



# دبلوم التقنية الإدارية - تخصص المحاسبة

## لغة انجليزية (٣)

## المستوى السادس





معهد البرمجيات العالي للتدريب  
SOFTWARE HIGHER INSTITUTE FOR TRAINING



المؤسسة العامة للتدريب التقني والمهني  
Technical and Vocational Training Corporation

# اعداد مفهوم القسطاني؛

# OFFICE SYSTEMS

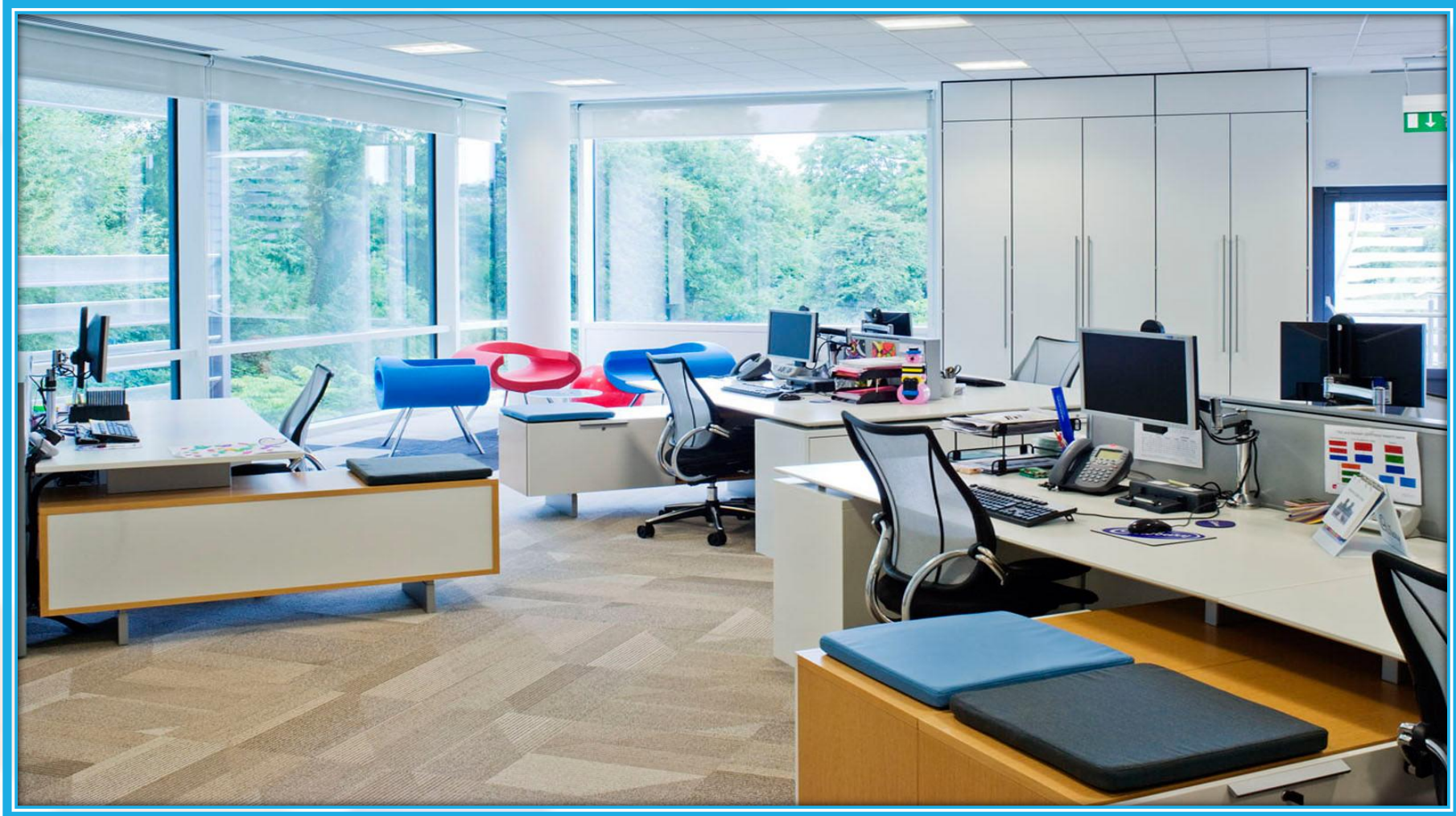


## **UNIT GOALS:**

**1-EXPLAINING HOW TO USE COMMUNICATION TECHNOLOGY**

**2-TALKING ABOUT SYSTEMS AND PROCEDURES IN THE OFFICE**

# WHAT OFFICE EQUIPMENT DO YOU NEED TO LEARN HOW TO USE ?



## MY OFFICE



- **Like most offices, my office is a place where I can concentrate on my work and feel comfortable at the same time. Of course, I have all the necessary equipment on my desk. I have the telephone next to the fax machine on the right side of my desk. My computer is in the center of my desk with the monitor directly in front of me. I have a comfortable office chair to sit on and some pictures of my family between the computer and the telephone. In order to help me read, I also have a lamp near my computer which I use in the evening if I work late. There is plenty of paper in one of the cabinet drawers. There are also staples and a stapler, paper clips, highlighters, pens and erasers in the other drawer. I like to use highlighters to remember important information. In the room, there is a comfortable armchair and a sofa to sit on. I also have a low table in front of the sofa on which there are some industry magazines.**

## Choose the correct answer based on the reading.

1. What do I need to do in my office?

A) relax   **B) concentrate**   C) study   D) read magazines

2. Which piece of equipment do I NOT have on my desk?

A) fax   B) computer   C) lamp   **D) photocopier**

3. Where are the pictures of my family located?

A) on the wall   B) next to the lamp   **C) between the computer and the telephone**  
D) near the fax

4. I use the lamp to read:

A) all day   B) never   C) in the morning   **D) in the evening**

5. What do I keep on the table in front of the sofa?

A) company reports   B) fashion magazines   C) books   **D) industry magazines**

## TRUE OR FALSE

### DECIDE IF THE STATEMENTS ARE 'TRUE' OR 'FALSE' BASED ON THE READING

1. I work late every night. **False**
2. I use highlighters to help me remember important information. **True**
3. I keep reading materials that are not related to my job in the office. **False**
4. I don't need a lamp to help me read. **False**
5. It is important to me to feel comfortable at work. **True**

