

BUSINESS ENGLISH



Year 2024

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FOREWORD

This book includes the practical materials of Business English designed for students of Economics and Business Faculty, *Universitas Negeri Semarang*. This textbook is presented as it is urgently needed in modern and educational context for improving students' English skills.

Business English will help students to activate and extend their knowledge of English and gain the necessary confidence and skills to use it. It encourages students to think about language creativity since it includes a wide range of activities and approaches designed to appeal to different personal learning styles.

This course has 3 (three) credits consisting of five units. Each unit consists of the same sections which cover various types of activities.

Unit 1 Business and Businessman

Unit 2 Global Trade

Unit 3 Promoting a Product

Unit 4 Business Communication

Unit 5 Getting a Job

Each unit has a separate section of speaking, writing, reading and vocabulary. Each section focuses on a particular area of language use, but also integrates and practices other skills. This book uses a variety of learning strategies to introduce new words, to provide opportunities to use words and to encourage students to use words generatively.

The authors would like to express special thanks to all parties contributing to this course and all people on their encouragement, kind, support, help and invaluable advice in selection and publishing of educational materials.

17 February 2024

The Authors

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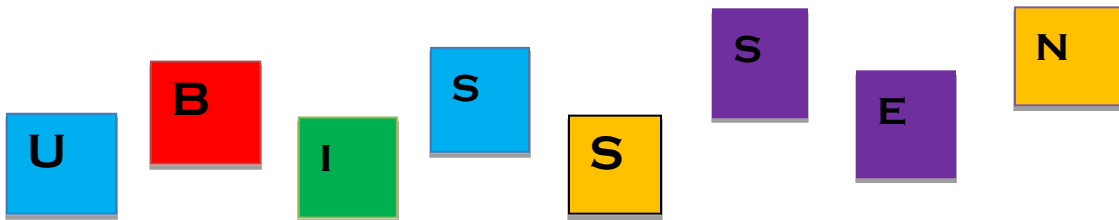
Course Description.....

Unit 1

Business and Businessman

A. Warming Up Activity

Unit 1



Try to make words from the above letters.

Read the text below!

People engage in many activities in today's world. Some choose to be employers, while others prefer different paths. While all activities may involve some form of exchange, the term "business" typically refers to an economic activity focused on generating profit or loss.

Some define business as an activity or venture aimed at generating profit. This profit arises from engaging in economic activities like trading, production, negotiation, or exploration.

Engaging in business is often associated with the term "businessman," although the term can be inclusive of all genders. Before starting a business, thorough preparation is crucial. Here are some key questions to consider:

- a. What type of business would be suitable?
- b. What is the required investment amount?
- c. Where is the ideal location for the business?
- d. What skills and qualities are needed in potential employees?



Reading 1

Directions:

1. Read the text below
2. **Underline the main sentence**
3. **Circle the new words**
4. Discuss with a friend.
✓ What do you think about building the new capital in Indonesia?

How not to build a capital: what Indonesia can learn from other cities' mistakes

Dorina Pojani (The Conversation) Brisbane, Australia • Fri, February 11, 2022

In 1900, there were only about 40 capital cities in the world, and now there are nearly 200. About 40 percent of all countries have also considered relocating their capital as they've grown too big - and at least five new capitals are now being planned. Indonesia just announced the name of its planned new capital, Nusantara, to be built on Borneo island, about 1,300 kilometres away from the current capital, Jakarta. This move is expected to cost Rp 466 trillion. About 1.5 million civil servants are expected to relocate to relieve some of the pressure on Jakarta, reducing air pollution, flood risks and the rapid sinking of the city. Trophy cities: A feminist perspective on new capitals I have been researching new, master-planned capitals for six years and recently published a new book, Trophy Cities. This book examines seven capitals from a feminist perspective - Canberra (Australia), Brasilia (Brazil), Abuja (Nigeria), New Delhi (India), Nur-Sultan (Kazakhstan), Naypyidaw (Myanmar) and Sejong (South Korea). Overall, I have been disappointed to see most countries have squandered a unique opportunity to create a "perfect" city on a "clean slate". The new capitals created since 1900 have been, for the most part, great planning disasters. They are dreary, overpowering, underserviced, wasteful and unaffordable. In short, they are extremely expensive mistakes. So, how can Indonesia avoid the pitfalls of its peers? Here are some key lessons from my research.

Mistake #1: Creating a city for architecture books Nearly all new capital city designers - recognised as grand masters - have been men. Imported from far afield, they have projected their own identities onto the capitals they've built, promoting design solutions alien to the local context. Typically, grand spatial schemes dominate new capitals. Expansive public spaces and boulevards, pinned by statues, fountains, obelisks

and the like, are common. This monumental style draws from a patriarchal model of European urbanism, which has been evolving since the Renaissance. At the same time, planners have sought to “modernise” these new capitals, but this has merely translated into standardised, cookie-cutter housing – such as Naypyidaw’s colour-coded towers for Myanmar’s bureaucrats. A better approach is a co-design process that involves local people from all classes and encompasses different perspectives. Planning controls and zoning restrictions should not be so strict people are forced to live in informal settlements on a city’s periphery.

Mistake #2: Dominating nature Another common theme in new capital cities is the idea of taming and even “bettering” nature. New capitals have been built, sometimes against reason, on inhospitable or fragile lands and in harsh climates: marshes, floodplains, jungles, sand dunes and arid steppes. For example, hectares of savanna vegetation were cleared in central Brazil to quickly build Brasilia. Once the capital was built, tropical plants were introduced from Rio. Nature has been treated as an inferior entity, which, like women, can be dominated. The colonisation of nature is seen as a triumph of culture and civilisation. Nature should instead be the basis for design. Planners should consider not only the well-being of residents, but also of the vast diversity of fauna and flora. Nusantara’s planners are obviously ignoring this by building a new capital in the middle of virgin rainforest that is home to endangered species.

Mistake #3: Building a vanity project. The design of new capitals has often reflected the grandiose visions of egotistic leaders and bureaucrats. By building a new capital, they have pursued self-aggrandisement, glorification and immortalisation. A clear illustration of this is Nur-Sultan, which was named after longtime leader Nursultan Nazarbayev. A monument contains a bronze handprint of Nazarbayev’s, which visitors are invited to touch to be granted a wish. Some capitals have also been relocated to appease leaders’ paranoia and fulfil their militaristic ambitions. These approaches are risky as well as senseless. If a new city hinges on a single political patron, it’s merely a pointless vanity project. Public participation and buy-in are critical to ensure the continuity needed to complete such grand projects. Planning should be guided by the needs and wants of the residents rather than politicians’ desires to wield power and majesty.

Mistake #4: Elevating one ethnic or religious group. In multi-ethnic countries, moving a capital city can kindle internal conflicts, ethnic rivalries and political power plays. In some cases, Indigenous peoples have been displaced, with disastrous consequences. Some new capitals are founded on myths which serve to legitimise and make sacred

places that lack history. In some multi-cultural countries, it is unclear whose myths and traditions represent "the nation". In Indonesia, some have already questioned the name of the new capital: Nusantara. The name has a Javanese-centric meaning, which critics say defeats the purpose of creating a capital for all Indonesians outside the island of Java. Similarly, if the iconography of one religion dominates a new capital in a multi-faith nation, this can also sow discord. Planners of a new capital should critically evaluate proposed designs (and accompanying narratives) to ensure all ethnic and religious groups are included and treated with respect.

