

**Task 3.**

Make correct collocations related to company performance, and put them under the right category in the table below.

the accounts  
a bargain  
the paperwork  
a killing  
cutbacks

research  
a profit  
the marketing  
a transaction  
the stocktaking

Do	Make

**LISTENING & VOCABULARY**

CD1  
8

Listen to an employee of Pure, which is a recruitment agency based in England, and answer the questions below.

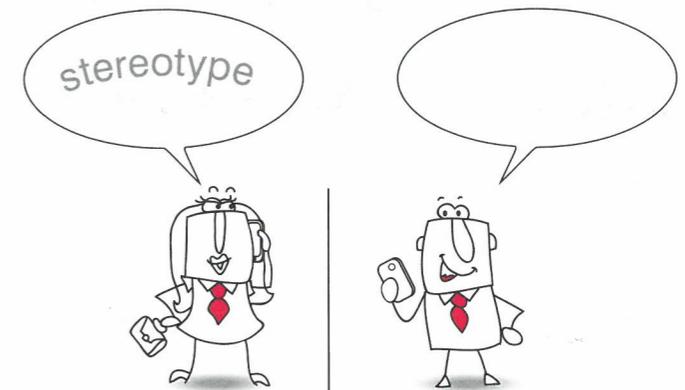
- Currently, Pure has:
  - three offices
  - one office
  - two offices
  - four offices
- The word *patch* you heard in the recording may be replaced with:
  - office
  - branch
  - territory
  - ground
- Pure focuses on:
  - building a 'people business'
  - providing the best recruitment services
  - cooperating with clients and candidates in the long run
  - finding suitable candidates for their clients
- Pure does not help to recruit:
  - managers
  - market research analysts
  - sales representatives
  - insurance brokers

**CD1 Task 2.**

9

Listen to the recording once again, and write the synonyms of the words below.

stereotype →  
emphasis →  
main →  
supplementary →  
comparison →

**Task 3.**

Read about Pure's vision and values, and fill in the gaps with the correct preposition.

**Pure Vision**

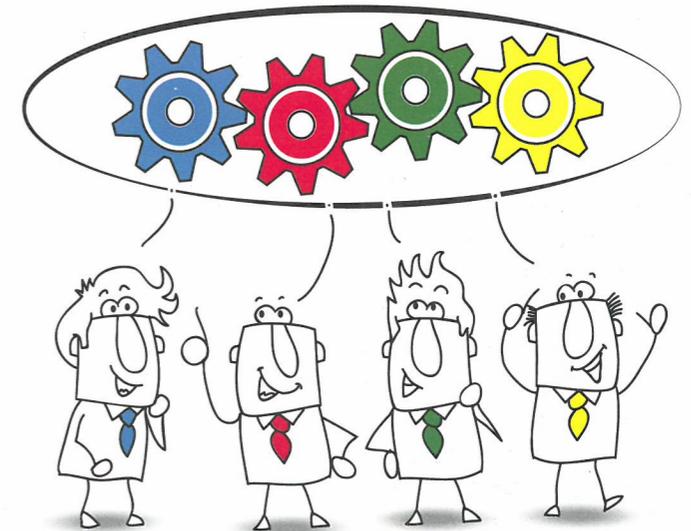
To be the leading professional recruitment business 1) \_\_\_\_\_ the Eastern Region  
trusted 2) \_\_\_\_\_ individual service, expert advice, value and quality.

**Pure Value Statements**

- Integrity and trust is 3) \_\_\_\_\_ the core of everything we do
- Demonstrate energy and determination to achieve the best result
  - Committed 4) \_\_\_\_\_ helping people achieve their potential
  - Be a rewarding and positive place to work
  - Forward thinking and innovative 5) \_\_\_\_\_ an eye for future opportunities

**Task 4.**

What is the mission of your company? Can you provide any values your company identifies with?





VOCABULARY & SPEAKING

Task 1.

Think about your company or any company existing on the market. What are the main company departments? Complete the table below by filling it in with the names of company departments.

