

English II (Eng 102) Course Notes

The book used: The Business – Pre-Intermediate, P. Sharma & P. Emmerson - Macmillan

Unit 5 Selling

This module looks at the areas of advertising and sales. It focuses on the business skill of successfully selling the benefits of a product or service.

For this lesson an internet research is given to the students on “advertising and tattoo” and also customer satisfaction. These researches will result in understanding the reading comprehension more and the second research will result in finding more customer collocations.

5.1 About Business - Advertising

Following exercises are done in class

- Discussion about advertising and products. If products can be successful without being advertised.
- Listening and note taking exercise is done and questions are answered about advertising theory used
- Collocations exercise: words that come one after another in the passage
- Reading comprehension passage named “Advertising space” to teach about advertising and some of the techniques used

5.2 Vocabulary - Buying and selling

- Various exercises such as discussion, listening and matching phrases to make sentences are done to get students understand about the vocabulary for buying and selling.

5.3 Grammar

Comparatives, superlatives and asking questions exercises are given for homework

5.4 Speaking: Negotiating

Usage of listening, matching phrases were used as exercises in this section

5.5 Writing exercise: Negotiating by e-mail

Various exercises are done in class such as discussion, reading, matching given phrases and filling the blanks with given words

As homework a formal e-mail is to be written by the students

5.6 Case Studies are used at a later stage after finishing units

Unit 6 The organization

This module focuses on different types of companies, such as a family company, a private limited company or a public company. It examines some of the procedures involved in setting up a business including making decisions as to which type of company to set up. The module also examines the idea of being an entrepreneur.

For this lesson an internet research is given to the students about “starting up a company” and “what services are on offer to help people start up their own company”

6.1 About Business – Entrepreneurs

Following exercises are done in class

- Discussion: Decide what qualities are important to be an entrepreneur
- Listening and note taking exercise is done and questions are answered
- Reading comprehension passage named “Unlimited Ltds in Germany” to give information about setting up and registering the business
- Vocabulary exercise : matching given phrases with their definitions

6.2 Vocabulary - Types of companies

- Various exercises such as filling the blanks with given vocabulary, matching words to make collocations and listening to six stakeholders and identifying who they are. These exercises will help the students to understand more about the types of companies.

6.3 Grammar

Reported speech exercises are given for homework

6.4 Speaking exercise: Interrupting in meetings example is used

Various exercises are done in class such as a discussion, listening to a meeting, and matching phrases about handling interruptions.

6.5 Writing exercise: Agendas and action minutes

Various exercises are done in class such as reading a passage about the importance of agendas for effective meetings, listening exercise on minutes of a meeting.

As a homework full minutes of the meeting discussed in the book is to be written

6.6 Case Studies are used at a later stage after finishing units

- **Review units 5 and 6 are used in the revision lessons**

Unit 7 The stock markets

This module focuses on the different ways to raise money when starting up a company. e.g. through a bank loan, using venture capitalists, raising money through selling shares or borrowing money from friends. It also focuses on an Initial Public Offering(IPO), the first sale of a company's shares to investors on the stock exchange.

For this lesson an internet research is given to the students about "Initial Public Offering" to find out more about how and why companies go public.

7.1 About Business – Keep it in the family

Following exercises are done in class

- Discussion about borrowing money
- Listening and note taking exercises are done and questions are answered
- Reading comprehension passage named "Keeping it in the Family: But at what cost?" is read and questions are answered
- Vocabulary exercise is done by matching the words with their definitions

7.2 Vocabulary - Dealing with figures

Various exercises such as saying the numbers, filling in the blanks, listening to four economic reports and filling in the blanks, describing trends given, discussion about the given picture and headlines, reading the given extracts and deciding what they describe are done.

7.3 Grammar

Will and won't, be going to and first conditional exercises are given for homework

7.4 Speaking exercise: Negotiations – making offers, agreeing deadlines

Usage of listening, matching sentences given and responses to the sentences about negotiations and negotiating a deal exercises are done.

7.5 Writing exercise: Describing figures

Various exercises are done in class such as discussion, reading, matching and describing

As homework, a short report describing the share prices is to be written by the students

7.6 Case Studies are used at a later stage after finishing units

Unit 8 Going global

This module focuses on franchising. Franchising means the setting up of a business by someone who buys the rights to market a specific company's goods. It is a very successful way of expanding.

For this lesson an internet research is given to the students about "subway franchise" to find out more about Subway and franchising opportunities.

8.1 About Business – Franchising

Following exercises are done in class

- Discussion about franchising
- Reading comprehension passage named "Going global with a Submarine" to understand about franchising and businesses
- Listening and note taking exercises are done and questions are answered
- Vocabulary exercise done by matching words with their definitions
- Discussion about the thoughts on franchises

8.2 Vocabulary - Setting up a franchise

Various exercises such as discussions about putting the sentences about setting up a franchise listening, answering questions and filling in the blanks and forming collocations, putting words under the correct verb given are done.

8.3 Grammar

Past simple and present perfect exercises are given for homework

8.4 Speaking exercise: Presentations – handling questions

Usage of completing and discussing about airports, listening and filling in the blanks and answering questions are done in this section

8.5 Writing exercise: Reports of recommendation

Various exercises are done in class such as discussion about writing a report, reading and analysis and answering the related questions and listening and filling in the table given

As homework a report is to be written using the table by the students

8.6 Case Studies are used at a later stage after finishing units

- **Review unit 7 and 8 are used in the revision lessons**