Mistake #5: Failing to prioritise gender equality Even when planners have made efforts to create urban spaces for families, the fundamental assumptions around gender roles and social hierarchies in many new capitals have not been challenged. This approach must change. The women who populate a new capital need affordable housing, accessible transport, safety and security provisions and free childcare centres within reasonable distances of each other – not imperial grandeur. Women also need socioeconomic empowerment in new cities. This can be achieved through living wages, affordable health care and education and greater representation in government. A capital city master plan should be subject to gender impact assessments and gender mainstreaming, that is integrating a gender equality perspective at all stages of the project. Looking beyond new capitals We need radical solutions to transform not only urban spaces, but also the greater patriarchal state, society and economy in many countries. The cities of the future should be gender-egalitarian, classless, peaceful, ecological and beautiful, rather than based on greed, hierarchy, imperial visions and competition.

*** The writer is a senior lecturer in urban planning at The University of Queensland This article is republished from The Conversation under a Creative Commons license.

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Reading 2

Directions:

1. Read the text below
2. Underline the main sentence
3. Circle the new words

4. Discuss with a friend.
 - a. Which one is your favorite company? Why?
 - b. What is your brilliant idea for the future start up?

Do you know the 6 Unicorn Companies in Indonesia?*

*** Taken from <https://timedoor.net/blogs/Do-you-know-the-6-Unicorn-Companies-in-IndonesiaA/>*

Over the past decade, the development of the business world has progressed rapidly. There are so many startup companies that have sprung up and developed significantly, including in Indonesia.

Some of them are known to have attained unicorn status. Indonesia is known as the country with the most significant number of unicorn companies in Southeast Asia.

The term unicorn is already familiar to some people. However, there are still many who do not know entirely what a unicorn is.

What is a unicorn? How can a startup company be called a unicorn? What are the unicorn startups in Indonesia? This article will answer your questions regarding the things above.

Make sure you read to the end!

What is a Unicorn Company?

The origin of the term unicorn comes from Greek mythology. A unicorn is a mythical animal in the form of a white horse.

Unicorns come from the mainland of India and have a unique horn on their foreheads. It is said that the unicorn horn is not ordinary.

Its horn can neutralize all forms of poison. Therefore, many glorify this animal even though it's rare and is only considered a myth.

The name of this mythical animal is finally used as a context in the world of startup companies. The term unicorn in startups was first proposed by a venture capitalist from the United States named Aileen Lee in 2013.

Lee, the founder of Cowboy Ventures, calls startup companies with a valuation of USD 1 billion a unicorn. Therefore, a startup company can be called a unicorn if it has a valuation of USD 1 billion, or equivalent to IDR 14 trillion.

Why unicorns? Because, just like the unicorn itself, which is very rare and impossible to

find, to have a valuation of USD 1 billion for a startup company is an extraordinary achievement and very, very difficult to achieve.

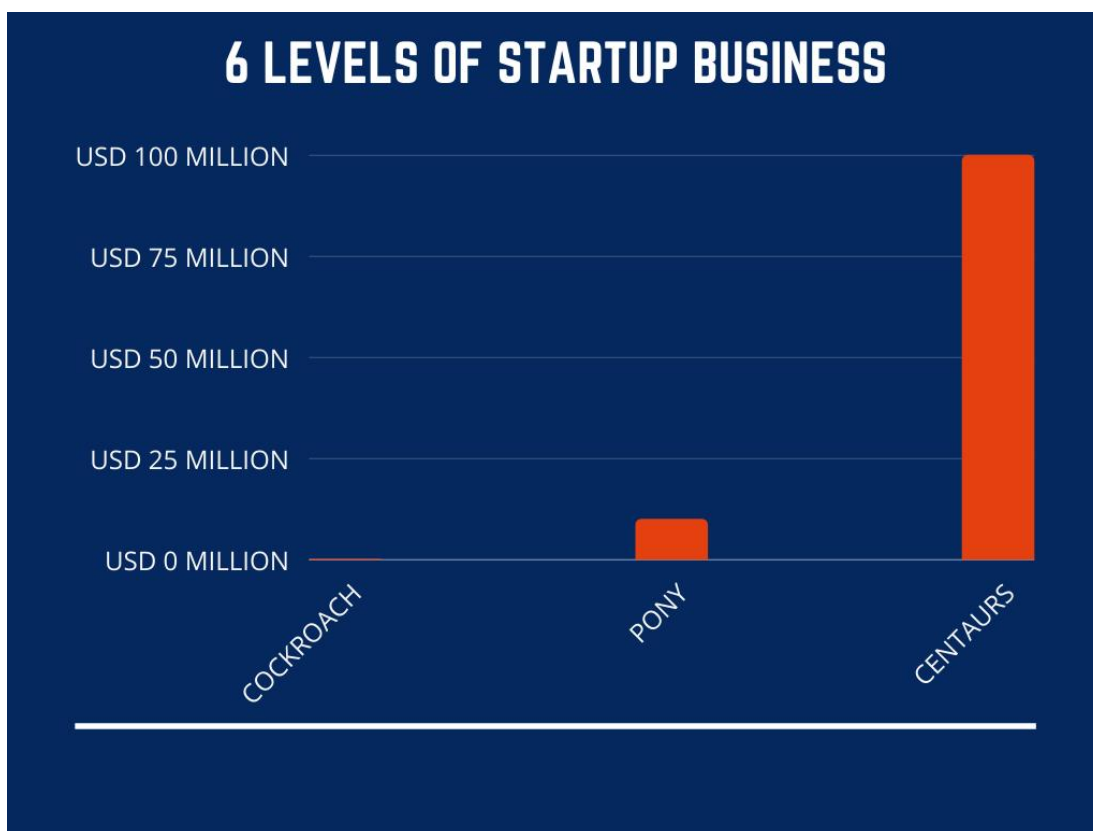
They can obtain this figure from both public and private investors. But this is, of course, not an easy job because there are many things that startup companies must pay attention to.

Among them are the number and nominal transactions, customers or application users, and product technology. Startup companies must also pay attention to the quality of the team and innovate continuously to compete with competitors.

