be honest and transparent.

Example: "Let's put our cards on the table and discuss the challenges we're facing."

10. **"Hit the nail on the head"**

Meaning: To describe exactly what is causing a situation or problem.

Example: "That analysis really hit the nail on the head about our declining market share."

Technical Terms for Business Presentations:

1. **Stakeholders**

Meaning: Individuals or groups who have an interest in the outcomes of a business, project, or presentation.

Example: "We need to consider the needs of all our stakeholders when planning this product launch."

2. **KPI (Key Performance Indicator)**

Meaning: A measurable value that demonstrates how effectively a company is achieving key business objectives.

Example: "Our KPIs for this quarter focus on increasing sales and customer retention."

3. **ROI (Return on Investment)**

Meaning: A measure used to evaluate the efficiency or profitability of an investment.

Example: "The ROI from this marketing campaign was higher than expected, resulting in a 15% increase in sales."

4. **SWOT Analysis**

Meaning: A framework for identifying and analyzing a company's **Strengths**, **Weaknesses**, **Opportunities**, and **Threats**.

Example: "Let's begin by conducting a SWOT analysis to assess our current position in the market."

5. **Revenue Streams**

Meaning: The various sources of income for a business, such as product sales, subscriptions, and services.

Example: "We need to diversify our revenue streams to reduce dependency on one product line."

6. **Market Segmentation**

Meaning: The process of dividing a broad consumer or business market, typically in a way that is meaningful for marketing strategies.

Example: "Through market segmentation, we can target specific groups based on demographics and purchasing behavior."

7. **Actionable Insights**

Meaning: Information derived from data analysis that can guide decision-making and strategy.

Example: "The survey results gave us several actionable insights on improving customer satisfaction."

8. **Value Proposition**

Meaning: The unique value a product or service offers to customers, addressing their needs or solving problems.

Example: "Our value proposition is clear: offering eco-friendly products that save money in the long run."

9. **Benchmarking**

Meaning: Comparing business performance against industry standards or competitors to identify areas for improvement.

Example: "We should start benchmarking our sales performance against industry leaders to set more realistic goals."

10. **Scalability**

Meaning: The ability of a business or system to grow and handle increased demand without compromising performance.

Example: "Our new software solution is highly scalable, which means it can grow alongside the company."

Lesson 2: Reading and Analyzing Presentation Materials



Business Context:

Entrepreneurs must **interpret charts, graphs, and slides** to support their message effectively.



Common Business Presentation Materials:

- **Bar Charts** – Compare data over time.
- **Pie Charts** – Show proportions.
- **Tables** – Present detailed figures.



Example:

"According to this graph, our revenue increased by 15% in Q2. This shows the impact of our new marketing campaign."



Exercise:

Look at the given chart (Instructor provides a chart) and answer:

1. What trend does the chart show?
2. How would you describe this data in a presentation?

✅ **Example Answer:**

"The chart shows a steady increase in sales, with the highest growth in Q3. This suggests our latest promotion was effective."

📄 **Grammar Focus: Describing Trends**

- "Sales **rose** by 20% last quarter." (Active)
- "A 20% **increase in sales** was recorded last quarter." (Passive)

✎ **Exercise:** Rewrite these sentences using trend vocabulary:

1. "Revenue went up a lot last year."
2. "Our profits got lower in Q1."
3. "There was a small increase in customer satisfaction."

✅ **Example Answers:**

1. "Revenue significantly increased last year."
2. "Our profits declined slightly in Q1."
3. "Customer satisfaction showed a slight improvement."

Lesson 3: Using Persuasive Language and Body Language

📌 **Business Context:**

Using **persuasive words** and **body language** strengthens a presentation's impact.

👤 **Persuasive Phrases:**

✅ **Highlighting Benefits:**

- "This strategy will help you **increase profits** by 20%."
- "Our solution is **faster, cheaper, and more effective** than competitors."

✅ **Encouraging Action:**

- "Imagine how your business could grow with this approach."
- "Now is the perfect time to invest in this opportunity."

💡 **Effective Body Language:**

- ✅ Maintain eye contact
- ✅ Use hand gestures naturally
- ✅ Stand confidently and avoid fidgeting

📄 **Example Sentence with Persuasion & Body Language:**

"If you want to double your customer base, this is the perfect solution. (Pauses, gestures towards audience) Let's take a look at how it works."

📄 **Exercise:**

Rewrite the following sentences using persuasive language:

1. "Our product is good."
2. "You should try this service."
3. "This method might work."

✅ **Example Answers:**

1. "Our product is **a game-changer**, offering unmatched quality and value."
 2. "This service **will revolutionize the way you do business**."
 3. "This method **guarantees success with proven results**."
-

Lesson 4: Delivering Business Ideas with Confidence

Business Context:

Confidence is key to **making a lasting impression**.

Tips for a Confident Presentation:

- ✓ **Practice** – Rehearse multiple times.
- ✓ **Pace Yourself** – Speak clearly and at a steady speed.
- ✓ **Engage the Audience** – Ask questions and encourage interaction.

Example: Confident Delivery vs. Weak Delivery

✗ *"Uh... so, um, our company is, uh, really great at marketing. So, yeah... we can help."*

✓ *"Our company specializes in powerful marketing strategies. Let me show you how we can help you grow your brand."*


Exercise: Improve the Following Presentation Opening:

"Hi, um, I am James, and I, uh, want to talk about my business, which is kind of, um, a new idea for, you know, helping small companies."

✓ **Example Answer:**

"Good morning, everyone. I'm James, and I'm here to introduce an innovative business solution designed to help small companies succeed."

