

## Field Work

### Objectives:

- ▶ Ss develop research skills and strategies.
- ▶ Ss develop teamwork skills.
- ▶ Ss develop competence in questioning.

**Time:** Unit time span

### Steps:

- ▶ Set guidelines for time and procedures for the project appropriate to Ss' ability level.
- ▶ Divide the class into groups. Give the groups guidelines for managing the task and the deadline for completion. Each group decides who will do what and who will keep a log of its activities.
- ▶ Encourage Ss to design questions which cover as many aspects of business ethics as possible.
- ▶ Remind Ss of time management throughout the project.
- ▶ Encourage flexible presentation forms, e.g. the use of visual aids and storytelling.

### Notes:

- ▶ Appropriate time management and job division are likely to be serious problems at the beginning, where basic instructions on cooperation from the teacher should come in. As Ss get used to the Field Work, they will become more experienced in these respects.
- ▶ If Ss find it difficult to ask questions in English, do some practice on interview questions in class. Ss can go round the class questioning others and noting down what they say by using questionnaires.
- ▶ Assessment is based on group achievement as well as individual performance.

## Speaking

### Task 1

**Objective:** Ss develop the skills of summarizing.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Speaking Task 1.
- ▶ Ss choose a representative from the group to make the report.
- ▶ Comment briefly on their work.

### Task 2

**Objective:** Ss develop their competence in oral expression.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read and do Speaking Task 2.
- ▶ Ss work in groups and share their opinions.
- ▶ Ss choose a representative from the group to speak.

**Notes:**

- ▶ Ss are encouraged to make field investigation on what the local supermarkets have done to promote their sales.
- ▶ For a class with lower English proficiency, provide them with some hints from the following. For a class with higher English proficiency, encourage them to provide creative ideas of their own.

to rent a big building; to decorate the entrance; to paint the whole building of the supermarket in an impressive color; to dress the attendants in uniform; to grow flowers around the building; to redesign shopping areas for convenience; to play music of Weekly Top 10; to play light background music; to do nothing but improve services; to do nothing but reward customers with bigger discounts; to hire beautiful and handsome assistants...

### Task 3

**Objective:** Ss learn the skills of debating based on the issues provided in Task 2.

**Time:** 15 minutes

**Steps:**

- ▶ The class is divided into two major groups of similar opinions.
- ▶ The representative of each group is allowed to speak for no more than 5 minutes.
- ▶ A volunteer from each group shall make a summary for his own group.
- ▶ The teacher will mainly comment on Ss' presentation skills to conclude the debate.



## Reading

### Task 1

**Objective:** Ss are prepared to deal with the topic.

**Time:** 10 minutes

**Steps:**

- ▶ Ss read Reading A Task 1.
- ▶ Allow 5 minutes for Ss to do the task.
- ▶ Encourage complete sentences.
- ▶ Ask the class for different ideas as to each question.

**Note:**

- ▶ Ss should answer the questions with support of a detailed description based on the following hints if necessary.

1. launching advertisement campaigns; offering discounts regularly; offering chances to win a prize; holding a fair for a particular kind of goods; entertaining customers with artistic performances...
2. honesty, credibility, helpfulness, friendliness, convenience...

### Task 2

**Objective:** Ss can get the main idea and some specific information of the passage.

**Time:** 30 minutes

**Steps:**

- ▶ Ss read Reading A Task 2.
- ▶ Allow 15 minutes for Ss to do the task.
- ▶ Select some Ss to give the answers.
- ▶ Comment briefly.

#### **Suggested Answers:**

1. ... the most obvious and overlooked of all is the value of a satisfied customer.
2. Treat them well and satisfied customers will be your best source of advertising and marketing.
3. Every behavior has consequences. Future behavior depends largely on the consequences of the past and present behavior.
4. ... as a businessman you will get more of the behavior you reward.
5. ... winning and keeping customers depends on rewarding people for being customers.



## Language Points in the Passage

*Elaboration on language points can help improve Ss' comprehension, but it's not recommended that a teacher spend too much time on it. Language skills are best acquired through completing language tasks.*

### Paragraph 1

1. **judging from (by):** determining something from the angle of...; forming one's opinion in consideration of...  
e.g. Judging from her popularity, she must have attractive personalities.
2. **convince (sb. of sth.):** v. cause (someone) to believe or feel certain; persuade (someone)  
e.g. It took many days to convince him of his

friend's guilt.