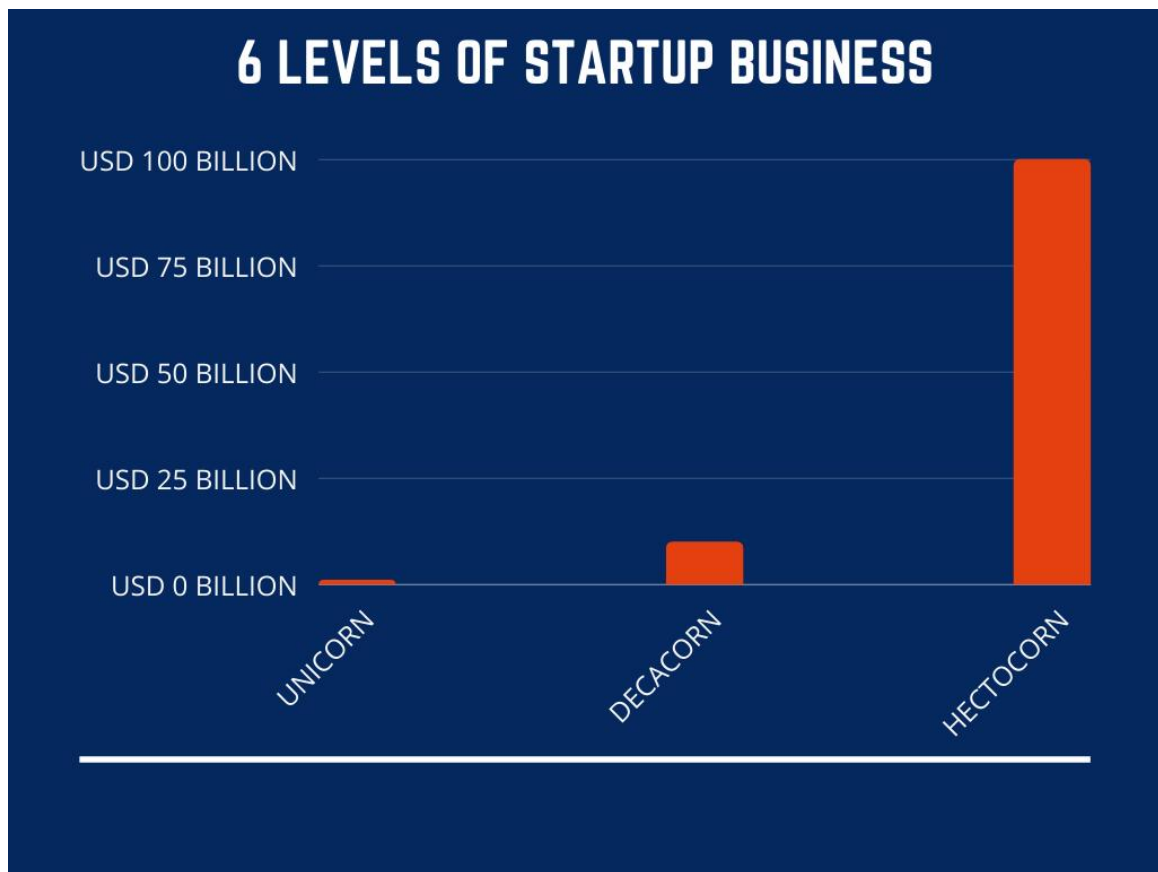
According to research conducted by CBInsights, at least 726 startup companies have unicorn status as of June 2021 and will continue to grow every month. When they first used the term unicorn, only 39 startup companies won the unicorn title.

In today's digital era, several startup companies have proven to match and even surpass the success of big companies in the world. So we can conclude that the term unicorn is used to measure the success of a startup company.

6 Levels of Startup Business



6 LEVELS OF STARTUP BUSINESS



Not all newly initiated business fields can be categorized as startup companies. Only companies engaged in information technology (IT) and internet-based can be called startup companies.

The rise of startup companies is triggered by the rapid advances in technology today, thus allows anyone to realize their ideas through innovation and establish a technology and internet-based company.

Various unique and exciting innovations have been successfully realized into application products by startup companies, which are proven to solve problems experienced by the community. You can even use applications developed by startup companies easily with just a smartphone.

Talking about startup companies is indeed not complete without mentioning the term valuation. The term valuation refers to the amount of business potential or economic value of a company, usually used on the stock exchange.

In addition, the valuation figure can also be used as a benchmark in calculating how much success a company is. Since startup companies have sprung up in Indonesia, both local and foreign startups, the term valuation has become an exciting topic.

The discussion about this valuation relates to funding from investors for startup

companies which are usually in incredible amounts. Investors no longer hesitate and are increasingly competing to disburse funds to invest in startups considered to have significant business potential.

As it turns out, unicorns aren't the only valuation tier for startups. The unicorn level can still develop again at the next level, namely decacorn, or even go to the highest level, namely hectocorn.

The level of valuation in startup companies from lowest to highest are:

Cockroach. The total valuation is less than USD 10 million.

Pony. The total valuation is between USD 10 million to USD 100 million.

Centaur. The total valuation is between USD 100 million to USD 1 billion.

Unicorn. The total valuation is between USD 1 billion to USD 10 billion.

Decacorn. The total valuation is between USD 10 billion to USD 100 billion.

Hectocorn. The total valuation is more than USD 100 billion.

The following is the explanation of each level of valuation in startup companies as a whole:

Cockroach

The first and lowest level in the valuation type for startup companies is the cockroach. The term cockroach refers to small and newly started companies that do not yet have high valuations.

The total valuation of this type of startup is less than USD 10 million or equivalent to IDR 14.7 billion. Even so, we cannot underestimate these cockroach companies.

Even though the valuation amount is still relatively small, they are usually more active in innovating and developing ripe strategies to attract investors to provide business capital. All startup companies have gone through this phase.

The characteristics of cockroach companies are usually included in the initial ecosystem of startups. With persistence and hard work to attract investors, who know they can grow and increase their valuation.

So it is not wrong if the companies that are just starting are called cockroaches because they are as persistent as cockroaches with a high survival ability.

Pony

The second level of valuation for startup companies is the pony, a symbol in a tiny pony. At this level, the business competition is very tight, so it requires persistence to survive.

Startups with pony titles have a total valuation of between USD 10 million and USD 100 million. Pony levels are often referred to as the most ferocious levels among other classes.

Therefore, startup companies that are already at this point usually have succeeded in developing from all limitations, such as limited resources. They will continue to convince investors to invest so that the valuation keeps getting bigger.

Suppose a startup company can survive at the pony level. In that case, the startup will likely grow and rise to the next level, like a pony growing and developing over time.

Centaurs

The next level in the valuation of startup companies is Centaurs. Centaurs, which is the third valuation level, is symbolized by a Greek mythological creature in the form of a half-horse man.

But in astronomy, it is described as a constellation called Centaurus. It also appears in astrology as the symbol of the zodiac Sagittarius.

The centaurs rank is given to startup companies with a total valuation ranging from USD 100 million to USD 1 billion. According to data from DailySocial, there are around 70 centaurs startups from Southeast Asia.

Still, from the same data, at least 27 startups in Indonesia have a valuation of more than USD 100 million and hold the status of centaurs. Among them are Akulaku, Kredivo, and Blibli.

At this level, if a startup company is able to maintain its valuation amount, it will likely be easier to attract investors as they have a greater chance of being able to move up to the next level, namely unicorns.

Unicorn

We have now come to the unicorn, which is the fourth level of a startup company valuation. As explained above, a startup company can achieve unicorn status if it has a total valuation of between USD 1 billion and USD 10 billion.

Startup companies that can reach to this level are still relatively rare and an achievement that is very difficult to obtain, just like the mythological unicorn, which is rare and impossible to find.

In Indonesia, there are already several startup companies that can reach the unicorn level. Some of them are Tokopedia, Bukalapak, Traveloka, OVO, and JD.id.

Decacorn

After the unicorn, there is another higher level of valuation, namely the decacorn. The term decacorn is a combination of two words, namely deca and unicorn.

Deca or deka comes from the Greek word, which refers to the number ten and is given the suffix of the term unicorn. The Decacorn itself has a symbol in the form of a winged horse called Pegasus.

As the name implies, this term is applied to startup companies if they have a total valuation of between USD 10 billion and USD 100 billion. This value is ten times the value of the unicorn.

Usually, companies that can reach this level are market leaders in the field of business. In addition, to get the decacorn level, a startup requires investors who have significant assets to invest.