Final Task: Business Pitch Challenge

 **Scenario:** You are pitching your startup idea to an investor. Prepare a 1-minute pitch including:

- ✓ A strong opening
- ✓ Key benefits of your idea
- ✓ A persuasive closing



Welcome to our presentation on the innovative solutions provided by Room Agency. We specialize in creating dynamic and personalized experiences for travelers by offering curated, unique accommodations that cater to diverse preferences and needs. Our agency combines cutting-edge technology with a deep understanding of customer desires to ensure a seamless booking process and unforgettable stays. With a focus on local culture, sustainability, and customer satisfaction, Room Agency is committed to making every journey exceptional, whether it's for business, leisure, or a special getaway. Let us help you discover the perfect space that feels just like home, no matter where you are in the world.

Questions:

1. What makes Room Agency's accommodations unique compared to traditional booking platforms?
2. How does Room Agency personalize the travel experience for its customers?
3. What role does technology play in Room Agency's booking process?
4. How does Room Agency incorporate sustainability into its offerings?
5. What are the primary target audiences for Room Agency's services?

Conclusion:

This unit equips learners with **structured, persuasive, and confident presentation skills**—essential for **entrepreneurs seeking funding, clients, or partners**.

Key Points:

1. **Unique Accommodations** – Room Agency offers curated, personalized stays tailored to different preferences and needs.
2. **Personalization** – The agency customizes experiences to meet the desires of individual travelers.
3. **Technology Integration** – Cutting-edge technology is used to ensure a seamless and efficient booking process.
4. **Sustainability Focus** – Room Agency emphasizes eco-friendly options to promote sustainable travel.
5. **Target Audiences** – The agency caters to business, leisure, and special getaway travelers looking for unique, memorable stays.

Learning Objectives:

By the end of this unit, learners will be able to:

- ✓ Analyze business case studies effectively
 - ✓ Write well-structured business reports
 - ✓ Read and interpret market research data
 - ✓ Craft clear and professional business correspondence
-

Lesson 1: Analyzing Business Case Studies

Business Context:

Business case studies help entrepreneurs learn from **real-world business scenarios** and apply critical thinking to problem-solving.

Case Study Analysis Framework:

1. **Background:** What is the company, industry, and problem?
2. **Key Challenges:** What obstacles does the business face?
3. **Proposed Solutions:** What strategies were suggested?
4. **Results & Lessons Learned:** What were the outcomes?

Example Case Study Summary:

"XYZ Company struggled with declining sales due to outdated marketing strategies. After adopting social media marketing, their revenue increased by 30% in six months."

Exercise:

Read the provided case study and answer:

1. What was the company's main problem?
2. What solutions were implemented?
3. What was the final result?

✓ Example Answers:

1. The company faced declining customer engagement.
2. They improved digital marketing strategies.
3. Customer engagement increased by 50% within a year.

Business Case Study: "Sustainable Solutions Inc."

Background:

Sustainable Solutions Inc. is a startup that specializes in eco-friendly products, including biodegradable packaging and reusable home goods. The company has been in business for two years and has experienced steady growth. Recently, however, they encountered several issues:

1. **Supply Chain Disruptions:** Due to global shipping delays, the company is struggling to source raw materials for their products.
2. **Brand Identity Crisis:** Customers are confused about the company's identity—some think it focuses exclusively on home goods, while others think it's a packaging company.
3. **Increased Competition:** Other eco-friendly brands are rapidly entering the market, offering similar products at lower prices.

Challenge:

The CEO of Sustainable Solutions Inc. needs to find a way to address the supply chain issues, clarify the brand's identity, and stay competitive in an increasingly crowded market.



Questions:

1. What is the main problem Sustainable Solutions Inc. is facing?
2. What are the potential solutions to the supply chain disruption?
3. How can the company clarify its brand identity?
4. What strategies can be implemented to stay competitive in the market?
5. What immediate actions should the CEO take to address these issues?



Answers:

1. Main Problem:

The company is facing three primary problems:

- **Supply chain disruptions** due to global shipping delays.
- **Brand identity confusion** among customers.
- **Increased competition** from new eco-friendly brands entering the market.

2. Potential Solutions to the Supply Chain Disruption:

- **Diversify suppliers:** Finding alternative suppliers from different regions can mitigate risks associated with global shipping delays.
- **Localize production:** Explore setting up production closer to the target market to reduce dependency on long international supply chains.
- **Inventory management:** Increase safety stock levels for popular products to avoid running out of stock during delays.

3. Clarifying Brand Identity:

- **Refine the brand message:** Create a clear and concise statement that explains what Sustainable Solutions Inc. stands for, focusing on both home goods and packaging, and how both sectors contribute to sustainability.
- **Targeted marketing:** Adjust marketing efforts to highlight the company's dual focus on eco-friendly home goods and packaging, ensuring customers understand the full range of products.
- **Customer education:** Use blogs, social media, and email newsletters to educate customers about the company's mission and the variety of products offered.

4. Strategies to Stay Competitive:

- **Cost differentiation:** Consider offering premium products with added value (e.g., longer-lasting or more innovative designs) rather than competing on price alone.
- **Niche marketing:** Focus on a specific eco-conscious demographic (e.g., eco-conscious parents, businesses looking for sustainable packaging) and tailor products and messages to their needs.
- **Partnerships:** Form strategic partnerships with large retailers or sustainability-focused organizations to increase market reach and brand credibility.

5. Immediate Actions for the CEO:

- **Address the supply chain disruption** by engaging with alternate suppliers and considering the possibility of local production or additional warehousing to maintain product availability.
- **Launch a brand identity refresh** campaign to clarify the company's vision and product offerings. This should be communicated through various channels (website, social media, etc.).
- **Evaluate competitors** and consider strategies like improving product differentiation or creating value-based offers to remain competitive in the market.

Lesson 2: Writing Structured Business Reports

Business Context:

Entrepreneurs must write reports to communicate **business performance, financial status, and strategic plans** clearly.

Structure of a Business Report:

1. **Title Page** – Report title, date, and author
2. **Executive Summary** – Key findings and recommendations
3. **Introduction** – Purpose of the report
4. **Findings & Analysis** – Data, charts, and key insights
5. **Conclusion & Recommendations** – Summary and next steps

Example Executive Summary:

"This report examines customer feedback on our new product line. Findings indicate high satisfaction with product quality but concerns about pricing. We recommend adjusting pricing strategies to increase sales."