# IF - WHEN

Use **if + present** for things that may or may not happen in the future

**1-I have to go now . If my phone rings , just leave it as my voicemail is on.**

**( maybe it will ring , maybe not )**

**2- If he phones , tell him to wait me in the garden.**

**( maybe he will phone , maybe not )**

Use **when + present** for things that will happen in the future

**1-I have to go now . when my phone rings , just leave it as my voicemail is on.**

**(the phone will ring – I know)**

**2- when he phones , tell him to wait me in the garden.**

**(he will phone – I know)**



## **Time expressions ( before , when , as soon as, once , after)**

- 1- when I get home from work , I have a shower.**
- 2- After I've had a shower , I usually make dinner.**
- 3- Before I make dinner , I have a shower.**

**When these expressions refer to future actions , they are followed by a present tense**

**( not will 🚫 ):**

- 1- As soon as a delivery arrives , call the warehouse manager.**
- 2- Before you shut down your computer , log out of the system.**

**It is very common to use the present perfect with after and once:**

- 1- (After \ Once) you've entered your PIN , you can access all your account details.**

## **REMEMBER ..**

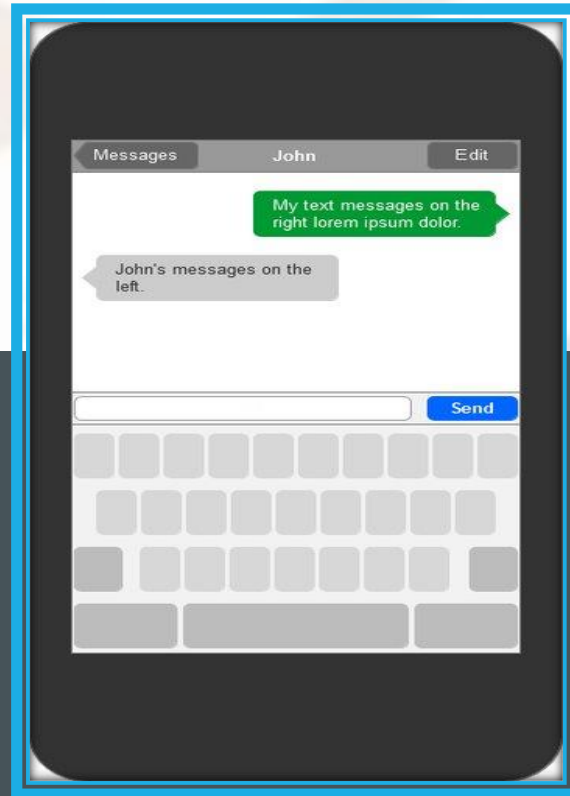
**You can begin the sentence with either the first or the second action.**

**For example :**

**When you arrive , turn on the heating. (with a comma)**

**Turn on the heating when you arrive. (without a comma)**

# PHONE MESSAGES



## **UNIT GOALS:**

- 1- ANSWERING THE PHONE AND TAKING MESSAGES**
- 2- LEAVING PHONE AND VOICEMAIL MESSAGES**

# LISTENING



**<https://www.esl-lab.com/easy/phone-message/>**

## **LANGUAGE FOCUS:**

**MATCH THE EXPRESSIONS 1-6 TO THOSE WITH A SIMILAR MEANING A-F**

- 1. Can I have your name, please?**
- 2. Just a moment , please**
- 3. I will put you through**
- 4. This is tony Markham**
- 5. His line's busy right now**
- 6. Would you like to leave a message?**

- a) Can you hold, please? 2**
- b) He is on another call at the moment 5**
- c) Can I take a message ? 6**
- d) May I ask who's calling ? 1**
- e) Tony Markham speaking 4**
- f) I will connect you. 3**

## **EXPLORING**

- 1. Peter calls a colleague , Gemma , to tell her about a report he has written .Gemma is not in her office today.**
  - a) Leave a message explaining everything.**
  - b) Ask the receptionist to get the other person to call back.**
  - c) Leave a message about the general situation but send the details as an email.**

# LISTENING



**1. The caller wants:**

- a. to leave a message
- b. to speak to Ms Stone
- c. to speak to Ms White

**2. The caller can't speak to Ms Stone because:**

- a. she isn't in her office
- b. she's speaking on another line
- c. Barbara White is in her office

**3. The caller decides:**

- a. to leave a message
- b. to speak to another person
- c. to ring again later

# READING

**DISCUSS THESE STATEMENTS ABOUT MAKING PHONE CALLS.**

**WHICH ONE DO YOU THINK IS A GOOD ADVICE ?**

- 1- Make a note of the things you want to talk about .**
- 2- Phone at lunchtime .**
- 3- If the other person already knows you, don't say your name.**
- 4- If you get through to someone's voicemail, don't leave a message.**
- 5- Say the name of your company in a message.**
- 6-Just leave a short message.**





# LISTENING

**right    get    message    tone    available    reached**  
**possible    calling**

## Shannon and Katie's Voice Mail Message

Hello! You've **Reached** (1) Shannon and Katie. We're not **Available** (2) to take your call **right** (3) now, but if you leave us a **message** (4) after the **tone** (5) we'll **get** (6) back to you as soon as **Possible** (7) .  
Thanks for **Calling** (8) and have a great day.

### Questions:

- 1. Shannon did not say that she was not home. Why not?**
- 2. When did Shannon say to leave your message?**
- 3. When did Shannon say she would return calls?**



# **ACTIVITY**

**Now its your turn. Make a voice mail message in English.**

# APPOINTMENTS



**Making & Changing appointments**

## How to make an appointment

- Request or make an appointment.
- Respond to the request.
- Confirm or agree on time and place.
- Disagree on time and place
- Cancel an appointment
- Change or reschedule an agreed appointment

# Requesting or making an appointment

## The sentence structure

Are you

available on ...  
available next ...  
free on ...  
free next ...

Can we

have a meeting on..  
have a meeting next..  
meet on ...  
meet next...  
fix an appointment on ...  
fix an appointment next ...