Well-known startups that have held the title of decacorn, some examples are Airbnb, Pinterest, Snapchat, Uber, Xiaomi, SpaceX, and several others. While startup companies from Asia have achieved the decacorn title, one of them is Grab.

The good news is that one of the startups made by the nation's children, Gojek, has achieved decacorn status since 2019. In the future, Tokopedia is also expected to follow Gojek's success and become the second startup from Indonesia to achieve the decacorn level.

Hectocorn

The highest level given to startup company valuations, for now, is hectocorn. The term hectocorn itself is a form of the depiction of a dragon animal.

Hectocorn status coronation is given if a startup company has a valuation amount greater than USD 100 billion, or ten times the value of a decacorn. Startup companies that get the hectocorn title are still scarce, given how difficult it is to reach this level.

Because of the scarcity, there is not much information that we can deduce about this

valuation level. Some well-known companies that have entered this elite category are Facebook, Apple, Microsoft, and Google.

From Asia, two startups have stepped into the hectocorn ranks, namely ANT Financial or previously known as Alipay, and ByteDance. Unfortunately, no local startup has reached the hectocorn level yet.

Considering the decacorn label only applies to startup companies that are still in the development stage. Many large companies in the world already have a total valuation of more than USD 100 billion. Still, the title of decacorn can no longer be awarded to them.

What are the 6 Unicorn Companies from Indonesia?

Indonesia is known as one of the unicorn-producing countries in the world. Indonesia still holds the record as the country with the most significant number of unicorn companies in Southeast Asia.

Unmitigated, there are a total of 6 unicorn startups from Indonesia as of June 2021. They are:

Gojek. Online-based transportation and logistics service.

Tokopedia. An online marketplace with a Customer to Customer (C2C) business model.

Bukalapak. Another Customer to Customer (C2C) online marketplace.

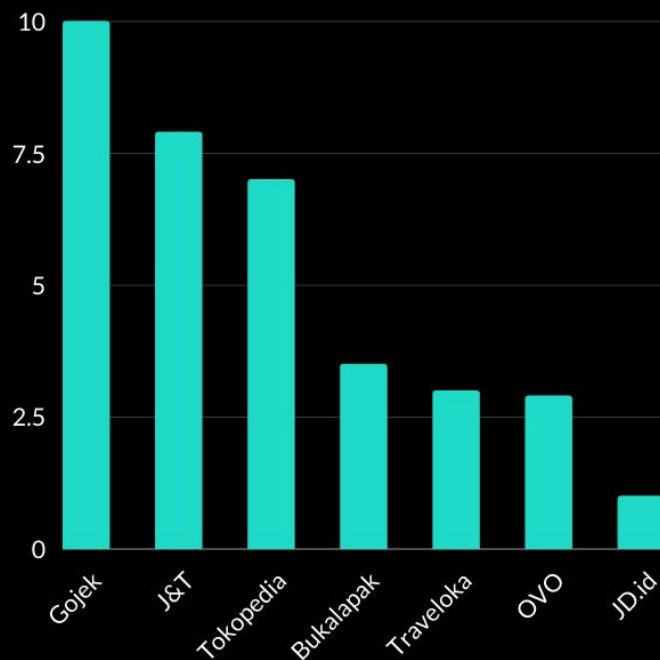
Traveloka. Transportation, hotel, and leisure ticket booking platform.

OVO. Technology-based digital and financial payment application (fintech).

id. An online marketplace with a Business to Customer (B2C) business model.

6 UNICORN COMPANIES FROM INDONESIA

Indonesia is the country that produces the most unicorn companies in Southeast Asia, with seven startups.



That doesn't include unicorn startups from other countries that also operate in Indonesia, such as Grab, SEA Group (Garena and Shopee), and Lazada. Here is the full explanation of the six unicorn startups in Indonesia:

Gojek



The first startup company from Indonesia to hold the status of a unicorn is Gojek. Gojek is a startup company engaged in transportation and logistics services based on mobile applications.

Gojek was founded in 2010 by Nadiem Makarim along with his two partners. At first, Gojek only served taxi and motorcycle taxi orders through a call center with only 20 drivers.

Then in 2015, Gojek began to develop a mobile application to facilitate ordering. In the same year, Gojek made a breakthrough by offering three new types of services besides GoRide, namely GoFood, GoSend, and GoMart.

In 2017, Gojek officially bore the title of the first unicorn startup company from Indonesia. Two years later, Gojek's status increased to a decacorn with a total valuation of USD 10 billion.

We cannot separate Gojek's success in the country from the help of investors who provide such large amounts of funding. In addition, thanks to the innovation of cheap and fast transportation services, Gojek can reach an astonishing number of users.

Gojek's very rapid progress has had a positive impact on the economy in Indonesia. Gojek also plays an active role in supporting the growth of MSMEs in Indonesia.

Gojek has around 20 transportation and logistics services and operates in more than 200 cities in Indonesia. Gojek is also spreading its wings by expanding to several neighboring countries, such as Thailand, Singapore, and Vietnam.

Tokopedia



Tokopedia is the second startup company from Indonesia to win the unicorn title. Tokopedia is engaged in e-commerce, which allows every individual, small store, and big brand to open and manage an online store.

Tokopedia was founded on February 6, 2009 with William Tanuwijaya as CEO and Leontinus Alpha Edison as COO and CTO. On August 17, 2009, coinciding with Indonesia's independence day, they launched the official Tokopedia.com website.

Eight years after it was founded, an injection of funds from Alibaba Group in 2017 made Tokopedia successfully held the unicorn status. Now, Tokopedia has an estimated total valuation of USD 7 billion.

Tokopedia is committed to focusing on developing a 'super ecosystem.' That is,

everyone can contribute and add value to each other and grow and develop together.

Tokopedia can accomplish this super ecosystem by embracing multiple partners, such as logistics and digital payments. Tokopedia also strives to build a more robust and broader network to reach all corners of the country.

Now, Tokopedia claims to have dominated up to 1.5 percent of the economy in Indonesia based on the number of monthly active users, which reaches 90 million users. The number of sellers reported is 7.2 sellers.

Bukalapak



Besides Tokopedia, another e-commerce startup that also acquired the unicorn title was Bukalapak. Bukalapak provides online-based buying and selling facilities with a Customer to Customer (C2C) business model.

Bukalapak was founded by Achmad Zaky with his two friends, Nugroho Herucahyono and Fajrin Rasyid in 2010. At that time, they saw a potential opportunity to develop an online store website, which we now know as e-commerce.

Their foresight in seeing opportunities finally paid off in 2018, where Bukalapak officially held the title as a unicorn startup. The total valuation of Bukalapak is estimated to have reached more than USD 3.5 billion.

Since its presence in the country, Bukalapak has endeavored to be a leading and innovative startup company by opening a research and development center. Some of the innovation and technological breakthroughs developed are drones and Artificial Intelligence (AI).

Bukalapak has always been committed to developing small businesses by providing opportunities and choices for everyone to get a better life.

Bukalapak has more than 70 million active users, 42 million monthly users and serves more than 6 million sellers. In the future, Bukalapak plans to become a more caring

and environment-friendly company.

Traveloka



Unlike Tokopedia and Bukalapak, which are in the e-commerce business, this unicorn-status startup focuses on the accommodation sector. Traveloka is an online ticket booking platform for transportation, lodging, and recreation.

Traveloka was founded by Ferry Unardi, Derianto Kusuma, and Albert Zhang in 2012. Initially, they only provided one service, namely booking airline tickets through the website.