Exercise:

Complete the following report introduction:

"This report aims to analyze our company's sales performance in Q3. Over the last three months, we observed significant trends, including _____ and _____. The findings will help us optimize _____."

Example Answers:

"Over the last three months, we observed significant trends, including increased online sales and reduced in-store purchases. The findings will help us optimize our digital marketing efforts."

Business Report: "Q1 2025 Performance Review for EcoTech Solutions"

1. Title Page

Report Title: Q1 2025 Performance Review for EcoTech Solutions

Date: April 25, 2025

Author: John Doe, Business Analyst

2. Executive Summary

This report provides an overview of EcoTech Solutions' performance for the first quarter of 2025, including financial analysis, market trends, and operational efficiency. The key findings indicate a 12% increase in revenue compared to Q4 2024, driven by the launch of the new solar panel product line. However, challenges such as supply chain delays and rising material costs have impacted profitability, resulting in a 5% decrease in net income.

Key recommendations include:

- Strengthening supplier relationships to mitigate delays.
 - Exploring alternative material sources to reduce costs.
 - Expanding the marketing campaign for the solar panel product line to target untapped markets.
-

3. Introduction

The purpose of this report is to assess the financial and operational performance of EcoTech Solutions during Q1 2025. The report analyzes key metrics such as sales, profit margins, supply chain issues, and market performance to provide actionable insights that will guide the company's decision-making for the next quarter.

4. Findings & Analysis

Revenue Growth:

- Q1 2025 revenue reached \$3.2 million, a 12% increase from \$2.85 million in Q4 2024.
- The increase was largely attributed to the successful launch of the new solar panel product line, which accounted for 45% of total sales in Q1.

Cost of Goods Sold (COGS):

- COGS increased by 8% due to rising material costs and supply chain disruptions.
- Key materials such as silicon and steel saw a 15% price hike, which affected the cost structure of the solar panels.

Net Income:

- Net income for Q1 2025 was \$350,000, down 5% from \$368,000 in Q4 2024.
- The decrease in net income was primarily due to the higher operational costs associated with production delays and increased material prices.

Operational Efficiency:

- Supply chain disruptions continued to affect delivery times. 30% of orders were delayed, leading to a drop in customer satisfaction.
- The implementation of an automated inventory management system has helped reduce operational inefficiencies by 10%.

Market Performance:

- The company successfully expanded into two new regions, Western Europe and Southeast Asia, increasing market share by 8%.
- Competitors have been actively lowering their prices, which could pose a threat to EcoTech's competitive edge if not addressed.

Figures and Charts:

- **Revenue Growth (Q1 vs Q4)**
(Bar chart comparing Q1 2025 to Q4 2024 revenue figures)
 - **Profit Margins**
(Line graph showing quarterly profit margin trends)
-

5. Conclusion & Recommendations

Conclusion:

EcoTech Solutions has demonstrated strong revenue growth in Q1 2025, primarily due to the new product line. However, the company is facing challenges with rising material costs and delayed shipments. While market expansion has been successful, increased competition could jeopardize profitability in the coming months if not addressed.

Recommendations:

1. **Supplier Diversification:** Establish long-term contracts with multiple suppliers to reduce the impact of material price fluctuations and delivery delays.
2. **Cost Control Measures:** Investigate alternative, cost-effective materials for the solar panels and negotiate better rates with current suppliers.

3. **Marketing Campaign Expansion:** Focus on increasing brand visibility in the newly entered regions by running targeted online marketing campaigns aimed at raising awareness of the solar product line.
4. **Efficiency Improvement:** Continue investing in automation technology for inventory and order management to improve operational efficiency and reduce delays.

Lesson 3: Reading Market Research and Interpreting Data

Business Context:

Entrepreneurs use market research data to **understand consumer behavior, identify trends, and make strategic decisions.**

Common Market Research Documents:

- **Surveys & Questionnaires** – Customer feedback data
- **Industry Reports** – Insights on market trends
- **Sales Data & Charts** – Business performance analysis

Example Market Research Interpretation:

"Survey results show that 75% of customers prefer eco-friendly packaging. This suggests a strong market demand for sustainable products."

Grammar Focus: Expressing Data Insights

- *"The survey results **indicate** that customer satisfaction has increased."*
- *"There was a **10% rise** in brand awareness after the campaign."*
- *"Market trends **suggest** a shift towards digital payments."*

Exercise: Rewrite these statements using formal business language:

1. *"Sales went up a lot last year."*
2. *"Customers like online shopping more now."*
3. *"The company lost some money in Q1."*

Example Answers:

1. *"Sales increased significantly last year."*
2. *"Customer preference has shifted towards online shopping."*
3. *"The company experienced a slight financial loss in Q1."*

Exercise:

Look at the provided market report (Instructor provides a chart) and answer:

1. What trend does the data show?
2. What recommendation would you give based on the data?

Example Answers:

1. The data shows a steady increase in e-commerce sales over the past two years.
2. The company should invest more in digital marketing to capitalize on this trend.

Lesson 4: Crafting Clear and Professional Business Correspondence

Business Context:

Effective **emails, letters, and memos** help entrepreneurs build strong business relationships and communicate professionally.

Common Business Correspondence Types:

- ✓ **Formal Emails** – To clients, investors, or partners
- ✓ **Internal Memos** – Updates for employees
- ✓ **Customer Service Responses** – Addressing complaints or inquiries

 **Example Business Email Template:**

Subject: Partnership Proposal – [Your Company Name]

Dear [Recipient's Name],

I hope this email finds you well. I am writing to introduce our company and explore potential collaboration opportunities. Our team specializes in [your expertise], and we believe this could be a great fit for your organization.

Would you be available for a brief call next week to discuss this further? I look forward to your response.