It is hard to convince him that we can't afford a new car.

3. **(be) consistent (with):** a. compatible; in harmony with; fitting in with  
e.g. Your account of the story is not consistent with what your colleagues have just told us.

### Paragraph 2

4. **reward (with):** v. give a reward to

e.g. He rewarded the boy with \$1 for bringing back the dog.

5. **year after year:** continuously for years

e.g. The birds keep returning to the small remote village during the winter season year after year.

6. **substitute:** *n.* a person or a thing acting or serving in place of another

e.g. We haven't found any possible substitute for newspaper in public media.

### Paragraph 3

7. **a string of:** a lot of; a large crowd of

e.g. During the rush hour, there are always a string of cars waiting for traffic light to turn green at the cross.

8. **consequence:** *n.* what follows logically or effectively from some causal action or condition; result

e.g. If the problem is not solved timely, the consequence can be quite serious.

9. **depend (on/upon):** *v.* vary according to

e.g. Whether the game will be played depends on/upon the weather.

### Paragraph 4

10. **put it simple:** explain something in a simple way

e.g. To put it simple, humans have to be in harmony with the nature if they want to be better off in the future.

11. **have contact with:** get in touch with

e.g. I have had contact with my middle school teacher for over 25 years.

### Paragraph 5

12. **be unaware of:** be not aware of; do not know

e.g. He was unaware of my coming.

### Task 3

**Objective:** Ss can scan the passage to get specific ideas and think about the twofold meaning of the phrase.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Reading A Task 3.
- ▶ Clarify the assignment for Ss.
- ▶ Ss can work individually or in groups.
- ▶ Choose two or three Ss to answer the questions.
- ▶ Give the suggested answers.

#### Suggested Answers:

1. The sentence implies that people think they know they should attract customers, but in fact they don't, and that's why they never improve their service for their customers.
2. "Rewards" in the passage means the high quality services and commodities that customers get from businessmen.
3. (Left open)



## Vocabulary and Structure

### Task 1

**Objective:** Ss can use the vocabulary from Reading A.

**Time:** 10 minutes

**Steps:**

- ▶ Ss do Vocabulary and Structure Task 1.
- ▶ Ask Ss to work individually.
- ▶ Check the answers.

**Key:**

- |               |                  |
|---------------|------------------|
| 1. long-term  | 2. consistent    |
| 3. substitute | 4. asset         |
| 5. rewarding  | 6. eventually    |
| 7. formula    | 8. potential     |
| 9. summarize  | 10. are aware of |

### Task 2

**Objective:** Ss understand the meaning of the new words and expressions from Reading A in their context.

**Time:** 10 minutes

**Steps:**

- ▶ Ss read the sentences in Vocabulary and Structure Task 2 and guess the meaning of the underlined items.
- ▶ Ss may discuss with each other.
- ▶ Check the answers.

**Key:**

- |      |      |      |      |       |
|------|------|------|------|-------|
| 1. C | 2. D | 3. C | 4. B | 5. A  |
| 6. A | 7. D | 8. D | 9. A | 10. C |

### Task 3

**Objective:** Ss can express ideas in writing using the model outlined for Task 3.

**Time:** 10 minutes

**Steps:**

- ▶ Read the model to Ss with an explanation if needed.
- ▶ Ss work in pairs.
- ▶ Check the answers.

**Key:**

1. It is the principle of rewarding customers that makes success in business possible.
2. It is Bill Gates who has made application of computer technology popular with common people.
3. It was their first company that John and his two close friends joined hands to build in 1990.
4. It was in Manchester that Fred met Joan and fell in love with her at the first sight.
5. It was the stale bread Tom ate that made him sick for the whole day.

### Task 4

**Objective:** Ss can use the vocabulary in Reading A for translation.

**Time:** 25 minutes

**Steps:**

- ▶ Ss work individually or in pairs to translate the sentences into English and the passage into Chinese.
- ▶ Ss may be asked to make a presentation in class.
- ▶ Comment briefly on their work with emphasis on the structures of the sentences and the phrases used.

**Suggested Answers:**

**Part A**

1. The more the customers feel rewarded, the greater the odds they will repeat their shopping.
2. The secret for successful businesses lies in high quality services.
3. If the customers are not rewarded adequately, they may shop elsewhere.
4. We treat our customers well, and in turn they will reward us by bringing in more customers.
5. To put it simple, we shall have better chance to win more customers by adopting a win-win policy in businesses.