Over time the services provided by Traveloka have increased, such as booking hotel tickets, trains, tourist attractions, and car rentals which strengthens Traveloka's position as a market leader in the travel industry in Indonesia.

Traveloka received the Unicorn title in 2017, thanks to a USD 350 million injection of investment funds from the US company Expedia. The total valuation from Traveloka is estimated at USD 3 billion.

Now, Traveloka is not only known as an online hotel ticket booking and transportation platform. It has drilled other fields, such as lifestyle and finance. Traveloka has been operating in other countries, such as Malaysia, Singapore, Australia, the Philippines, Thailand, and Vietnam.

OVO



Visionet International, better known as OVO, is the fifth startup company from Indonesia to achieve unicorn status. OVO is a startup engaged in payments and digital wallets.

This startup company was established under the auspices of the Lippo Group in 2017. Although still relatively young, OVO became a unicorn company just two years after it was founded.

Yes, OVO achieved unicorn status in 2019. Their total valuation is also quite phenomenal, reaching USD 2.9 billion or equivalent to IDR 42.2 trillion.

We cannot separate OVO's valuation from the injection of funds disbursed by investors, namely Grab, Tokopedia, and Tokyo Century Corporation. OVO is a very successful and rapidly growing digital payment platform. It has even become the most prominent fintech application in Indonesia.

OVO is one of the startups that has benefited from the increase in digital payments due to the Covid-19 pandemic. The number of payment transactions through OVO has been reported to have exceeded 1 billion transactions.

The OVO mobile application has now been downloaded to more than 115 million devices, works with 700 merchants, and can be used in 373 cities in Indonesia. OVO is also a trusted payment partner on the Singapore-based transportation startup Decacorn, Grab.

Notably, OVO has managed to reach more than 300 million users in Indonesia. With OVO, users can transfer money, make payments, top-up credit, and even manage assets and investments.

JD.id



Another homeland e-commerce that has successfully received the unicorn title is JD.id. Unlike Bukalapak and Tokopedia, which apply the C2C business model, JD.id is a marketplace with a Business to Customer (B2C) business model.

JD.id started operating in Indonesia in 2015. In 2019, the management of JD.id confirmed that the total valuation of their company had reached USD 1 billion.

As reported from several sources, JD.id's unicorn status was obtained after cooperating with several other companies, including Gojek. In addition to providing an online buying and selling platform, JD.id also provides delivery services that reach up to 365 cities throughout Indonesia.

Honorable Mention: J&T



In addition to the names above, another local startup company has won the unicorn title, namely J&T. This company, which is engaged in shipping and logistics, has earned the unicorn status in April 2021.

Based on data published by CBInsights, J&T has a valuation of USD 7.9 billion. This figure is only below Gojek's valuation and surpasses the achievements of Tokopedia, Bukalapak, Traveloka, OVO, and JD.id.

J&T, whose full name is PT. Global Jet Express was founded in 2015 by the two founders of OPPO, Jet Lee and Tony Chen. This fast-growing logistics company has its head office in Jakarta.

In 2017, J&T expanded to other ASEAN countries, such as Malaysia, Singapore, Philippines, Thailand, Cambodia, and Vietnam. J&T is a trusted delivery partner in various marketplaces in Indonesia, including Shopee, Bukalapak, Tokopedia, Blibli, and JD.id.

Summary

Unicorn companies are the name given to startup companies with a valuation of more than USD 1 billion. A startup company can obtain the unicorn title if only the valuation ranges from USD 1 billion to USD 10 billion.

To become a startup company with a unicorn title is not accomplished in a short time. It takes innovation, hard work, consistency, and thoughtful business strategies to crawl up from the lowest valuation level to get unicorn status.

In addition, what is no less important is the role of investors who are willing to invest astonishing amounts of money in reaching the unicorn valuation level. Therefore, startup company owners should be able convince investors that investing in their startup is the right choice.

Hope this article would improve your knowledge about the startup world. See you!

language focus

Language Focus 1: Simple Present Tense

Formula

S + V(-s/es)

V1

Subject	Verb	The Rest of the sentence
I / you / we / they	speak / learn	English at home
he / she / it	speaks / learns	English at home

Function

For repeated or regular actions in the present time period.

- I **take** the train to the office.
- The train to Berlin **leaves** every hour.

For fact

- The President of The USA **lives** in The White House.
- A dog **has** four legs.

Notes:

The spelling for the verb in the third person differs depending on the ending of that verb:

1. For verbs that end in **-O**, **-CH**, **-SH**, **-SS**, **-X**, or **-Z** we add **-ES** in the third person.

- go – goes
- catch – catches
- wash – washes
- kiss – kisses
- fix – fixes
- buzz – buzzes

2. For verbs that end in a **consonant + Y**, we remove the **Y** and add **-IES**.

- marry – marries
- study – studies

3. For verbs that end in a **vowel + Y**, we just add **-S**.

- play – plays
- enjoy – enjoys

Task 1

Complete the sentences!

- Denise and Ana (work/always).....hard. They (be,not) lazy.
- Mary and Jonathan (want).....to buy a car, but they (have,not) do not have enough money.
- Granada Film, part of the Granada Media Group, (produce).....and..... (co-finance) a broad range of films for the UK and international markets.
- Due to Expansion, we (recruit).....a Finance Manager with film finance experience, good communication skills and the ability to work under pressure.
- A pharmaceuticals company (develop)..... and.....(manufacture) a wide range of medicines and it's currently developing a new drug against asthma.
- The cable operator companies (provide)..... cable television to thousands and thousands of homes and they (want)..... to expand and they're developing a new high-speed internet service.
- A: What do you know about the Virgin Group
B: They're very large group. They (exist)..... in a lot of different sectors. And Richard Branson (run).... the group
- A: what (you, know)..... about Benetton
B: they are Italian and they are successful manufactures
- LVMH (stand)... for Louis Vuitton Moet Henessy

Language Focus 2: Future Will/ Be going to

Formula S + will + V1

Subject	Verb	The Rest of the sentence
I / you / we / they	Will learn	English at home
he / she / it		English at home

Function: For expressing future activities

- Tono will be a great musician
- She will live in UK

Task 2

Put the verbs into the correct form (future simple). Use will/ be going to

- You (travel)..... around the world.
- You (meet)..... lots of interesting people.
- It (rain/not)..... tomorrow.
- I promise I (be/not).....late.
- We (start/not)..... to watch the film without you.
- The bus (wait/not).....for us.
- He (believe/not)..... us.
- It (rain/not)..... tomorrow.
- I (do)..... this later.

20 Questions on Past, Present, and Future Tenses:

Past Tense:

1. What did you eat for breakfast this morning?
2. Did you go to the movies last night?
3. Where did you live when you were a child?
4. Who invented the light bulb?
5. When did the Declaration of Independence get signed?

Present Tense:

6. What are you studying in school right now?
7. What does your favorite song talk about?
8. Who is playing in the Super Bowl this year?
9. What can you see from your window?
10. Do you think robots will ever take over the world?

Future Tense:

11. What will you do after you graduate?
12. Where will you travel when you have the chance?
13. Will flying cars ever become a reality?
14. What do you think the world will be like in 100 years?
15. Will robots be our friends or enemies in the future?