Best regards,

[Your Name]

[Your Position]

[Your Company]

 **Exercise:**

Rewrite this unprofessional email into a formal one:

"Hey, I wanna talk about working together. Let me know when you're free. Thanks!"

✓ **Example Answer:**

"Dear [Recipient's Name], I hope you are doing well. I would like to discuss potential collaboration opportunities. Please let me know your availability for a meeting. Looking forward to your response. Best regards, [Your Name]."

 **Final Task: Business Writing Challenge**

 **Scenario:**

You are the owner of a startup and need to send an email to a potential investor. Write a professional email including:

- ✓ A brief introduction of your company
- ✓ The purpose of your email
- ✓ A request for a meeting

Conclusion:

This unit equips learners with **advanced reading and writing skills essential for business success**. They will be able to **analyze case studies, write professional reports, interpret market data, and communicate effectively in business correspondence**.

Unit 7: Cross-Cultural Business Communication (Week 13-14)

Learning Objectives:

By the end of this unit, learners will be able to:

- ✓ Recognize and understand cultural differences in business interactions
- ✓ Adapt their communication style to different cultural contexts
- ✓ Read and write international business contracts professionally
- ✓ Overcome language and cultural barriers in global business

Lesson 1: Understanding Cultural Differences in Business Interactions

Business Context:

Entrepreneurs often interact with partners, clients, and investors from different cultural backgrounds. Understanding cultural differences is essential for **successful negotiations, meetings, and collaborations.**

Key Cultural Dimensions (Hofstede's Model):

1. **Power Distance** – How hierarchical a society is (e.g., Japan vs. Denmark)
2. **Individualism vs. Collectivism** – Emphasis on personal goals vs. group goals (e.g., USA vs. China)
3. **High- vs. Low-Context Cultures** – Direct vs. indirect communication styles (e.g., Germany vs. Thailand)
4. **Time Orientation** – Punctuality and flexibility in time (e.g., Switzerland vs. Mexico)

Example:

"In Germany, business meetings follow a strict agenda, while in Brazil, meetings might start late and be more flexible."

Exercise:

Match the following countries with their communication style:

1. Japan – (A) Direct, (B) Indirect
2. USA – (A) Low-context, (B) High-context
3. France – (A) Formal, (B) Informal

✓ **Example Answers:**

1. Japan – (B) Indirect
2. USA – (A) Low-context
3. France – (A) Formal

Technical Terms:

1. **Cultural Dimensions** – Frameworks that help understand the differences in cultural values and behaviors across societies. Hofstede's Model is one of the most well-known examples.
2. **Power Distance** – The extent to which less powerful members of a society accept unequal distribution of power. High power distance cultures (e.g., Japan) typically have more hierarchical organizational structures, while low power distance cultures (e.g., Denmark) have more egalitarian approaches.
3. **Individualism vs. Collectivism** – The degree to which individuals are integrated into groups. In individualistic societies (e.g., the USA), personal goals are prioritized, whereas in collectivist cultures (e.g., China), group goals and harmony take precedence.

4. **High-Context Culture** – Cultures that rely heavily on non-verbal cues, context, and the relationships between people to convey meaning. Examples include Japan and Thailand. Communication tends to be more indirect and less explicit.
5. **Low-Context Culture** – Cultures where communication is more direct, and meaning is conveyed primarily through words. Examples include Germany and the USA.
6. **Time Orientation (Chronemics)** – The way different cultures perceive and value time. Cultures like Switzerland are punctual (monochronic), while others, like Mexico, may have more flexible or relaxed attitudes toward time (polychronic).
7. **Negotiation Style** – The methods and strategies used by individuals or cultures to resolve differences or reach agreements in business dealings. It may involve varying levels of formality, negotiation processes, and communication approaches.
8. **Formal vs. Informal Communication** – The style and tone used in interactions. **Formal** communication (e.g., in France) adheres to proper etiquette, using titles and polite expressions, while **informal** communication (e.g., in the USA) may involve casual or relaxed speech without rigid etiquette.
9. **Cross-Cultural Communication** – The process of recognizing and adapting to differences in communication styles between cultures in order to effectively exchange ideas and information.
10. **Cultural Sensitivity** – Awareness of and respect for cultural differences and the ability to adapt communication and behavior to avoid misunderstandings and conflict.
11. **Ethnocentrism** – The tendency to evaluate other cultures based on the standards of one's own culture. It can lead to bias in business interactions if not acknowledged.
12. **Cultural Adaptability** – The ability of individuals or businesses to adjust their behavior and practices according to the cultural expectations and norms of the society they are interacting with.
13. **Relationship-Oriented Cultures** – Cultures that prioritize building trust and relationships before engaging in business transactions. This is common in many Asian and Latin American cultures.
14. **Task-Oriented Cultures** – Cultures that prioritize tasks, deadlines, and efficiency in business interactions. These cultures tend to be more focused on achieving outcomes rather than fostering relationships.
15. **Cultural Intelligence (CQ)** – The capability to function effectively across various cultural contexts by understanding and adapting to different cultural norms, behaviors, and communication styles.

Lesson 2: Listening and Adapting to Different Communication Styles

Business Context:

Adapting to different communication styles is crucial when working with international clients and partners.

Common Communication Styles in Business:

Direct vs. Indirect Communication

- "I don't agree with this strategy." (Direct – USA, Germany)
- "That might be a little challenging." (Indirect – Thailand, Japan)

Formal vs. Informal Communication

- "Dear Sir/Madam, I would like to request a meeting." (Formal – UK, South Korea)
- "Hey, let's catch up later!" (Informal – USA, Australia)

Body Language & Non-Verbal Cues

- Eye contact is a sign of confidence in Western cultures but may be seen as aggressive in some Asian cultures.
- A firm handshake is standard in the US, while a bow is more appropriate in Japan.

Example Scenario:

"You are meeting a potential business partner from China. Instead of directly saying 'no' to a proposal, they respond with 'We will think about it.' This is an indirect way of declining the offer."