Department	Role
	indicate financial irregularities, keep a record of all payments
	train interns to become lawyers, give legal advice, draw up contracts, conduct contract negotiation
	keep records of system errors, oversee the equipment, keep electronic communications running smoothly
	carry out market research, launch and run marketing campaigns, enhance social media management
	organise trainings, handle recruitment and selection, develop compensation plans
	procure materials needed for production, oversee suppliers, negotiate pricing for orders
	develop new technologies, conduct research, implement processes
	deliver goods, guarantee continuity of supplies, control the flow of goods and services
	streamline processes, monitor products coming off a production line, ensure the goods produced meet the quality expectations

Task 2.

Think about a company structure. What is your position in this structure, or which position would you like to occupy? Deliver a short presentation using the phrases below.

My company's organisational chart \_\_\_\_\_  
 My company is divided into \_\_\_\_\_  
 My department liaises closely with \_\_\_\_\_  
 I am in charge of \_\_\_\_\_  
 I report directly to \_\_\_\_\_  
 I am holding the position of \_\_\_\_\_

But

Task 3.

Look at the collocations that might be used to describe the functions of company departments, and fill in the gaps by providing synonymous verbs for the italicised ones.

- launch* a marketing campaign → \_\_\_\_\_ a marketing campaign
- run* a marketing campaign → \_\_\_\_\_ a marketing campaign
- conduct* research → \_\_\_\_\_ research
- enter into* negotiation → \_\_\_\_\_ negotiation
- provide* accounting services → \_\_\_\_\_ accounting services
- draw up* contracts → \_\_\_\_\_ contracts
- liaise with* other department → \_\_\_\_\_ other departments
- develop* new technologies → \_\_\_\_\_ new technologies
- streamline* processes → \_\_\_\_\_ processes
- deliver* goods → \_\_\_\_\_ goods
- serve* a customer → \_\_\_\_\_ a customer
- indicate* financial irregularities → \_\_\_\_\_ financial irregularities



VOCABULARY & SPEAKING

Task 1.

Look at the sentences below, and decide whether they refer to business doing well or the opposite. Put ☺ or ☹ next to each sentence.

1. Sales are down.
2. Recession is looming.
3. We generate considerable profits.
4. A company might go to the wall.
5. There is no need to boost turnover.
6. Our deal fell through.
7. Negotiation broke down.
8. Profits plummeted.
9. The government boosted the economy.
10. The euro fell to a new low.



**Task 2.**

What problems may a company encounter while conducting its business operations? Complete the table below by providing relevant examples under each category.

Problems faced by companies	Examples
Finance (cash flow)	
Staffing	
Government policy	
Legal environment	
Economic conditions	
Globalisation	
Customer service	
Management	

**Task 3.**

Imagine your company is undergoing serious financial difficulties at the moment. As a managing director, hold the meeting with your department managers to discuss the company performance, and brainstorm possible solutions to the problems encountered. You are a chairperson and the rest of the group are managers representing company departments. Complete the following agenda, and chair the meeting using the phrases below.

**AGENDA** ↓

---



---



---



---



---



**Useful phrases for running meetings:**

**OPENING**

Right, everyone has arrived, so let's get started.  
 Since everyone is here, we should get started.  
 We have a lot to cover today, so we should get started.  
 Firstly, I'd like to welcome you all.  
 Thank you for coming today.  
 I appreciate your attendance at this meeting.  
 We are pleased to welcome our clients/visitors/investors.  
 I'd like to take a moment to introduce \_\_\_\_  
 \_\_\_\_ (person's name) will be taking the minutes today.

**FOLLOWING THE AGENDA**

We're here to discuss/talk about \_\_\_\_  
 Our main aim today is to \_\_\_\_  
 I've called this meeting to \_\_\_\_  
 As you can see on the agenda \_\_\_\_  
 First of all \_\_\_\_  
 After that \_\_\_\_  
 Secondly \_\_\_\_  
 Then \_\_\_\_  
 Finally \_\_\_\_  
 We're running out of time, so let's move on to the next item.  
 I think we'll have to leave it for now.  
 Getting back to \_\_\_\_

**DISCUSSING & INTERACTING**

I completely agree with \_\_\_\_  
 I would just like to add \_\_\_\_  
 May I come in here please?  
 Could you speak up a little please?  
 Could you slow down a little please?  
 I'm glad you brought up this topic.  
 I have to disagree with you on that.  
 Excuse me for interrupting \_\_\_\_  
 The way I see things is \_\_\_\_  
 Can I have your input on \_\_\_\_  
 Has everyone received a copy of \_\_\_\_  
 Why don't we move on to \_\_\_\_  
 I don't quite follow you/see what you mean.  
 I'm afraid I don't understand what you're getting at.