Will it be convenient for you if  
Is it okay with you if

we can meet on...  
we can meet next...

# Requesting or making an appointment

## The sentence structure (2)

I would like to...  
I like...  
I'd like to...

fix/make an appointment with you  
on/next...

May I

see you on.../next....  
meet with you on.../next...  
drop by your office on.../next...

May/ Can I expect you

at .... /on.../next ....

Do you

have any plans on.../next...

# Requesting or making an appointment

## Examples:

- I'd like to **fix an appointment** with you.
- May I make an appointment with you?
- Do you have any plans for this Sunday?
- **I wonder whether** you could **spare me** an hour this afternoon.
- **Will it be convenient** if I drop by today?
- I want to meet you. Are you **free** this afternoon?
- May I expect you at noon?
- Are you available on the 16<sup>th</sup>?
- Are you available next Wednesday?
- Can we meet on the 25<sup>th</sup> of December?
- Can we meet next month?

# Responding to the request

## Examples

- Ok, I'll be free all Wednesday afternoon.
- Yes, I am free on.../next...
- Yes, I am free on.../next..
- All right, what time shall we make it?
- Yes, I'm **free** then.
- **No, not yet.** What's up?
- Sorry, I'm not free. I will have a meeting.
- Let me see. Today is not so good. / Today won't do. / Today is a bit of problem, **I'm afraid.**
- Sorry, I'm being **pressed** for time.
- Sorry, I **won't be back until** next Tuesday.
- I'm afraid, not in the morning/ afternoon/ today.
- Sorry, but **that's taken** too. / I am **engaged** at that time. / I have got another appointment.
- Sorry, I am ( He is) not **available** before 7:00 p.m.



## Confirming or Agreeing on time and/or place

- Yes, this afternoon is perfect.
- Okay. I will see you next week at around 3 P.M.
- Sure, you may come meet me at the office.
- Yes, Thursday is fine.
- Friday would be nice to meet.
- You are most welcome to come at your convenience.
- All right. I'll see you there.
- I'll be there at U-Hotel at 7P.M.
- I'll wait for you there.
- It's a deal.
- No, problem. I am free on that day.

## Disagreeing on time and/or place and suggesting another date and place

- I'm sorry I can't on the 9<sup>th</sup>. How about the 12<sup>th</sup>?
- I'm sorry I am not free on that day but I will be the next day.
- Ah, Wednesday is going to be a little difficult for me. I'd much prefer Friday if it's alright with you.
- I can't make it at that time. Suppose I come over at 3 tomorrow afternoon?
- How about meeting you at 5p.m.today at the lobby?
- I really don't think I can make it on the 16<sup>th</sup>. Can we meet upon the 19<sup>th</sup>?
- I am very sorry but I have arranged another meeting on that day.
- I wish I could, but, I have to be away on that day.

## Disagreeing on time and/or place and suggesting another date and place (2)

- Let me see. Today is not so good. / Today won't do. / Today is a bit of problem, I'm afraid.
- Sorry, I'm being pressed for time.
- Sorry, I won't be back until next Tuesday.
- I'm afraid, not in the morning/ afternoon/ today.
- Sorry, but that's taken too. /
- So sorry I am engaged at that time. /
- What a pity I have got another appointment.
- Sorry, I am ( He is) not available before 7:00 p.m.

## canceling an appointment

- Sorry, can we make some other time because I really need to finish something at the office?
- I am sorry I have to cancel our appointment. We have to make it some other time when I have the time.
- Could we meet another time because I am too busy right now?
- Would you prefer some other time. Is that all right? I need to catch a flight to Chiang Mai now.
- I have something urgent tomorrow, so the appointment will have to be canceled.
- Let's postpone our appointment, if you don't mind.

## Changing and rescheduling an appointment

- Something has come up. Could you tell me when you'll be free?
- When do you have time?
- What time am I supposed to be here?
- We need to move our appointment from morning to afternoon on the 16<sup>th</sup>. Will this be alright?
- Since it is a holiday on Monday next week, maybe, we can meet the day after on Tuesday, same time and place.
- I would like to change our appointment to the 20<sup>th</sup> from the 15<sup>th</sup> because I would still be away and will only go back to the office on the 19<sup>th</sup>.

# WHAT TO SAY WHEN YOU ARRIVE TO YOUR APPOINTMENT ?

**Receptionist: Good evening.**

**Linda: Good evening, I'm Linda Baker from Green & Blue. I have an appointment with Mr. Handerson at five o'clock.**

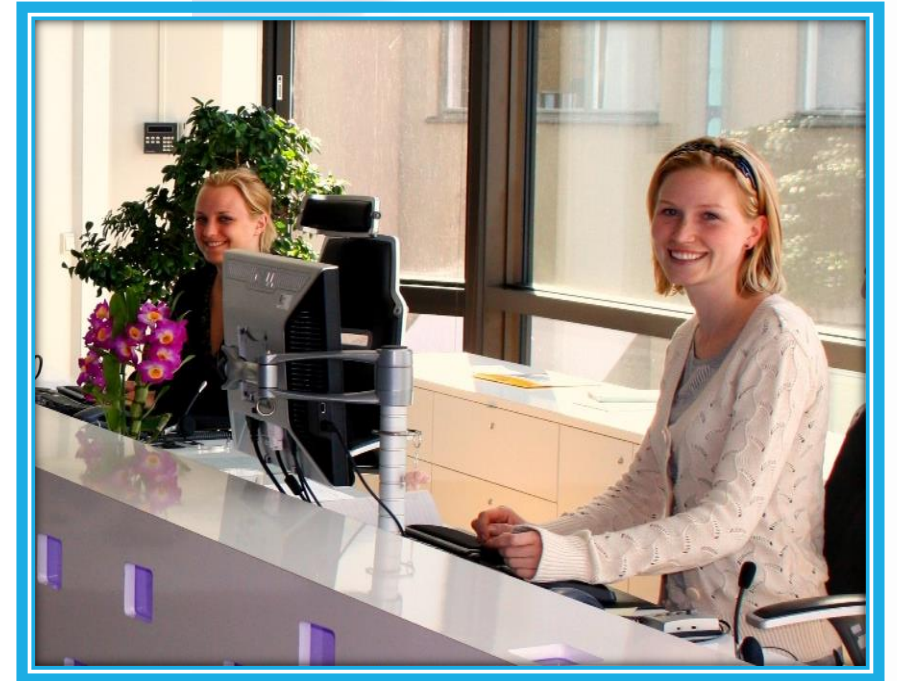
**Linda: We spoke over the phone earlier.**

**Receptionist: Yes, let me check. Please take a seat in the hall.**

**: (few minutes later)**

**Receptionist: Mr. Handerson will be with you in a few minutes. Would you like something to drink?**

**Linda: No, thank you.**



**[HTTPS://WWW.ESL-LAB.COM/INTERMEDIATE/MEDICAL-ADVICE/](https://www.esl-lab.com/intermediate/medical-advice/)**



# LISTENING



What is the man's name?