Exercise:

Listen to or read different business dialogues and identify whether the speaker is using a **direct** or **indirect communication style**.

Example Answers:

- "I don't think this will work." → **Direct**
- "That's an interesting idea. We might explore it later." → **Indirect**

Lesson 3: Reading and Writing International Business Contracts

Business Context:

International contracts ensure **legal protection and clarity** in business dealings across different countries.

Key Sections of a Business Contract:


1. **Parties Involved** – Identifies the companies or individuals
2. **Scope of Work** – Details the business agreement
3. **Payment Terms** – Specifies the amount, method, and timeline
4. **Termination Clause** – Defines how the contract can be ended
5. **Dispute Resolution** – Explains how conflicts will be resolved

Example Contract Clause:

"This Agreement shall be governed by the laws of Singapore. In case of disputes, arbitration shall be conducted in Singapore."

Grammar Focus: Contract Language

- "The Supplier **shall** deliver the goods within 30 days." (Formal, legal requirement)
- "Payments **must be made** by wire transfer." (Obligation)
- "Either party **may terminate** the contract with a 30-day notice." (Possibility)

 **Exercise:** Rewrite these informal contract phrases into formal language:

1. "You have to pay within two weeks."
2. "Either of us can cancel this deal anytime."
3. "We promise to send the order by next month."

 **Example Answers:**

1. "The Buyer **must** make the payment within 14 days."
2. "Either party **may terminate** the agreement with prior notice."
3. "The Supplier **shall ensure** delivery of the order by next month."

Lesson 4: Overcoming Language and Cultural Barriers

 **Business Context:**

Misunderstandings due to **language differences, gestures, and cultural norms** can create challenges in international business.

 **Common Cultural Barriers & Solutions:**

Barrier	Solution
Different business etiquette	Research cultural norms before meetings
Language misunderstandings	Use simple, clear English and avoid idioms
Non-verbal misinterpretations	Learn basic cultural gestures and customs

 **Example Miscommunication:**

"A British manager says, 'That's an interesting idea,' but an American colleague assumes they love the idea. In reality, the British manager meant they were not convinced."

 **Exercise:**


Identify the cultural misunderstanding in each scenario:

1. An American businessman gives a thumbs-up to a client from the Middle East.
2. A Japanese manager remains silent after a proposal, while an American expects immediate feedback.
3. A European businesswoman uses humor in a formal meeting with a South Korean executive.

 **Example Answers:**

1. In some Middle Eastern cultures, a thumbs-up can be offensive.
2. Silence in Japan may mean **careful consideration**, not disinterest.
3. South Korean business culture tends to be **more formal**, so humor may not be appropriate.


 **Role-Play Activity:**

 **Scenario:** You are attending a business meeting with an international client. Practice introducing yourself and discussing a business deal while considering cultural differences.

Final Task: Cross-Cultural Business Challenge

 **Scenario:**

You are expanding your startup to a new country and need to negotiate a contract with a foreign business partner. Write a short email that:

 Acknowledges cultural differences

- ✓ Clearly states the purpose of the contract
 - ✓ Uses formal and polite business language
-

Conclusion:

This unit equips learners with **cross-cultural communication skills**, enabling them to **navigate global business interactions, adapt to different communication styles, and handle international contracts professionally.**

Unit 8: Business Strategy & Decision Making (Week 15)

Learning Objectives:

By the end of this unit, learners will be able to:

- ✓ Analyze and evaluate business scenarios using case studies
 - ✓ Engage in strategic decision-making discussions
 - ✓ Write business plans and executive summaries professionally
 - ✓ Prepare for clear and persuasive business communication
-

Lesson 1: Evaluating Business Scenarios Through Case Studies

📌 Business Context:

Entrepreneurs often analyze real-world business challenges to make informed decisions. Understanding case studies helps in **problem-solving, critical thinking, and strategic planning.**

📖 Key Concepts:

- **SWOT Analysis** (Strengths, Weaknesses, Opportunities, Threats)
- **PESTLE Analysis** (Political, Economic, Social, Technological, Legal, Environmental)
- **Competitive Advantage** (Unique selling points, differentiation)

📄 Example Case Study:

"A startup in the organic food industry is struggling with supply chain issues. Should they switch to local suppliers, increase prices, or invest in logistics? Analyze the options and justify your decision."

📝 Exercise:

Read a short business case and answer:

1. Identify the key problem.
2. List the possible solutions.
3. Recommend the best course of action with reasons.

✓ Example Answer:

"The company faces supply chain delays. Possible solutions: (1) Find new suppliers, (2) Reduce product variety, (3) Increase prices. The best option is to find reliable local suppliers to ensure product availability."

1. Analyze and Evaluate Business Scenarios Using Case Studies

Example Passage:

In the case of *FreshBrew Café*, a mid-sized local coffee shop chain in Chiang Mai, the business experienced a significant decline in customer traffic over the past six months. After conducting a detailed analysis of the case study, it became clear that the root causes included increased competition from newer, trendier cafés and the business's limited online presence. Unlike its competitors, FreshBrew had no active social media campaigns, online ordering system, or loyalty rewards to attract repeat customers.

Additionally, the café's marketing strategies were outdated, relying heavily on printed flyers and in-store promotions, which failed to reach tech-savvy, younger consumers. Customer reviews also highlighted inconsistent service quality and a lack of engagement with the brand online.

To address these issues, I recommended implementing a multi-pronged digital marketing strategy that included launching a mobile-friendly website, running targeted ads on Instagram and Facebook, and partnering with local food influencers to promote the brand. I also proposed developing a mobile app with a built-in loyalty program and QR code-based rewards to encourage repeat visits and customer referrals.

If implemented, these strategies would not only enhance the customer experience but also rebuild brand visibility in the digital space. Over time, this could lead to higher foot traffic, improved customer retention, and stronger competitive positioning in a crowded market.