**CLOSING**

Any other business?

Would anyone like to make any final remarks?

If there are no further points, I'd like to bring this meeting to a close.

Let me quickly go over today's main points.

Before we close the meeting, I'd like to summarise \_\_\_\_\_

It looks like we've finished ahead of schedule.

Thank you all for your input/remarks/comments today.

Before we go, let's \_\_\_\_\_

I almost forgot to mention \_\_\_\_\_

**WRITING: MEETING MINUTES****Task 4.**

Refer back to your meeting in Task 3, and write the meeting minutes using the phrases below.

**Useful phrases for writing meeting minutes:**

Present:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (list of participants)

Mr/Ms \_\_\_\_\_ opened the meeting by welcoming/congratulating/saying \_\_\_\_\_

He/She then presented the following items:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (agenda items in bullet points)

Mr A put forward the following ideas \_\_\_\_\_

Ms B answered by saying \_\_\_\_\_

Ms C argued that \_\_\_\_\_

Mr D expressed his concern about \_\_\_\_\_

Mr A defended his position on \_\_\_\_\_

Everyone agreed on \_\_\_\_\_

The following actions have been planned:

Mr A will conduct a detailed study on \_\_\_\_\_

Ms B will contact \_\_\_\_\_ and discuss \_\_\_\_\_

Ms C will draw up a list of \_\_\_\_\_

Mr D will write a report on \_\_\_\_\_ by the end of this month.

Next meeting: date and venue

**WRITING: REPORT****Task 5.**

Based on the ideas you exchanged with the department managers, write a report on the company performance over the last 12 months. In your writing, use the structure and phrases below.

**Report structure:**

1. Introduction
2. Findings
3. Results
4. Conclusions
5. Recommendations

**Useful report phrases:****INTRODUCTION**

The aim of this report is to examine/investigate/compare/discuss/analyse/present/provide/introduce \_\_\_\_\_

The report aims to \_\_\_\_\_

This report is intended to \_\_\_\_\_

This report outlines \_\_\_\_\_

**FINDINGS**

A survey of \_\_\_\_\_ revealed that \_\_\_\_\_

It was found that \_\_\_\_\_

The results show that \_\_\_\_\_

The analysis indicates that \_\_\_\_\_

It is clear from customer feedback that \_\_\_\_\_

Customer feedback has shown a need for \_\_\_\_\_

**RESULTS**

Consequently \_\_\_\_\_

As a result \_\_\_\_\_

It resulted in/led to \_\_\_\_\_

This would help us to \_\_\_\_\_

The company would benefit in the following way \_\_\_\_\_

**CONCLUSIONS**

In conclusion \_\_\_\_\_

To sum up \_\_\_\_\_

To conclude \_\_\_\_\_

For the reason given above \_\_\_\_\_

Summing up the results/Based on the results, it can be concluded that \_\_\_\_\_

### RECOMMENDATIONS

I think it would be a good idea to \_\_\_\_\_

It is therefore recommended that \_\_\_\_\_

Having considered the options in question \_\_\_\_\_

It would be advisable to \_\_\_\_\_

In the short/long-term, we suggest you should \_\_\_\_\_

One possible solution to this problem/issue/matter is to \_\_\_\_\_

The solution requires \_\_\_\_\_



## 2.2. BUSINESS ENVIRONMENT



### SPEAKING

#### Task 1.

If you had a choice between working in a multinational company (MNC) and a small or medium-sized enterprise (SME), what would you choose? List the advantages and disadvantages of both options in the table below.

MNC		SME	
Advantages	Disadvantages	Advantages	Disadvantages

#### Task 2.

Compare the table with a partner, and justify your choice. Does he/she share your opinion?