Mixed:

16. She has lived in that house for 20 years. (Present perfect)
17. They were playing basketball when the storm started. (Past continuous)
18. I will be working on my project all afternoon. (Future continuous)
19. If I studied harder, I would have gotten a better grade. (Past conditional)
20. Have you ever been to the Great Wall of China? (Present perfect)

D. Speaking

Unit 1



Describe a successful businessman that you know.

Here, you can choose one of the successful

businessman below, if you want.



Here, you should say

- α. Who is the person
- β. How you know this person
- χ. How s/he become successful
- δ. And explain why you consider him/her as a successful business person

E. Writing

Unit 1



GAMES FOR FUN FACTS

NAME: _____

DATE: _____

QUIZ: BUSINESS and FINANCE

- Answer these fourteen questions to score your vocabulary knowledge.

- 1. When people 'advertise' products they want to**
 - a) buy them
 - b) sell them
 - c) export them
 - d) use them
- 2. An 'annual' earnings report can tell about a company's profits**
 - a) during the past year
 - b) during the past month
 - c) during the past week
 - d) during the past day
- 3. In which of the following places can a person find 'cargo'?**
 - a) on the Internet
 - b) in an employee's home
 - c) in an office
 - d) on a ship
- 4. Which of the following words is most similar to 'consumer'?**
 - a) manager
 - b) buyer
 - c) employer
 - d) seller
- 5. What does a business do when it 'earns' money?**
 - a) it breaks even
 - b) it loses money
 - c) it makes money
 - d) none of the above
- 6. Which of the following things does a business do when it 'expands'?**
 - a) it opens more stores or offices
 - b) it imports products
 - c) it closes a factory
 - d) it publishes an annual report
- 7. A company's 'headquarters' might be found**
 - a) on a business suit
 - b) in a warehouse
 - c) in an office building
 - d) inside a secretary's desk
- 8. Which of the following is most similar to a company 'logo'?**
 - a) a game
 - b) a song
 - c) a story
 - d) a picture
- 9. 'Merchandise' is something that people can**
 - a) buy
 - b) sell
 - c) export
 - d) all of the above
- 10. If a business makes a 'profit', we can say that**
 - a) it is in the black
 - b) it is in the red
 - c) it is bankrupt
 - d) it hires many people
- 11. Which of the following words is most similar to a business 'proposal'?**
 - a) question
 - b) suggestion
 - c) discussion
 - d) interruption
- 12. Which of the following people do companies 'hire'?**
 - a) buyers
 - b) sellers
 - c) employees
 - d) employers
- 13. Which of the following words is most similar to 'value'?**
 - a) need
 - b) make
 - c) money
 - d) product
- 14. Which of the following things can you probably find in a 'warehouse'?**
 - a) merchandise
 - b) products
 - c) goods
 - d) all of the above

13 – 14 = Excellent

11 – 12 = Good

9 – 10 = Study More!

Unit 2

Global Trade

A. Warming Up Activity

Unit 2



Look at the picture below!

Mention at least 15 countries and their currencies!



B. Reading

Unit 2



Reading 1

Companies

Companies are involved in many activities, for example buying, selling, marketing and production, in a range of different industries, such as information technology, telecommunication, film and car manufacture. Many well-known companies are multinationals, these are companies which operate in a number of countries.

Multinationals often have a complicated structure. There is usually a parent or holding company. This company owns other companies or parts of other companies. These other companies are called subsidiaries.

Key vocabulary:

1. Buying
2. Selling
3. Marketing
4. Production
5. Multinational
6. A parent or holding company
7. Subsidiaries
8. Manufacture

Task 1

Look at the pictures below, please answer the following items!

- a. What each company produces
- b. Where the company operates
- c. Who its main competitors are



Reading 2

Global Trade

In an open market, any number of sellers or competitors can offer goods for sale. All companies try to gain the biggest market share possible, and compete aggressively with their main competitors to do this. Companies with the biggest market share for a product, the market leaders, may compete with their rivals on quality, image, brand loyalty or price. Major companies compete across borders in the global market place to try to enter new markets in countries where they do not have a presence.

Global trade, also known as international trade, is simply the exchange of goods and services across international boundaries. Global trade involves the export and import of goods and services between international borders. Goods and services that enter into a

country for sale are called imports. Goods and services that leave a country for sale in another country are called exports. For example, a country may import wheat because it does not have much arable land but export oil because it has oil in abundance.

Key vocabulary:

- | | |
|--------------------|---------------------|
| 1. Open market | 5. Market leader |
| 2. Global trade | 6. Import |
| 3. Market share | 7. Export |
| 4. Main Competitor | 8. Enter new market |

Task 2

Work in pairs! Who are the main competitors in the market in the following sectors in Indonesia?

- | | | |
|-------------------|-----------------------|----------------|
| a. Motorcycle | c. Telecommunications | e. Soft Drinks |
| b. Noodle instant | d. Cosmetics | f. House wares |

USEFUL VOCABULARIES

If you can walk into a supermarket and find Costa Rican bananas, Brazilian coffee, and a bottle of South African wine, you're experiencing the impacts of international trade.

International trade allows countries to expand their markets and access goods and services that otherwise may not have been available domestically. As a result of international trade, the market is more competitive. This ultimately results in more competitive pricing and brings a cheaper product home to the consumer.

KEY TAKEAWAYS

- International trade is the exchange of goods and services between countries.
- Trading globally gives consumers and countries the opportunity to be exposed to goods and services not available in their own countries, or which would be more expensive domestically.
- The importance of international trade was recognized early on by political economists like Adam Smith and David Ricardo.
- Still, some argue that international trade actually can be bad for smaller nations, putting them at a greater disadvantage on the world stage.
- International trade was key to the rise of the global economy. In the global economy, supply and demand—and therefore prices—both impact and are impacted by global events.

- Political change in Asia, for example, could result in an increase in the cost of labor. This could increase the manufacturing costs for an American sneaker company that is based in Malaysia, which would then result in an increase in the price charged for a pair of sneakers that an American consumer might purchase at their local mall.

VOCABULARIES

The world – not all countries are equal

This is a sensitive area of vocabulary if important area of vocabulary. How do you describe the different regions of the world. Here are a few basic alternatives to get you started:

phrase	example
developing countries	Poverty is still an issue in many developing countries
less developed countries	Many less developed countries suffer from a poor transport infrastructure
the industrialized world	It is the responsibility of the industrialized world to provide financial support
richer nations	Richer nations exploited the natural resources found in Africa and Asia in colonial times.
superpower	While the USA was the great economic superpower of the twentieth century, it seems likely that the world economy will be dominated by China and India in the twenty first century.

Thinking globally (and locally)

Globalization is a good word, but you do need some alternatives. These options allow you to use the word “global” in different ways and thinks about different aspects of globalization.

phrase	example
the global village	It is often said that we live in a global village , not least because it is so easy to communicate with people all over the world
the global economy	One feature of the global economy is that countries are affected by economic problems in other parts of the world
global trade	The WTO has helped reduce tariffs on global trade and this has changed the marketplace.
international (co-operation)	This problem requires international cooperation just because it reaches beyond the borders of any one country.
the world	Modern telecommunication systems and the internet have made the world a much smaller place.
local/national/domestic	If we are to find a solution to world poverty, it is necessary to look for domestic solutions and not just international aid.
ubiquitous	For example, Coca Cola is now almost ubiquitous .
universal	A negative aspect of globalization is that some cultures are losing some of their identity, as more and more people adopt a new universal culture .