Short Business Case: "GreenGlow Skincare"

Background:

GreenGlow Skincare is a small beauty startup that sells organic skincare products made from Thai herbs. In the first year, the company experienced rapid growth through online sales and influencer marketing. However, in the past six months, sales have declined by 30%. Customer feedback shows increasing complaints about late deliveries, inconsistent product quality, and lack of customer service response.

The company currently outsources its production and uses a third-party logistics provider. The founder is unsure whether to invest in in-house production or switch logistics partners. Budget is limited.

Answers:

1. Identify the key problem:

The key problem is **declining customer satisfaction** due to **delivery delays, inconsistent product quality, and poor customer service**, which is leading to a drop in sales.

2. List the possible solutions:

- Improve communication and service level agreements with current logistics and manufacturing partners.
- Invest in setting up small-scale in-house production for better quality control.
- Switch to a new logistics provider with a proven delivery record.
- Hire a part-time customer service representative to handle complaints and improve response times.
- Conduct a short customer satisfaction survey to identify specific pain points.

3. Recommend the best course of action with reasons:

The best immediate course of action is to **switch logistics partners** and **hire a part-time customer service representative**. This approach addresses two of the most urgent problems—delivery delays and lack of response—without requiring a large investment. In the medium term, the company should consider bringing production in-house **only after** stabilizing operations and ensuring cash flow improves. Addressing customer satisfaction first is key to restoring brand trust and boosting repeat purchases.

Technical Terms:

1. **Outsourcing** – The practice of hiring third-party companies to perform services or produce goods that were previously done in-house.
2. **Service Level Agreement (SLA)** – A contract between a service provider and a client that outlines the expected service standards, including delivery times and quality levels.
3. **Logistics Provider** – A company responsible for managing the flow of goods, including transportation, warehousing, and inventory management.
4. **In-house Production** – When a company manufactures its products internally, rather than outsourcing the production to external suppliers or manufacturers.
5. **Customer Satisfaction** – A measure of how products or services provided by a company meet or surpass customer expectations. Often assessed via surveys or feedback.
6. **Customer Service Response Time** – The average time it takes for a customer service representative to respond to a customer's inquiry or complaint.
7. **Quality Control** – The process of ensuring that products meet the required quality standards before they are delivered to customers. It includes checking for defects, consistency, and performance.
8. **Brand Trust** – The confidence that consumers have in the reliability and credibility of a company's products and services.
9. **Return on Investment (ROI)** – A performance measure used to evaluate the efficiency of an investment, calculated by dividing net profit by the initial investment cost.
10. **Customer Retention** – The ability of a company to retain its customers over a period of time, ensuring repeat business and loyalty.
11. **Supply Chain Management** – The handling and coordination of the production, shipment, and distribution of products, involving multiple processes like procurement, logistics, and inventory control.
12. **Feedback Loop** – A system in which customer feedback is collected and used to improve products, services, or business processes.

Lesson 2: Strategic Decision-Making Through Discussions



Business Context:

Entrepreneurs must make **data-driven decisions** and justify their choices in business meetings.



Key Decision-Making Techniques:



Cost-Benefit Analysis (Weighing costs vs. benefits)



Risk Assessment (Identifying potential risks and mitigation strategies)



Scenario Planning (Predicting future trends)

Example Discussion:

"A company is considering expanding to a new market. Should they enter now or wait for better economic conditions?"

Role-Play Activity:

Scenario: You are in a management meeting discussing a business expansion. Take roles as CEO, Marketing Manager, and Financial Analyst. Debate the best strategy.

Useful Phrases:

- *"In my opinion, the best approach is..."*
- *"The data suggests that we should..."*
- *"One risk we need to consider is..."*
- *"A potential opportunity is..."*

2. Engage in Strategic Decision-Making Discussions

Example Passage:

During our team discussion on market entry strategies, I advocated for a joint venture approach in Vietnam due to its lower risk and shared local knowledge. I supported my position with data on regulatory challenges and cultural factors. After weighing each option, our team agreed this strategy aligned best with our long-term goals and resource limitations.

Lesson 3: Writing Business Plans and Executive Summaries

Business Context:

A business plan is **essential for startups** to attract investors and set strategic goals.

Business Plan Structure:

1. **Executive Summary** (Brief overview of the business)
2. **Business Description** (Industry, mission, vision)
3. **Market Analysis** (Competitors, trends)
4. **Marketing Strategy** (How to attract customers)
5. **Financial Plan** (Revenue projections, funding needs)

Example Executive Summary:

"GreenBox is a sustainable packaging company aiming to reduce plastic waste. Our innovative biodegradable products target eco-conscious consumers. We seek \$500,000 in funding to expand operations."

Exercise:

Write an **executive summary** for a fictional startup.

Grammar Focus: Business Writing

- *"Our company **aims to** reduce costs."* (Infinitives for purpose)
- *"We **have been working** on expansion."* (Present perfect continuous for ongoing actions)
- *"The strategy **will focus on** digital marketing."* (Future tense for business goals)

3. Write Business Plans and Executive Summaries Professionally

Example Passage (Executive Summary):

Executive Summary – UrbanGreen Vertical Farms

UrbanGreen proposes a network of vertical farms in Bangkok to supply fresh, pesticide-free produce to urban supermarkets and restaurants. Our solution addresses the growing demand for sustainable food and limited urban space. With a startup investment of \$500,000, we project profitability within 18 months, focusing on high-value leafy greens and hydroponic herbs. This business plan outlines our operational model, target market, competitive advantage, and financial forecasts.

Lesson 4: Preparing for Professional Business Communication



Business Context:

Clear and professional communication is key to **meetings, reports, and emails.**



Business Communication Types:



Formal vs. Informal Language

- *"Could you provide more details?"* (Formal)
- *"Can you send me more info?"* (Informal)



Persuasive Language in Business

- *"Our strategy **will drive** growth and efficiency."*
- *"Investing now **ensures** long-term success."*



Example Business Email:

Subject: Proposal for Partnership

Dear [Recipient],

I hope this email finds you well. I am writing to propose a strategic partnership between our companies. Our collaboration could enhance market reach and revenue growth. Please let me know a convenient time to discuss further.