**1-Ronald**

2-Russell

3-Randall



# LISTENING



**From the conversation, how did the man probably find out about Dr. Carter?**

- 1. A friend referred him to the office.**
- 2. He saw the office on his way home.**
- 3. He found the number in the phone book.**

# LISTENING



**When does the man have his appointment?**

- 1. Tuesday**
- 2. Wednesday**
- 3. Thursday**

# LISTENING



**The man injured his ankle when \_\_\_\_\_.**

- 1. a car hit him**
- 2. stepped in a hole**
- 3. fell from a ladder**

# LISTENING



**The receptionist suggests that the man \_\_\_\_\_.**

- 1. Take a few days off work**
- 2. Come into the office**
- 3. Put some ice on it**

# UNIT 9 : MEETINGS



**Unit goals :**

**1- Organizing meetings**

**2- Taking part in meetings**

# STAGES TO PLAN & EXECUTE EFFECTIVE MEETINGS

**1**

## PLAN

- What is the purpose of the meeting?
- Who will participate in the meeting?
- What is a good time/location for the meeting?

**2**

## PREPARE

- Process: If decisions need to be made, how will those decisions be made?
- Participants: Who has the most information, knowledge or expertise on the topic? Who is the meeting leader and who is the recorder?
- Materials: What materials need to be prepared for the meeting?

**3**

## **SET AGENDA**

- Identify the group leader
- Organize meeting activities
- Outline a meeting schedule

**4**

## **CONDUCT MEETING**

- Build rapport with meeting participants
- Make introductions and review the agenda
- Pay attention to the time!

**5**

## **CONCLUDE MEETING**

- Summarize any decisions made and identify next steps
- Arrange to have the meeting minutes distributed in a timely manner
- Thank all the participants for their time and cooperation

# True or false:

**1- prepare and set agenda are some of the stages to plan and execute an**

**effective meeting**

**True**

**2- at the set agenda stage , you should identify the group leader**

**True**

**3- at the end of the meeting , you shouldn't thank all the participants for**

**their time and cooperation**

**false**



**4- to conduct a meeting successfully we need to pay attention to the time. True**

**5- you don't have to make introductions and review the agenda. False**

# 6 THINGS TO DO BEFORE EFFECTIVE MEETINGS

- 1. Is the meeting needed?**
- 2. No clear purpose, no meeting**
- 3. No unnecessary attendees**
- 4. Choose the right duration**
- 5. No preparation, no meeting**
- 6. No agenda, no meeting**

# UNIT 10 : NEGOTIATING



## **UNIT GOALS:**

**1- NEGOTIATING WITH COLLEAGUES**

**2- NEGOTIATING WITH OTHER COMPANIES**

**WHICH OF THESE THINGS DO YOU  
THINK ARE MOST IMPORTANT FOR A  
SUCCESSFUL MEETING WITH A  
POSSIBLE NEW CLIENT ?**



**The programme of the day**

**An agenda for the meeting**

**A staff list**

**Business cards**

**Product brochures**

**Price lists**

**A presentation**

**A tour of the office\factory**

**Lunch**

**Tea and coffee**

# NEGOTIATING WITH COLLEAGUES

## Language file 1

### Negotiating with colleagues

#### Offering to do something

I'll ...

Do you want me to ... ?

(Maybe/Perhaps) I | can ...  
| could ...

#### Asking someone to do something

Can you ... ?

Could you ... ?

Would you ... ?

Would you mind ... ?

Perhaps | you could ...  
Maybe |

Do you think you | could ... ?  
| can ... ?

Do you want to ... ?

Are you sure that's OK?

Could I leave that with you?

Would you be able to do that?

#### Accepting a task

Sure.

No problem.

Yes, that's fine.

Yes, (that's a) good idea.

All right.

#### Rejecting a task

I'd rather not, if possible.

I'd prefer not to ...

I might not have time to do that.

**NOW..  
IT'S  
YOUR  
TURN**

**Share an example of :**

- 1. offering to do something**
- 2. Asking someone to do something**
- 3. Accepting a task**
- 4. Rejecting a task**

# BUSINESS NEGOTIATIONS

## Language file 3

### Business negotiations

Polite requests	Polite refusals	Counter suggestions
We'd like delivery in three weeks.	I'm sorry, but delivery in three weeks is very difficult for us.	We can deliver in five weeks if we rush. Is this acceptable?
We'd like a 20% discount on this order.	I'm sorry. We can't give you 20% discount.	We can offer 10% discount. How about 10% discount?
Could you give us credit for 180 days?	I'm sorry, but we're not allowed to give 180 days' credit.	The maximum credit we can give is 150 days.
Agreement with a condition	Delaying tactics	
OK, but if we deliver in three weeks, you'll have to pay extra.	I'll have to think about that and get back to you.	
That's fine, but you'll have to pay for shipping.	I'll have to check with my manager and call you back.	
Yes, but we'll need to do a credit check first.		

# VOCABULARY

## MATCH THE ADVERTS 1-6 TO THE SENTENCES A-F

1- 10% Discount **C**

2- 60 days credit terms **D**

3- Free service contract **B**

4- Extended Warranty **F**

5- Fast delivery **A**

6- No shipping costs **E**

A- We can bring it to you in two days

B- We will repair the product free

C- We will reduce the price

D- You don't have to pay for 60 days

E- You don't pay anything for us to send it to you

F- We will repair the product free after the guarantee ends



## Language file 2

### First conditional

In first conditional sentences, the 'if' part is open – it is possible but not definite – and the other action depends on the 'if' part happening:

If you prepare the agenda,  
(This is a possibility –  
it may or may not happen.)