Globalization means trade (and wealth for some people)

In many ways, there is a strong connection between trade and globalization. This also connects to issue of consumerism – we want to buy whatever we want, wherever we go. For this you need some globalization vocabulary to discuss issues such as consumerism and its close cousin: capitalism.

word/phrase	example
multinational	One of the most visible signs of globalization is the ubiquitous presence of multinational brands such as Coca Cola.
consumerism	There would seem to be a strong connection between trade and globalization and one symptom of this is the growth of consumerism around the world.

Not everyone likes globalization

Here is some useful globalization vocabulary to help you write and speak about the negative sides of globalization.

word	example
protest	Many people are unhappy with this trend and anti-globalization protesters gather at every meeting of the G8.
demonstrate	While these people have the right to demonstrate , they do not help their cause if their marches become violent.
critics of	Some critics of globalization are concerned that too much power is being given to unelected CEOs of multinational corporations.
debate	There is an increasingly lively debate about the dangers this trend for globalization presents to local cultures.
standardization	Not everyone is happy, however, with this standardization , not least because it may lead to uniformity.
loss of identity	While it can be argued that globalization leads to greater harmony, one drawback is that loss of cultural identity may follow.
sweatshops/ outsourcing	Too many multinational corporations make their profits by outsourcing their production to countries where labour is cheap. Indeed, at times this amounts to exploitation in sweatshops , with the rich getting richer and the poor poorer.
national sovereignty	Many people object to globalization on the grounds that it interferes with national sovereignty .

Co-operation and integration

One key feature of globalization is that nations work together and become more integrated. Try some of these words and phrases

word/phrase	example
co-operate	For example, countries in the EU now co-operate together to control the level of immigration.
integrate	One key feature of globalization is that economies around the world have become much more closely integrated .
multilateral/unilateral	In the world today, it is not possible for governments to adopt policies on immigration unilaterally .
communication	One of the major benefits of globalization is the ease of communication in the modern world.

<http://www.ielts-writing.info/index.php/academic/ielts-writing-task-2-15/>

language focus

Language Focus 1 : Gerund And Infinitives



What is a Gerund?

A gerund (often known as an -ing word) is a noun formed from a verb by adding *-ing*.

What is the infinitive?

An infinitive is *to* + the verb.

The most famous infinitive quote has to be, "To be or not to be. That is the question."

For some, either the gerund or infinitive is possible.

Task 3

Which group of verbs is followed by: an infinitive without *to*? an infinitive with *to*? a gerund? Check in a dictionary

Group A = like, dislike, delay, finish, include, avoid, postpone, practice, risk, suggest, involve

Group B = arrange, decide, expect, hope, help, manage, promise, plan, refuse, want

Group C = can, could, may, might, should

Task 4

Complete the paragraphs below with gerund or infinitives!

Ali's Story

Booking The School

Ali decided that he wanted (study) abroad. (achieve) his goal, he had many things that he had (do) . Firstly he needed (improve) his English so he could take the IELTS test. Unfortunately Ali disliked (learn) English so this would not be much fun. His friend recommended (attend) a school close to his house. Ali went to look and from what he could see it seemed (be) a good school. He didn't delay (register) for a course. He managed (get) a good price for the course because they had a special offer on. This was good because he could not afford (pay) too much.

Studying

He had never read much in his life and knew he was weak in this area, so he practiced (read) as much as he could. He hated (write) in English too as his grammar was quite weak so he also planned (practice) writing as many essays as possible. His teachers agreed (check) these for him. As it turned out, Ali actually really enjoyed (study) English. The other students on the course didn't hesitate (help) Ali and the teachers always offered (assist) him if he was stuck. He kept up his studying for a number of months because he wouldn't risk (sit) the exam until he was ready.

Language Focus 2

Listing ideas or things in order

First	then	followed on
Second	before	followed by
Third	after	until
Afterward	next	following

Giving and justifying an opinion

I think	I am sure that
I believe	It seems to me that
In my opinion	Obviously
It is obvious/clear that	Evidently

Adverbs of frequency

Usually	often	frequently	rarely
Occasionally	seldom	sometimes	

Linking words and phrases

Such as	result in	so	for instance
For example	Furthermore	when	such as
As well as	Subsequently	also	However
Because of	Because	although	Despite

Task 6

Discuss in pairs, mention the advantages and disadvantages of ASEAN Economic Community for Indonesia!



Remember about Analytical exposition Paragraph!

ANALYTICAL EXPOSITION

Generic (Schematic) Structure

1. Thesis position: introduces topic and indicates writer position
2. Preview : outlines the main arguments to be presented Arguments :
 - Point: restates main argument outlined in Preview
 - Elaboration: develops and supports each Point/argument
3. Reiteration : restates writer's position

Social Function:

The social function of an analytical exposition text is to persuade or convince the reader or listener about the validity or importance of a particular viewpoint or idea. It aims to present arguments, provide evidence, and logically analyze a topic, guiding the audience toward a specific understanding or belief.

Generic (Schematic) Structure:

- 1) Thesis Statement:
 - Introduces the main topic or issue.
 - Clearly states the writer's position or viewpoint.
- 2) Arguments and Support:
 - ✓ Presents a series of arguments supporting the thesis statement.
 - ✓ Each argument is followed by evidence, examples, or reasoning to strengthen the point.
 - ✓ Arguments may be presented in a logical order, starting from the most compelling or relevant.
- 3) Reiteration or Conclusion:
 - ✓ Restates the thesis or main viewpoint.
 - ✓ Summarizes the key arguments.
 - ✓ Reinforces the writer's stance on the issue.

Language Features:

- 1) Present Tense:
 - Analytical exposition texts often use the present tense to convey a sense of immediacy and relevance.
- 2) Logical Connectives:

Words and phrases such as "therefore," "however," "consequently," and "in conclusion" are used to establish logical connections between ideas and arguments.

3) Causal Relationships:

The text often explores cause-and-effect relationships to explain why a certain viewpoint is valid.

4) Modal Verbs:

Modal verbs like "should," "must," or "ought to" are employed to express necessity or obligation, reinforcing the writer's persuasive intent.

5) Adverbial Phrases:

Adverbial phrases, such as "for example," "in addition," and "furthermore," are used to introduce supporting details and examples.

6) Complex Sentences:

Analytical exposition texts typically contain complex sentence structures to articulate detailed arguments and convey a sense of depth.

7) Formal Language:

The use of formal language is common to maintain an objective and serious tone. This includes avoiding slang, colloquial expressions, or overly informal language.

8) Rhetorical Devices:

Writers may use rhetorical devices such as repetition, parallelism, or rhetorical questions to enhance persuasive elements.

A NEWS ITEM

A "news item" refers to a brief, factual report or article about a current event or topic of interest. It typically presents information in a concise and objective manner, providing details such as who, what, when, where, why, and how. News items are a fundamental part of journalism and are used to inform the public about important events and issues.

News items are commonly found in newspapers, online news websites, and other media outlets. They serve to update the audience on recent developments, and their structure is often straightforward, prioritizing clarity and factual reporting over opinion or analysis. News items are an essential form of communication in the field of journalism, helping to keep the public informed about what is happening in the world.

Social Function:

The social function of a news item is to inform the public about current events, developments, or issues. It serves as a primary source of information, offering a factual and objective account of what is happening in the world. The primary goal is to provide readers or viewers with the essential details of an event, answering the questions of who, what, when, where, why, and how.

