

Unit 1

Activities



Vocabulary: Activities
Language: Present simple and present continuous
Career skills: Explaining your job
Writing: Email introducing yourself

Vocabulary

1 Find the eight jobs below in the word search.

accountant analyst assistant manager
 banker engineer consultant technician

a	z	e	a	x	g	n	i	m	e	h
s	c	o	n	s	u	l	t	a	n	t
s	z	c	e	g	b	a	d	e	y	e
i	d	a	o	n	i	b	a	o	p	c
s	c	f	a	u	l	n	e	t	t	h
t	b	h	o	r	n	i	e	a	k	n
a	n	a	l	y	s	t	h	e	u	i
n	a	i	n	a	r	a	a	r	r	c
t	l	c	i	k	r	s	u	n	e	i
r	o	d	w	a	e	b	k	v	t	a
m	a	n	a	g	e	r	w	t	i	n

2 Underline the two verbs that you could use to complete each sentence.

- | | | | | |
|---|----------------|------------|------------------|---|
| 1 | a <u>offer</u> | b take | c <u>provide</u> | They _____ good service at a reasonable rate. |
| 2 | a give | b purchase | c buy | I _____ products for my company. |
| 3 | a create | b design | c imagine | We _____ new products every season. |
| 4 | a invest | b set up | c found | When you _____ a company it is a good idea to get financial advice. |
| 5 | a run | b close | c manage | Does Jill still _____ the IT department? |

Language check

1 Complete the sentences with the present simple or present continuous form of the verb in bold. Use an auxiliary verb where necessary.

1 work

a Does Theo James work in the sales department? Yes, he does.

b _____ he _____ there today? No. He's on holiday.

2 do

a What _____ you _____ at the moment? I'm designing a new electric car.

b What _____ you _____? I'm a design manager.

3 finish

a Why _____ they _____ early this afternoon? The factory is closing for repairs.

b _____ they usually _____ work at 4 o'clock? No, they usually finish at 6 o'clock.

4 develop

a _____ the company _____ new software programs? Yes, it does.

b What _____ it currently _____? A new engineering program.

2 Complete the text about a management training scheme with verbs from the box in the present simple or present continuous.

get learn offer spend ~~want~~ work not have not earn

Inés García is a Spanish graduate in business administration and she ¹ wants to have a career in business management. At present, she ² _____ for a large telecommunications company in Madrid. It is a one-year graduate trainee programme and she ³ _____ any guarantee of a job at the end of the year. The company usually ⁴ _____ jobs to only a few of the best trainees – Inés hopes to be one of these. Trainees on the programme ⁵ _____ up to six weeks working in different departments. This is usually helpful because the trainees ⁶ _____ useful work experience. A disadvantage is that trainees ⁷ _____ very much money. Inés says 'It's a hard life just now, but it's good experience and I ⁸ _____ a lot of new things.'



1 Listen to Matthew Davies register for a media industry conference and complete the information on his registration form.



1 Name: Matthew Davies

2 Job: _____ analyst

3 Company name: _____ and James

4 Type of company: _____ firm

5 Which of these activities describes what your company does (tick one)?

Manufactures goods	Retail products	Provides services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6 Additional information about your job:
*Responsible for estimating the _____
of new films.*

2 Put the words in the right order and match the questions to Matthew's answers.

- | | | |
|--|--|--|
| <p>1 What / do / company / kind / of / for / you / work?
 <i>What kind of company do you work for?</i></p> <p>2 What / do / your / company / does?</p> <p>3 What's / job / your?</p> <p>4 What's / role / main / your?</p> | | <p>a I'm a financial analyst.</p> <p>b I'm responsible for estimating the cost of new films.</p> <p>c We provide services for the film industry.</p> <p>d It's a legal firm.</p> |
|--|--|--|

Writing

You are working on a new project with a colleague from another branch of your company. Read the email from your colleague and write a reply (30–40 words) to introduce yourself. You can write about yourself or invent information.

- Thank her for the email.
- Say what your job title is and what you do.
- Say what you are doing at the moment.
- End the email politely.

Hi

My name is Cheung Lo and I'm looking forward to working with you on the new project. I'm the project coordinator and I work in the Marketing department in the Hong Kong branch.

At the moment I'm taking extra English lessons to help with our work!

Best wishes

Cheung

Then compare your answer with the suggested answer on page 92.

Reading Read the article and choose the correct answer (a–c).

- 1 The writer thinks that self-service is a good idea for c
 - a companies not customers.
 - b customers not companies.
 - c both customers and companies.
- 2 The first supermarket was set up
 - a before 1920.
 - b in the 1950s.
 - c after 1975.
- 3 The store clerk's main job was to
 - a check items on the shelves.
 - b give customers the goods they wanted.
 - c open the supermarket.
- 4 Modern self-service is increasing because people
 - a don't want to work with employees.
 - b are using cafeterias and laundromats.
 - c are using the internet a lot.
- 5 Mass production changed
 - a the retail industry.
 - b the service economy.
 - c the manufacturing industries.

The Economist

Reports

You're hired!

Firms can give customers more control – and save money too

Meat your airline's latest employee: you. You may not have noticed, but you are also now working for your phone company and your bank. Why? Because of the growth of the self-service economy in which companies are making the customers do the work. Self-service can have benefits both for companies and customers. It is already changing business practices in many industries, and seems likely to become even more widespread in future.

The idea is not new, of course. Self-service has been around for decades, ever since Clarence Saunders, an American entrepreneur, opened the first Piggly Wiggly supermarket in 1916 in Memphis, Tennessee. The idea is simple. Shoppers enter the store, help themselves to whatever

they need and then carry their purchases to the check-out counter to pay for them. Previously, store clerks were responsible for getting items off the shelves; but with the arrival of the supermarket, the shoppers took on that job themselves.

Then came laundromats, cafeterias and self-service car washes, all of which were variations on the same theme. But now, with the rise of the web, companies are taking self-service to new levels. Millions of people now manage their finances, track packages and buy cinema and theatre tickets while sitting in front of their computers. They plan their own travel itineraries and make their own hotel and airline bookings: later, at the airport, they may even check themselves in. And they do all of this with mouse in hand and no

h u m a n employees in sight.

Self-service systems can save companies money and make customers happy.

This suggests that they could transform the service economy in much the same way that mass production transformed manufacturing, by allowing services to be delivered at low cost in large volumes. Though it may take five years before most transactions are conducted via self-service, we are definitely moving in that direction. So, you never know who you might be working for next.