**Part B**

掌握国际贸易的知识及其蕴藏的力量和实施的方法，不仅对那些直接从事国际贸易工作的管理人员，而且对所有的管理者都是十分必要的。国际贸易，即进出口贸易，常常是制造业、自然资源、能源以及农产品等方面的企业进行国际经营活动的首选形式。



## Listening

### Task 1

**Objective:** Ss can understand dialogues in different situations.

**Time:** 10 minutes

**Script:**

1. **W:** When does the concert start?  
**M:** Not until 8:00. We still have a quarter.  
**Q:** What time is it now?
2. **M:** Excuse me, is this seat taken?  
**W:** I don't think so. The man has finished his lunch and left.  
**Q:** Where does this conversation most probably take place?
3. **M:** I don't feel like going out tonight. Why don't we just stay at home and watch TV?  
**W:** Come on! You promised to take me out to see the new movie.  
**Q:** What do we learn from the conversation?
4. **M:** John will take six courses next semester.  
**W:** Wouldn't four be wiser?  
**Q:** What does the woman mean?
5. **W:** I want to invite the Smiths over for dinner this weekend. Do you know their telephone number?  
**M:** No. But I think Tom has their number.  
**Q:** What is the woman going to do?
6. **M:** I just bought a few books at the new bookstore. Would you like to have a look at them?  
**W:** A few! It looks like you bought up the whole bookstore.  
**Q:** What does the woman mean?
7. **M:** Could you put me through to Dr. Anderson?  
**W:** I'm sorry. He is with a patient.  
**Q:** What does the woman imply?
8. **W:** If I were you, I would have accepted the job.  
**M:** I turned down the offer because it would mean frequent business trips away from my family.  
**Q:** Why did the man turn down the job?
9. **M:** I'm sorry my paper didn't make the deadline. What can I do then?  
**W:** Just keep your word next time.  
**Q:** What happened to the man?
10. **M:** I heard there are some tickets left for the show tonight.  
**W:** Really? I was under the impression that they were sold out a long time ago.  
**Q:** What do we learn from the woman's reply?

**Key:**

1. C 2. C 3. A 4. B 5. A 6. D 7. C 8. D 9. C 10. B

## Task 2

**Objective:** Ss can find specific information from a passage.

**Time:** 20 minutes

**Script:**

### Passage 1

PepsiCo Inc, the world's second-largest soft-drink maker, will fire 750 workers, close a Frito-lay snacks plant in Kentucky and combine its North American juice businesses into one unit to lower costs.

The firings will reduce earnings by six US cents a share in the fourth quarter. The closing of the 330-worker plant will reduce manufacturing expenses, part of Chief Executive Steven Reinemund's plan to free up money for advertising healthier juices and snacks and selling new products such as Lay's potato chips in canisters. Reinemund is trying to increase annual sales, which have risen 3.7 percent for the past five years.

PepsiCo, which also makes Pepsi-Cola and Mountain Dew soda, delayed reviewing whether to boost its dividend until next year, disappointing some investors. Analysts had said PepsiCo might raise its payout as much as 40 percent.

The Frito-Lay plant, located in Louisville, will close in the first quarter, with production moving to newer factories in Tennessee and Arkansas.

Competitor Coca-Cola Co., the world's largest soft-drink maker, in October raised its plan for job cuts to 2,800 from 1,900 as part of a similar cost-cutting plan. Through November, US companies have announced 1.14 million in job cuts, 17 percent fewer than the same period of 2002.

**Questions 1 to 5 are based on the passage you have just heard.**

1. What is PepsiCo Inc going to do regarding workers?
2. Why will the company combine its North American juice businesses into one unit?
3. What's part of Chief Executive Steven Reinemund's plan?
4. How did investors feel about PepsiCo's delay in reviewing whether to boost its dividend until next year?
5. What do we learn from this passage about PepsiCo's competitor Coca-Cola Co.?