Looking forward to your response.

Best regards,

[Your Name]



Exercise:

Write a **formal email** requesting a business meeting.



Example Answers:

1. **Subject:** Meeting Request for Business Expansion Discussion
2. **Email Body:**
 - Greeting: *"Dear Mr. Smith,"*
 - Request: *"I would like to schedule a meeting to discuss potential collaboration."*
 - Closing: *"Please let me know a suitable time."*

4. Prepare for Clear and Persuasive Business Communication

Example Passage (Business Email):

Subject: Request for Partnership Meeting – SmartBox Packaging

Dear Mr. Chan,

I hope this message finds you well. I am writing to explore a potential partnership between your distribution company and SmartBox, our sustainable packaging startup. We believe our innovative, reusable packaging solutions align with your eco-conscious logistics model.

Could we schedule a 30-minute call next week to discuss how we can collaborate to reduce plastic waste in the supply chain?

Warm regards,

Rina Kosol

Business Development Manager, SmartBox Co., Ltd.



Final Task: Business Strategy Simulation



Scenario:

Your company is launching a new product. Develop a **mini business plan**, present your **decision-making process**, and write an **email to potential investors**.

Unit 9: Final Project & Assessment (Week 15)

Learning Objectives:

By the end of this unit, learners will be able to:

- ✓ Deliver a professional business pitch presentation
- ✓ Demonstrate clear and effective written business communication
- ✓ Reflect on their learning and receive constructive feedback

Lesson 1: Business Pitch Presentation

Business Context:

Entrepreneurs must present their **ideas persuasively** to attract investors, customers, or business partners. A **well-structured pitch** is key to success.

Structure of a Business Pitch:

1. **Introduction** – Company name, mission, and vision
2. **Problem & Solution** – What problem does your business solve?
3. **Market Opportunity** – Who are your target customers?
4. **Business Model** – How will you make money?
5. **Call to Action** – What do you need from investors or partners?

Example Opening Line:

"Good morning, my name is Alex, and I'm the founder of GreenBox, a startup revolutionizing sustainable packaging. Today, I will show you why our eco-friendly solution is the future of packaging."

1. Introduction

Good morning. My name is Sara Wong, and I'm the founder of EcoBox, a startup dedicated to reducing plastic waste through sustainable, reusable packaging solutions. Our mission is to eliminate single-use packaging in retail and food delivery. Our vision is a cleaner, greener planet where sustainability is built into every transaction.

2. Problem & Solution

Every year, over 300 million tons of plastic are produced, with less than 10% recycled. Businesses want to go green, but current solutions are either costly or inconvenient. EcoBox provides reusable, trackable packaging made from plant-based materials, offered through a subscription and return system that's easy for both businesses and customers.

3. Market Opportunity

We're targeting eco-conscious retailers, food delivery services, and urban consumers aged 20–45 in Southeast Asia — a \$1.5 billion market segment growing rapidly due to environmental awareness and regulation.

4. Business Model

EcoBox operates on a B2B subscription model: companies pay a monthly fee for reusable packaging and access to our logistics network.

We also earn revenue from end-users through small service fees on app-based returns and loyalty points for sustainable behavior.

5. Call to Action

We're seeking \$250,000 in seed funding to expand our logistics network, enhance the tracking technology, and onboard 50 new business clients over the next 12 months. Join us in shaping the future of sustainable commerce.



Presentation Activity:

- ✓ Prepare a **3-5 minute business pitch**
- ✓ Use **persuasive language and body language**
- ✓ Present in front of the class or record a video



Evaluation Criteria:

- ✓ Clear structure and organization
- ✓ Effective use of business vocabulary
- ✓ Confident delivery and professional tone

Example

[Slide 1: Problem Statement]

"Every year, millions of small businesses struggle to manage their finances, leading to poor cash flow and missed growth opportunities. Traditional accounting software is either too complex or too expensive for these entrepreneurs. They need a simple, affordable, and smart solution."

[Slide 2: Our Solution]

"That's where *FinTrack* comes in — an AI-powered financial management app designed specifically for small businesses and freelancers. With just a few taps, users can track income and expenses, generate invoices, and receive real-time financial advice."

[Slide 3: Market Opportunity]

"The global small business software market is projected to hit \$80 billion by 2027. We're targeting 10% of this market within the next five years, starting with Southeast Asia, where digital adoption is rapidly growing."

[Slide 4: Why Us?]

"Our team combines over 20 years of experience in fintech and mobile development. We've already secured two pilot partnerships and gained 5,000 beta users in just three months — with a 40% monthly growth rate."

Lesson 2: Written Business Communication Assessment

Business Context:

Written communication is essential for **emails, proposals, reports, and contracts** in the business world.

Assessment Task Options:

1. **Writing a formal business email**
 - Scenario: **Request a meeting with a potential investor**
 - Focus on **clarity, politeness, and professional tone**
2. **Drafting a business report**
 - Scenario: **Summarize a market analysis for your startup**
 - Focus on **structured writing, data interpretation, and logical flow**

Example Business Email:

Subject: Proposal for Strategic Partnership

Dear [Recipient],

I hope this email finds you well. I am reaching out to explore a potential collaboration between our companies. Our businesses share a common vision, and I believe working together could drive mutual growth.

Would you be available for a brief meeting next week? Please let me know a convenient time.

Looking forward to your response.

Best regards,

[Your Name]

Assessment Criteria:

- ✓ Grammar, spelling, and punctuation
- ✓ Clarity and organization
- ✓ Appropriate business tone

1. Email Example (Professional Communication)

Subject: Follow-Up on Marketing Proposal Meeting

Dear Ms. Lee,

Thank you for meeting with us yesterday to discuss the upcoming marketing campaign. We appreciate your feedback and are currently revising our proposal based on your suggestions.