I'll circulate it.

(This will happen depending  
on the 'if' part.)

*If* + present,

future form

The first conditional is used a lot in negotiations, where one action often depends on another action:

If you work extra hours this week, I'll give you a day off next week.

If I pay for your petrol, will you give me a lift to the airport?

If you don't order it today, they won't give you a discount.

The 'if' part can come second, but without a comma:

I'll circulate the agenda for the meeting if you prepare it.

I'll buy you a coffee if you help me with my PC!

---

**If you pass the exam , I will give you a present.**

**I will give you a present if you pass the exam.**

**If I pass the exam , will you give me a gift ?**

**If you don't pass the exam , I won't give you a present.**

\_\_\_\_\_ , I will give you a present.

**I will** give you a present \_\_\_\_\_.

\_\_\_\_\_ , **will you** give me a gift ?

If you **don't** pass the exam , I \_\_\_\_\_ give you a present.

---

**NOW 😊 IT'S YOUR TURN**

**Share an example of our new grammatical rule ..**

# **UNIT 11 :MONEY**

## **PART 1**



**UNIT GOALS :**

**EXCHANGING MONEY AND USING NUMBERS**

**PAYMENT METHODS**

# TALKING ABOUT MONEY

**Buy**

**cash**

**pocket money**

**coins**

**prize money**

**note**

**sell**



**Coins**



**Cash**



**Note**



**Pocket money**



**Prize money**



**Buy  
Sell**

# MONEY SAVING TRICKS FOR STUDENTS

**1-Buy or rent used textbooks and sell last semester's books back.**

**2-Limit the number of times you eat out monthly.**

**3-Always pay bills on time to avoid late fees**

**4-Walk, use public transportation or ride a bike instead of having a car.**

**5-Shop where they offer student discounts.**

**6-Sell what you no longer use or need.**

**7-Don't buy unnecessary school supplies.**

**8-Skip expensive spring break and summer trips.**

**9-Never take out a loan for anything that's unrelated to your education.**

**10-Avoid buying name brand items.**



**Which tip is the best in your opinion ?**

### Matching Number Words

Draw a line to match the number to the correct number word.

70	eighty-three
56	ninety-one
38	twenty-nine
91	seventy
83	eighty-eight
29	thirty-eight
88	fifty-six

©Flowering Hearts Homeschool





---

## **Write these numbers in figures**

**1-One hundred and seventy-eight**

**2-Four hundred and twelve**

**3-Six hundred and eleven**

**4- Three hundred and thirty two**

**5-Five thousand and eight hundred**

# HOW MANY CURRENCIES DO YOU KNOW ?



# WHAT IS YOUR COUNTRY CURRENCY ?

Saudi Riyal

SR



# MATCH THE CURRENCIES TO THEIR PLACES

1 dollar    2 euro    3 franc    4 krona    5 lira  
6 peso    7 pound    8 rand    9 rouble    10 yen

Australia ..... **dollar** .....

Mexico ..... **peso** .....

Sweden ..... **kron  
a** .....

Argentina ..... **peso** .....

Russia ..... **rouble** .....

Turkey ..... **lira** .....

Europe ..... **euro** .....

South Africa ..... **rand** .....

UK ..... **pound** .....

Japan ..... **yen** .....

Switzerland ..... **franc** .....

USA ..... **dollar** .....

The background features a stylized sun with a brown circular center and radiating lines. Large, curved, semi-transparent bands in shades of blue and brown sweep across the scene. At the top, a horizontal bar is divided into three segments: grey, blue, and grey.

# **PAYMENT METHODS**

# PAYING BY CREDIT CARD



# Asking about payment details:

## 1- Paying by credit card

**Can I have the card number please ?**

**What is the expiry date ?**

**Is the card in your name?**

**What's the cardholder's name please ?**

**Can I have the security number ?**



# ASKING ABOUT PAYMENT DETAILS :

## 2- paying by **bank transfer**

**What's the account name ?**

**Ok , what's the sort code?**

**And the account number?**

**Could I have the name and address of your bank ,too ?**

**And do I need to quote a reference number ?**





# ASKING ABOUT PAYMENT DETAILS

## 3- paying by cheque

**Can I pay by cheque ?**

**Do you take cheque ?**

**Who do I make it out to ?**

**And how much was it again ?**



The background features a large, faint smiley face with a brown dot for a nose and two curved lines for a mouth. At the top, there are three horizontal bars: a grey one on the left, a blue one in the middle, and a grey one on the right. The word "EXERCISES" is centered in a bold, red, sans-serif font.

# EXERCISES

# MONEY SAVING TRICKS FOR STUDENTS

## TRUE OR FALSE

1- Buy or rent used textbooks and sell last semester's books back.

True

2- Don't pay bills on time to avoid late fees

False

3- You should have a car instead of walking or using public transportation.

False

4- Don't buy unnecessary school supplies.

True

5- It's okay to take out a loan for anything that's unrelated to your education.

False

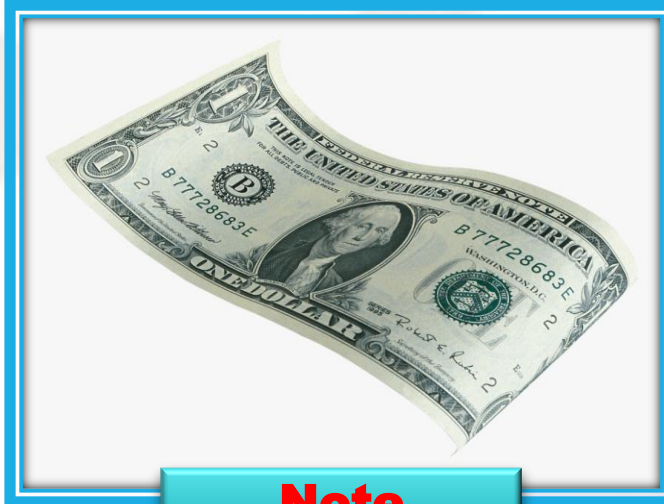
6- You have to buy name brand items.