**Key:**

1. A    2. A    3. C    4. B    5. D

### Passage 2

A couple of months ago, I went to a department store to buy a few things for the house. I needed a set of curtains for the living room, two table lamps, a rug and several cushions. I asked them to deliver the things as soon as possible, but they said that they were unable to send them out until 20 days later. After about three weeks, I received only the curtains and table lamps. I was a little disappointed when I didn't receive all the items I had bought. But nevertheless, I was eager to see what the curtains and the lamps looked like. I first opened the package with the curtains. I had bought a lovely light blue, but instead they had sent me a horrible dark purple. Well, you can just imagine how angry I was. Then I opened the boxes with the lamps. There were exactly what I'd ordered. But one lamp's shape was damaged. The next thing I did was to telephone them to complain. They promised to come to pick them up immediately and also to replace them with the correct order. It has been two weeks since my complaint. They have neither picked up the wrong items nor sent me the rest of my order.

**Questions 6 to 10 are based on the passage you have just heard.**

6. When did the woman want the store to deliver the items?
7. What did the woman receive after three weeks?



8. Was the woman pleased when she saw the items they had delivered?
9. What did the woman do next?
10. What happened in the end?

**Key:**

6. D    7. B    8. D    9. D    10. A

### Task 3

**Objective:** Develop the skill of outlining.

**Time:** 15 minutes

**Steps:**

- ▶ Tell Ss to focus on the speaker's line of thought while listening.
- ▶ Ask Ss to have a quick look at the outline in the exercise beforehand so as to obtain some cues.
- ▶ Check the answers.

**Script & Key:**

#### The Importance of Listening

1. Business experts agree that listening is a vitally important skill. Top executives spend (1) even more time listening than other employees. A study of chief executive officers' communication showed that they spend (2) at least 65 percent of the working day (3) listening to someone. Another piece of research revealed that (4) effective managers almost constantly ask questions of their subordinates; in a half-hour conversation, some ask hundreds.
2. Listening on the job is not only frequent, it is important as well. When 282 members of the Academy of Certified Administrative Managers were asked to list the skills most critical for managerial ability, (5) "active listening" was rated number one and was placed in the "supercritical" category. In another survey, 170 businesspeople were asked to describe the (6) communication skills they considered most important and that they wished they had been taught in college; in each category, (7) listening was the number-one response.
3. Listening is (8) vital to organizations. It can improve quality, boost productivity, and (9) save money.
4. Listening skills can (10) play a major role in career success. A recent study of employees in the insurance industry revealed that better listeners occupied higher levels in their company and were more upwardly mobile. The ability to listen well was highly related to the ability to argue persuasively, which helps explain the success of good listeners.
5. Listening skills are also important to (11) individuals in the organization. They can help you learn important information such as how a contract should be drawn up, how much money or how many people are available for a particular project, how management expects to make up for a bad sales year, whether a productive employee seems dissatisfied at being passed over for a promotion. The information you gather from listening can help you (12) present your own ideas and needs more successfully.

**Task**

**Objective:** Ss can comprehend the specific information taken from a given text.

**Time:** 20 minutes

**Steps:**

- ▶ Ss read the passage.
- ▶ Ss complete the task.
- ▶ Ss compare their work with others'.
- ▶ Select Ss to present their work.
- ▶ Comment briefly.

**Words & Expressions:**

bonus / 奖金; 红利	奖金; 红利
airline / 飞机航线; 航空公司	飞机航线; 航空公司
retention / 保留; 保持	保留; 保持
CEO (chief executive officer) / 首席执行官	首席执行官
disclose / 透露	透露
memorandum / 备忘录	备忘录
compensation / 补偿; 赔偿	补偿; 赔偿
controversial / 争议的, 争论的	争议的, 争论的
bankruptcy-proof / 预防破产的	预防破产的
down-turn / 下降趋势	下降趋势
depreciation / 贬值; 折旧	贬值; 折旧
amortization / 摊销; 分期偿还	摊销; 分期偿还
peer / 同等 (同样) 的人 (机构)	同等 (同样) 的人 (机构)
flashpoint / <喻>爆发点	<喻>爆发点
stipulate / 规定	规定
cap / 限定; 上限	限定; 上限
bailout / (尤指经济上的) 援助	(尤指经济上的) 援助
eligible / 符合条件的; 合格的	符合条件的; 合格的
take over / 接管, 接任	接管, 接任
retirement trusts / 退休信托基金	退休信托基金
lay off / 解聘, 解雇	解聘, 解雇
bow to / 顺从, 屈服于	顺从, 屈服于