We will send the updated version by Friday and would be happy to schedule another call next week to finalize the details.

Please let us know your availability.

Best regards,

John Tan

Marketing Manager, Bright Ideas Co.

john.t@brightideas.com

2. Proposal Example (Business Proposal Summary)

Proposal Title: Digital Marketing Services for GreenLife Products

Objective:

To increase GreenLife's online sales by 35% within six months through targeted digital marketing strategies.

Scope of Services:

- Social media advertising (Facebook, Instagram)
- Google Ads campaigns
- Monthly performance reports
- SEO optimization for product pages

Timeline:

Campaign launch: June 15

Initial results report: July 30

Investment Required:

Total project cost: \$18,000

Payment terms: 50% upfront, 50% after 3 months

Prepared by:

Anna Chua

Digital Solutions Ltd.

3. Report Example (Business Report Summary)

Monthly Sales Report – April 2025

Prepared by: Sales Department

Date: May 1, 2025

Executive Summary:

Sales increased by 12% compared to March 2025, driven by strong performance in the online channel. Regionally, Bangkok and Chiang Mai saw the highest growth.

Key Figures:

- Total revenue: THB 5.2 million
- Top-selling product: EcoBag (THB 1.1 million)
- Customer retention rate: 83%

Recommendations:

- Expand digital advertising to northern provinces
 - Introduce loyalty rewards in Q3
-

4. Contract Example (Short Business Agreement)

Service Agreement

This agreement is made on May 4, 2025, between:

Party A: SunGreen Co., Ltd.

Party B: EcoLogistics Delivery Services

Scope of Work:

EcoLogistics will provide daily delivery services for SunGreen's online orders within Bangkok, operating Monday to Saturday.

Payment Terms:

THB 30,000/month, paid on the 1st of each month.

Term:

6 months, from June 1 to November 30, 2025

Signed:

[Signature]

SunGreen Co., Ltd.

[Signature]

EcoLogistics Delivery Services

Lesson 3: Course Review and Feedback **Business Context:**

help entrepreneurs continuously **improve their communication skills.**

Reflection and feedback

After delivering my first investor pitch, I realized that while my product explanation was clear, I struggled to answer financial questions confidently. One of the investors later offered feedback, suggesting I simplify my revenue projections and use visuals to support key data points.

Reflecting on this, I recognized the need to prepare more thoroughly for the Q&A portion and practice with mock investors. I also learned that being open to feedback—even when it's critical—is essential for growth.

Since then, I've refined my pitch deck, practiced with mentors, and gained more confidence in presenting complex information in a concise, engaging way. Each round of feedback has helped me become a more effective communicator and a better entrepreneur.

 **Technical Terms for Business Communication Unit**

1. **Business Pitch** – A short, persuasive presentation to attract investors, partners, or clients.
2. **Executive Summary** – A concise overview of a report or proposal's main points.
3. **Target Audience** – The specific group of people a message or product is intended for.
4. **Value Proposition** – A clear statement of the benefits a product or service delivers to customers.
5. **Call to Action (CTA)** – A prompt that encourages the audience to take a specific next step (e.g., invest, sign up).
6. **Professional Tone** – A respectful, concise, and formal style of writing used in business.
7. **Stakeholders** – Individuals or groups affected by or having an interest in a business decision.

8. Feedback Loop – A process of receiving and using responses to improve future communication or performance.
9. Business Model – A plan for how a company creates, delivers, and captures value.
10. Memo (Memorandum) – A brief written communication used within an organization to share information.
11. Proposal – A formal suggestion or plan presented for consideration or approval.
12. Report – A structured document that presents data, findings, and recommendations.
13. Terms and Conditions – The rules and guidelines outlined in business agreements or contracts.
14. Non-Disclosure Agreement (NDA) – A legal document protecting confidential business information.
15. Elevator Pitch – A very brief summary of a business idea or product, designed to be delivered in under a minute.

Practice Activity: Reflection and Feedback in Business Communication

Objective:

To help learners reflect on their communication performance and give/receive constructive feedback.

Part 1: Reflection (Self-Evaluation)

Instructions: After delivering a short business pitch (or presenting an email/report/proposal), answer the following questions:

1. What part of my communication was most effective? Why?
2. What challenges did I face during the presentation or writing?
3. Did I connect well with my audience? How could I improve that?
4. What would I do differently next time to enhance clarity or impact?

 *Write 1–2 short paragraphs summarizing your reflection.*

Part 2: Peer Feedback

Instructions: Exchange presentations or written work with a classmate or colleague. Use the following format to give constructive feedback:

- What worked well:
(e.g., "Your message was clear and your tone was professional.")
- What could be improved:
(e.g., "Consider adding more examples to support your key points.")
- One suggestion for next time:
(e.g., "Try rehearsing with a timer to stay within the time limit.")

 *Optionally, discuss this feedback in pairs to encourage open dialogue.*

Part 3: Action Plan

Instructions: Based on your reflection and the feedback received, write a short action plan (3–4 bullet points) to improve your next communication task.

Example:

- Practice using simpler language for technical terms.
- Add a visual aid to support financial data.
- Rehearse answers to common investor questions.
- Ask for feedback before finalizing future proposals.

Course Reflection Questions:

1. What was the most valuable skill you learned in this course?
2. How will you apply business English in your entrepreneurial journey?
3. Which topic would you like to learn more about?

Example Learner Reflection:

"I found the negotiation and persuasion unit most useful because it helped me improve my confidence in business discussions. I will apply these skills when pitching my startup to investors."

Peer Feedback Activity:

- ✓ **Pair up and provide constructive feedback** on each other's presentations
- ✓ Use the **Sandwich Method** (Positive comment → Suggestion → Positive comment)

Final Task: Business Showcase

Scenario:

Present your **business pitch** and submit a **formal business communication piece** (email or report). The best presentations will be recognized!

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