False

# COINS – NOTE – PRIZE MONEY – SELL - BUY



**Buy**



**Note**



**Sell**



**Prize money**



**Coins**

# WRITE THESE NUMBERS IN FIGURES

1- three hundred and seventy seven 377

2- thirty two 32

3- one million 1000000

4-eight thousand and five hundred 8500

5- six hundred and seventy eight 678

6-ninety 90

# ROLE-PLAYING



# Asking about payment details:

## Paying by credit card

**Can I have the card number please ?**

---

**What is the expiry date ?**

---

**Is the card in your name?**

---

**What's the cardholder's name please ?**

---

**Can I have the security number ?**

---



# ASKING ABOUT PAYMENT DETAILS

## paying by cheque

**Can I pay by cheque ?**

---

**Who do I make it out to ?**

---

**And how much was it again ?**

---





# UNIT 12 : MARKETING



# What is Marketing?

- *'Marketing is the management process involved in identifying, anticipating and satisfying customer wants profitably.'* (Institute of Marketing)
- Marketing is not just selling. it is about knowing and understanding your customer
- *'The aim of marketing is to make selling superfluous. The aim is to know and understand the customer so well that the product or service sells itself.'* (Peter Drucker)

# MARKETING COVERS MANY AREAS



# SOCIAL MEDIA MARKETING

platforms like [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#), brands can promote their business and engage with audiences on a more personal basis.

However, with social media, two things are key to success: relevant content and consistency.

No one logs on to social media looking for something to purchase, it's important to balance promotion with entertainment. Compelling images and captions that encourage your audience to like, share and comment will bring your brand that much closer to gaining a customer.

Now onto consistency – it's what keeps your followers coming back. How can they get invested in your brand if they rarely see it on their timeline? To make publishing content across platforms easy, there are a number of [social media tools](#) that automate the process.

# TRUE OR FALSE

- **With social media, two things are key to success: relevant content and consistence.** **True**
- **In social media marketing ,it's not important to balance promotion with entertainment.** **False**
- **Now onto consistency – it's not what keeps your followers coming back.** **False**
- **Platforms like snapchat and twitter brands can promote their business and engage with audience on a more personal basis.** **True**

# TRUE OR FALSE

- **With social media, two things are key to success: relevant content and consistency.** **True**
- **In social media marketing ,it's not important to balance promotion with entertainment.** **False**
- **Now onto consistency – it's not what keeps your followers coming back.** **False**
- **Platforms like snapchat and twitter brands can promote their business and engage with audience on a more personal basis.** **True**

---

# **QUESTIONS TO IMPROVE YOUR SOCIAL MEDIA MARKETING**

- **What are your users talking about on social media?**
- **What types of support requests or complaints are coming in?**
- **How are you utilizing the feedback you receive on social media to shape the product?**
- **What type of content performs best on each social channel?**

## Language file

Verbs followed by verb + *-ing* or *to* + infinitive

Verbs followed by verb + *-ing*

*enjoy*

Our customers say they enjoy using our products.

*avoid*

How can we avoid spending so much?

*consider*

We're considering expanding our product range for the next season.

*practise*

Please practise giving your presentations before the conference.

(to describe what has to happen)

Our marketing activities need assessing.

We like using sponsorship when we can.

Verbs followed by *to* + infinitive

*want*

People don't want to buy a product if it's too expensive.

*plan*

The department is planning to increase the marketing budget next year.

*decide*

We've decided to use TV advertising for the first time.

*need*

(to describe what someone has to do)

We need to assess our marketing activities.

*like*

We like to use sponsorship when we can.

*would like*

We'd like to use TV advertising, but we can't because it's too expensive.



# FILL IN THE BLANKS

- 1- She enjoys **studying** (study) Marketing.
- 2- You should avoid **smoking** (smoke) , because it's bad for your health.
- 3- The company is considering **hiring** (hire) new employees .
- 4- My children practice **writing** (write) a short story.
- 5- I want **to sleep** (sleep) early today.
- 6- My parents are planning **to travel** (travel) this summer.
- 7- Ahmed plans **to eat** (eat ) healthy food.
- 8- They decided **to read** (read) a book about advertising.
- 9- My father needs **to see** (see) a doctor.
- 10- Our homework needs **evaluating** (evaluate).
- 11- My friend likes **to draw** (draw) everyday.
- 12- We would like **to meet** (meet) you next Friday.

# NETWORKING



## UNIT GOALS:

**1-MEETING PEOPLE AND MAKING CONTACTS**

**2- FOLLOWING UP**

# WHICH OF THESE ARE GOOD PLACES TO MEET PEOPLE FROM OTHER COMPANIES ?

- **Parties**
- **Restaurants**
- **Sports clubs**
- **Conferences**
- **Professional organizations**



*It's not what you know, it's who you know ...*

## **WHAT IS NETWORKING?**

Networking is the process of meeting other business people in social situations, to exchange information and ideas, and make useful contacts. By networking, through a 'web' of connections, you build up relationships with many people and develop trust and communication with them.

## WHY NETWORK?

Networking could help you find your first job or change to a better one, receive personal advice, develop as an employee, find new clients or generate new business opportunities. And it is a two-way process; by networking you make opportunities for others and help them achieve their goals, and in return, they will support you. The individual who has the right answer for you or knows the right people might be just one contact away from you. Networking is an important, invaluable, and essential activity that everyone should practise.

## PERSONAL NETWORKING

It is important to take advantage of personal contacts, too. Through connections with friends, family, and acquaintances, trustworthy relationships develop that can generate information, advice, support, energy, clients and much more. Next time you have a game of squash with a friend, or go to a party at a relative's house, remember it may be an opportunity to move outside your immediate network and exploit other people's networks, perhaps very different from your own.