**Suggested Answers:**

Top executives won't receive bonuses this year.	
Supporting Details	
Reasons	Actions Taken
1. The executive compensation remains a controversial issue/a flashpoint.	1. Antarctica won't give bonuses to top executives/officers this year.
2. To focus all the energy on the urgent jobs of making Antarctica strong and profitable again.	2. Some upper-level managers/executives who benefited from an earlier retention program will defer their payments.
3. Lost \$2.87 billion since the start of 2001.	3. Mr. Mullin, retiring chairman and CEO, and Frederick Reid, Antarctica's president, gave back bonuses and gave up their participation in the retention program.
4. Laid off 16,000 workers.	4. Congress stipulated a yearlong cap in executive compensation as part of an airline-bailout program this year.
	5. The company would stop funding the retirement trusts at \$45 million.



## Reading C

### Task

**Objective:** Ss can fill in the blanks of a written passage with the correct words.

**Time:** 15 minutes

### Steps:

- ▶ Ss do the task individually.
- ▶ Check the answers.

### Words & Expressions:

proprietorship / ˈprɒprɪətərʃɪp / n.	所有权；独资企业
laundromat / ˈləʊndrəmət / n.	自助洗衣店
liability / ˌlaɪəbɪlɪti / n.	责任；负责
stockbrokerage / ˈstɒkbroʊkərɪdʒ / n.	证券交易
estate / ˈeɪsteɪt / n.	不动产；房地产
prospecting / ˈprɒspekɪŋ / n.	采矿；勘探
diversified / ˌdaɪvəˈsaɪd / a.	多变的；多样化的
desirable / ˈdesɪrəbəl / a.	合意的
associate / əˈsɒʃɪət / n.	合作人，合伙人
institution / ɪˈnɪstɪtʃən / n.	机构
stockholder / ˈstɒkˌhɒldər / n.	股东
charitable / ˈtʃærɪtəbəl / a.	慈善的
nonprofit / ˌnɒnˈprɒfɪt / a.	非赢利的

account for	占总数的……
business receipts	营业收入
unlimited liability	无限责任
silent partner	不参加经营的合伙人；隐名合伙人
secret partner	秘密合伙人
real estate	不动产；房地产
favoured treatment	优惠待遇
in connection with	关于
come into	得到；继承
state-owned utilities	国有公共事业

**Key:**

- |                           |                |
|---------------------------|----------------|
| 1. business               | 2. stocks      |
| 3. resources              | 4. investment  |
| 5. nonprofit; institution | 6. benefits    |
| 7. silent; partner        | 8. capital     |
| 9. procedure              | 10. management |



## Writing

**Task**

**Objective:** Ss learn to write a summary.

**Time:** 30 minutes

**Steps:**

- ▶ Ss do the task individually.
- ▶ Ss compare their writings with each other.
- ▶ Comment briefly.

## Sample

One of the most difficult functions of personnel management is to develop a fair system of wages. Since labor costs represent a certain percentage of total product costs, wages that are too high may result in products that are too expensive to compete effectively in the market. But inadequate wages may not attract good workers and promote production. A satisfactory program should attract well-qualified workers, keep them satisfied in their jobs, and inspire them to work harder.

The terms *wage* and *salary* are often used interchangeably, but they do have slightly different meanings. *Wage* is employees' pay based on the number of working hours. It is generally paid to production employees and maintenance workers. *Salary* is employees' pay calculated on a weekly, monthly or yearly basis. It is usually paid to white-collar workers such as office personnel, managers and professional employees. The wage policy of most companies is based on wages paid by other companies in the area that compete for the same labor, government legislation, the cost of living, the ability of the company to pay, and the workers' productivity.

### Summary of the Sample:

It is difficult to have a fair wage system. High wages may lead to an increase of product costs and decrease of products' competitiveness, while low wages can't attract good workers and may reduce production efficiency.

*Salary* and *wage* are slightly different in meaning. The former is paid weekly, monthly or yearly to the white collars while the latter, based on employers' policy, is paid by hours to the blue collars.

**Suggested Writing:****Business Communication**

Although people realize the importance of communication skills, few take it seriously. We believe that we are born with such skills, but it is only partially true. In fact, good communicators master the skills with efforts and employ them effectively in different situations. Evidences prove that communication in language is the most important means of human exchanges of meanings. To be a competent business communicator, one has to be good at expressing oneself, analyzing concepts, using computers, empathizing his meaning and using English. Besides the skills mentioned above, one has to learn more in order to succeed.