## **1-What is networking ?**

**a- using the internet at work**

**b- Making computers**

**c- meeting business people socially**

## **2-Why network ?**

**a- to earn salary**

**B- to make useful business contacts**

**C- to find out important information**

## **3-What is “personal networking” ?**

**a- making contacts through friends and family**

**b- making special computers for individuals**

**C- visiting websites not related to work**

---

# SO ..

**1- What is networking ?**

**2- What are the advantages of networking?**



# **EIGHT STEPS TO BETTER NETWORKING**

- 1- Prepare and learn a 30-second description of what you do.**
- 2- Always have some business cards with you.**
- 3-Talk to as many people as possible at social functions.**
- 4- Talk to a mix of people you know and people you haven't met before.**
- 5-Listen carefully to people's introductions , and ask direct questions about them.**
- 6- keep good records of your contacts , their work and interests.**
- 7-Help contacts with their problems.**
- 8-Always follow up a meeting with a phone call or email.**

# TRENDS



- **TALKING ABOUT CHANGES AND TRENDS**
- **DESCRIBING AND PREDICTING PERFORMANCE**

# A **TREND** IS A GENERAL DIRECTION INTO WHICH SOMETHING IS CHANGING, DEVELOPING, OR VEERING TOWARD.



## Top Apps Worldwide for Q3 2020 by Downloads



Overall Downloads	App Store Downloads	Google Play Downloads
1  TikTok	1  TikTok	1  TikTok
2  Facebook	2  Zoom	2  Facebook
3  Zoom	3  YouTube	3  Zoom
4  WhatsApp	4  Instagram	4  Snack Video
5  Instagram	5  WhatsApp	5  Google Meet
6  Google Meet	6  Facebook	6  WhatsApp
7  Snack Video	7  Messenger	7  Instagram
8  Messenger	8  Gmail	8  Messenger
9  Telegram	9  Google Maps	9  Telegram
10  Snapchat	10  Netflix	10  Snapchat

## Language file 2

### Performance

Predicting future performance

I think profits will rise in the next three years.

I don't think costs will fall much, unfortunately.

~~NOT I think costs won't fall ...~~

Sales will probably go up a little next year.

Our market share probably won't increase much.

I predict that sales will increase sharply over the next five years.

I think we (can) expect tough competition from overseas.

I don't think we (can) expect an easy 12 months.

I hope we	(can) (will)	achieve sales of a million by 2008.
-----------	-----------------	-------------------------------------

I hope we	don't won't	have the same problems again next year.
-----------	----------------	---

## Vocabulary file

### Fractions and percentages

10%	ten per cent	$\frac{1}{10}$	a tenth
20%	twenty per cent	$\frac{1}{5}$	a fifth
25%	twenty-five per cent	$\frac{1}{4}$	a quarter
33.3%	thirty-three point three per cent	$\frac{1}{3}$	a third
50%	fifty per cent	$\frac{1}{2}$	half
66.6%	sixty-six point six per cent	$\frac{2}{3}$	two thirds
75%	seventy-five per cent	$\frac{3}{4}$	three quarters
90%	ninety per cent	$\frac{9}{10}$	nine tenths

Only fifteen per cent of the world's population has access to the Internet.

Half (of) the world's population is under 25 years of age.

A fifth of the population of Britain lives in or near London.

About  
Around | half of the world's population has never used a phone. (= approximately 45–55%)

Nearly  
Almost | three quarters of Britain's population has a mobile phone.

Just over two thirds of  
70% of | the earth's surface is water.

Note:

We normally avoid using percentages with a decimal point in everyday English, and use a fraction instead.

# PRESENTING INFORMATION



**Giving a progress report & presentation**

# What is a progress report?

- **A progress report is a type of business writing designed to update someone on various tasks of someone else. It's written for managers, project stakeholders, leadership, or company-wide updates.**
- **A progress report is a formal, documented, and structured way of keeping people in the know. There are many types of progress reports out there, email ,PDFs, business letters, a google doc and the list goes on.**

# AN EXAMPLE

Report for 15-22 October Weekdone.com

☆ Happiness
% Completion
44 Weekscore
🚩 Overdue items
5! Challenges

There's room for improvement. Talk to your team.

	Summary	Results, Objectives, Challenges	Overdue	Happiness
👤 Jack J	should plan more	2 2 1		-
👤 John K	reports many problems	3 3 2		-
👤 Mary M	too few items	2 2		-
👤 Michael J	reports many problems	3 4 2		-

**Finance**

👤 Michael J reports many problems 3 4 2 -

**Results**  
Q2 regional budgets collected

**Challenges**  
Transitioned from Excel to Google Spreadsheets for our regional data collection, works great  
Salary data comparison between states compiled

**Objectives**  
Compile Q2 group budget from regional data  
Study our margins across the regions, something is not right, too much deviation  
Cohort analysis for SME products different price points  
Calculate YoY growth/decline ratios for all product groups

**Challenges**  
Reseller financial data delayed again  
Need a better cloud-based dashboard solution instead of Microstrategy

page 1 of 3

page 2 of 3

*(Smartphone display shows: 4:23 PM, 22%, Weekdone, James report submitted 3 3 1, Plans on hold)*



# HOW TO WRITE A PROGRESS REPORT?

## Names, dates, and departments

- **It's best to start any progress report off with the essentials. These essentials include the reporter's name, the manager's name, the department, and any essential dates. Dates can be the reporting period or the date the report is submitted.**

## Department goals

- **Next up with your progress report, you'll want to remind the reader of the greater department goals. In doing so, it will guide the report and give the reader an idea of the reasons behind the projects listed.**

# HOW TO WRITE A PROGRESS REPORT?

## Top-level progress overview

- **Next up, you'll want to include an overview of the progress you've made across your projects and goals. Best displayed using a percentage, numbered problems or overdue projects, and a couple of supporting sentences.**

## Progress breakdown

- **After the above, you're diving into the thick of the report. This part will explain each project you're working on, the objectives of the project, and the progress made.**
- **It will also discuss problems encountered along the way, and the level of completion as a percent.**

# HOW TO GIVE AN EFFECTIVE PRESENTATION ?

## Keep the Audience in Mind

- **Giving an effective presentation means working with both the audience and the topic. It's important to know how to relate to who you are communicating with in order to get through to them.**

## Stay Organized and Focused

- **Being organized is another important part of effective presentations. Using note cards with clearly written points is a good way to remember what you want to say and in what order. Practice using them beforehand, and make sure they're in order to avoid shuffling around in front of the audience. They should include main ideas and prompts rather than the entire speech written out. Simply reading word-for-word makes it very difficult to look up at the audience, and eye contact is a big part of relating to the audience.**

# HOW TO GIVE AN EFFECTIVE PRESENTATION ?

## Utilize Visual Aids

- **Visual aids can add another dimension to a speech, and they can be used for any topic. Pictures, PowerPoint presentations, and other types of props are a good way to hold the audience's interest.**

## Back Up Your Argument

- **To convince an audience of something, or to get them to listen to your point of view, it's essential to back up your argument. One effective way to be believable is to use statistics and mention where they came from. Audiences usually respond to numbers and other solid information in speeches when it comes from a reputable source. The most credible sources are usually considered to be government agencies, universities, and other well-established organizations that are relevant to the subject matter.**

# HOW TO GIVE AN EFFECTIVE PRESENTATION ?

## Stick to a Logical Structure

- **Part of backing up an argument is giving a speech with a logical structure. People are more likely to be persuaded when topics are covered in an order that makes sense. Jumping around too much causes confusion, and it makes the audience more likely to tune out. Being able to stay on track with a beginning, middle, and end that include clear points makes the speaker sound more credible.**

# LANGUAGE FOR PRESENTATIONS

## 1-Greeting the audience

**Good morning/afternoon, ladies and gentlemen.**

**Good morning/afternoon, everyone.**

## 2-Expressing the purpose

**My purpose/objective/aim today is...**

**What I want to do this morning/afternoon/today is...**

**I'm here today to...**

# LANGUAGE FOR PRESENTATIONS

## 3-Giving the structure

**This talk is divided into four main parts.**

**To start with/Firstly, I'd like to look at...**

**Then/Secondly, I'll be talking about...**

**Thirdly...**

**My fourth point will be about...**

**Finally, I'll be looking at...**

# LANGUAGE FOR PRESENTATIONS

## 4-Giving the timing

**My presentation/talk/lecture will take/last about 20 minutes.**

## 5-Handling questions

**At the end of my talk, there will be a chance to ask questions.**

**I'll be happy to answer any questions you have at the end of my presentation.**



# LANGUAGE FOR PRESENTATIONS

## 6-Visual aids

**As you can see here...**

**Here we can see...**

**If we look at this slide...**

**This slide shows...**

**If you look at the screen, you'll see...**

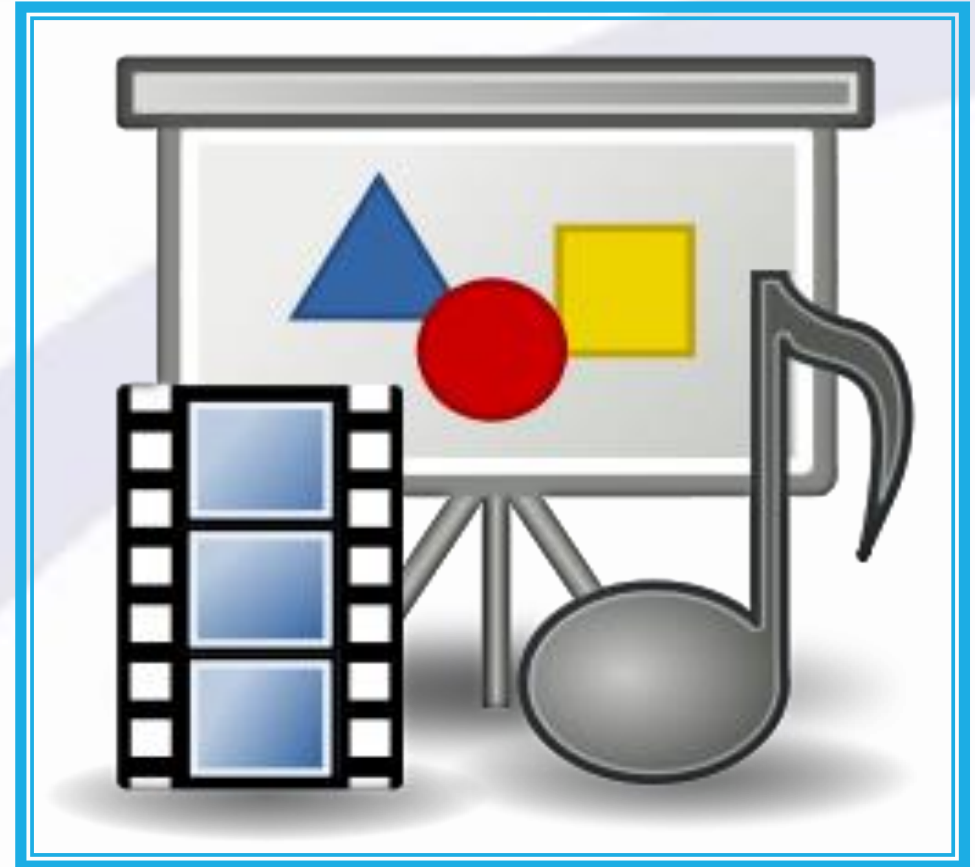
**This table/diagram/chart/slide shows...**

**I'd like you to look at this...**

**Let me show you...**

**Let's (have a) look at...**

**On the right/left you can see...**



# LANGUAGE FOR PRESENTATIONS

## 7-Transitions

**Let's now move on to/turn to...**

**I now want to go on to...**

**This leads/brings me to my next point, which is...**

**I'd now like to move on to/turn to...**

**So far we have looked at... Now I'd like to**

# LANGUAGE FOR PRESENTATIONS

## 8-Giving examples

**Let me give you an example...**

**such as...**

**for instance...**

**A good example of this is...**

## 9-Summarizing

**What I'm trying to say is...**

**Let me just try and sum that up before we move on to...**

**So far, I've presented...**

# LANGUAGE FOR PRESENTATIONS

## 10-Concluding

**Let me end by saying...**

**I'd like to finish by emphasising...**

**In conclusion I'd like to say...**

**Finally, may I say...**

## 11-Closing

**Thank you for your attention/time.**

**Thank you (for listening/very much).**

## 12-Questions

**If you have any questions or comments, I'll be happy to answer them now.**

**If there are any questions, I'll do my best to answer them.**

**Are there any more questions?**