Generic (Schematic) Structure:

1) **Headline:**

Provides a concise and attention-grabbing title summarizing the main point of the news item.

2) **Lead (Introduction):**

Presents the most crucial information at the beginning, answering the key questions in a brief and engaging manner.

Often follows the inverted pyramid structure, with the most important details at the top and additional information following in descending order of importance.

3) **Body:**

Expands on the details presented in the lead, providing additional context, quotes,

and relevant information.

Organizes information logically, often following the chronological order of events.

4) Quotes:

Includes direct quotes from individuals involved in or knowledgeable about the event, adding credibility and perspectives.

5) Conclusion:

Summarizes the main points and may hint at potential future developments or impacts.

Concludes the news item in a clear and concise manner.

Language Features:

1) Objective Tone:

News items maintain an objective and neutral tone to present information without bias or opinion.

2) Clarity and Conciseness:

Uses clear and concise language to efficiently convey information without unnecessary details.

3) Inverted Pyramid Style:

Presents the most important information at the beginning, allowing readers to grasp the main points quickly.

4) Direct Reporting:

Utilizes direct and straightforward language to report facts without embellishment.

5) Attribution:

Attributes information to specific sources to maintain transparency and credibility.

6) Present Tense:

Typically uses the present tense to convey a sense of immediacy and relevance.

7) Quotations:

Includes direct quotes from relevant sources, such as eyewitnesses, officials, or experts, to provide different perspectives and enhance credibility.

8) Headline Style:

Headlines are often written in a succinct, attention-grabbing style, using key words to summarize the main point of the news item.

Example:

Headline:

"Major Tech Company Announces Breakthrough in Renewable Energy Technology"

Lead:

"In a groundbreaking development, XYZ Tech Corp revealed today that they have achieved a significant breakthrough in renewable energy technology, potentially revolutionizing the global energy landscape. The company's latest innovation promises to address pressing environmental concerns and transform the way we approach sustainable energy solutions."

Body:

"The technology, named EcoPower 5000, utilizes advanced materials and innovative design principles to maximize energy efficiency. Company spokesperson Jane Doe stated, 'This marks a significant milestone in our commitment to a greener future. EcoPower 5000 has the potential to significantly reduce carbon emissions and pave

the way for a more sustainable energy infrastructure."

Conclusion:

"As the world grapples with the challenges of climate change, XYZ Tech Corp's announcement offers a ray of hope for a cleaner, more sustainable future. Experts anticipate that this breakthrough will spark renewed interest and investment in renewable energy research and development globally."

Let's Practice it

Unit 3

Promoting a Product

A. Warming Up Activity

Unit 3



Look at the pictures below!

What can you see from the pictures?



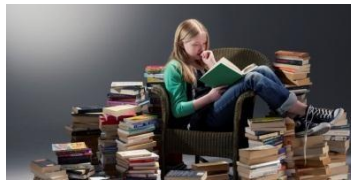
Picture 1



Picture 2



Picture 3



Reading 1

Read the paragraph below!

For nearly every type of product there are many similar goods on the market. The unique selling point (USPs) of a product are the things that make it special and different from other similar products. A good advertisement, which brings the product to the public's attention, should describe these USPs. The marketing department should have a customer profile in mind, that is the sort of person who will buy the product. When trying to sell the product, it's important to give information about the product's features or characteristics, and to emphasize the benefits or advantages of the product to the customer.

Key Vocabulary:

1. Product
2. USP
3. Advertisement
4. Customer profile
5. Features
6. Benefits

Task 1

Work in pairs!

Choose 1 product and discuss;

1. What are the features of the product?
2. What are the product's benefits to the customer?
3. What type of customer probably buys this product?



Picture 1. Nike Bag



Picture 2. Peugeot Car



Picture 3. Asus Laptop



Picture 4. Samsung Watch Phone.

Reading 2

Definition of Marketing Mix

What is marketing? The definition that many marketers learn as they start out in the industry is:

Putting the right product in the right place, at the right price, at the right time.

The marketing mix is traditionally known as the four P's: price, place, product and promotion. But these days, many include three more elements (people, process and physical evidence) to make it the Seven P's.

Price.

There are many ways to price a product, and the price can be different in order to appeal to different segments of the market.

Place.

This is also known as the channel, distribution channel or intermediary. It is a mechanism through which goods and services are moved from the company to the consumer.

Product.

A product is not simply the tangible, physical entity that may be bought or sold – it is also the ideas and emotions associated with the product.

Promotion.

This can be personal selling, direct mail, sponsorship and advertising.

People.

People are the most important element of any service or experience. Staff training and customer service are the 'people' part of marketing mix.

Process.

The process is what the customer participates in at different points during their experience with a product or a service. For example, when you book a flight on the internet, first you visit the website. Then, you enter information about the destination. Then, you book the flight. Lastly, at the airport you check in desk, and get on your flight. This is all part of marketing process.

Physical evidence.

Physical evidence includes all the things associated with the product or company; the packaging, internet sites, brochures, logos, building, business cards, etc.

Task 2

Work in pairs!

Please choose a product from Task 1 above and describe its marketing mix!

Reading 3

Please read the text below and answer Questions 1-7.

The Best Ways to Promote Products Online and Make Sales

SHERMAN - OCTOBER 2, 2019

51% of people now prefer to shop when businesses promote products online. 80% of people have purchased something this month.

The people are there. They want online products. You see the opportunities.

But the challenge appears when you try to promote products online. The competition is intense and often global. You have huge names like Amazon to contend with. As the competition heats up, ad costs rise.

Finding the method that's right for you and your business is the difference between paying unsustainable acquisition costs and making a profit in the eComm marketplace. The more aligned your digital marketing methods are the better ROI you'll achieve. That's regardless of the competition.

Let's explore the best ways to promote products online and look at which ones will benefit your business.

Social Media Advertising

Social media advertising and eCommerce go hand in hand. 52% of product sales can be attributed back to Facebook. Around 75% of a buyer's touch points with a brand they buy from taking place on social media.

A Nuestar case study showed that Pinterest ads are 30% more effective than other display ads with 5x the sales. It delivered a stunning 28:1 ROI.

But is Facebook, Pinterest, or another platform right for your brand, audience, and products? Let's take a look at each.

Facebook Ads

Are you considering Facebook ads? Here's what you need to know.

Cost

A Facebook average cost-per-click (CPC) is about \$0.40. With a cost that low, you can promote products online for as little as \$10 a day if you have a decent conversion rate.

Your costs can increase depending on certain factors. It's important to consider them to get the most out of [Facebook advertising](#).

First, the CPC may be higher if you sell in certain countries. This Adespresso chart shows that the average CPC in Japan is \$0.73. If you market in Greece, it could be as low as \$0.17. This is 2016 data so this has gone up a little bit in the past couple of years.

Second, consider the time of year. Just think about how many more ads you see for certain types of products before Valentine's Day, Halloween, or Christmas. If you're trying to tap into a seasonal market, you can expect costs to be higher.

As a whole, you'll spend the most money on any social media ads from October to December.

Best Products to Sell on Facebook

Facebook is really good for any kind of legal or uncontroversial product or service. Almost 1.5 billion people log in every day. Their interests and purchase behaviors are broad.

Not surprisingly, tech, retail, apparel, beauty, and fitness get the most clicks on Facebook.

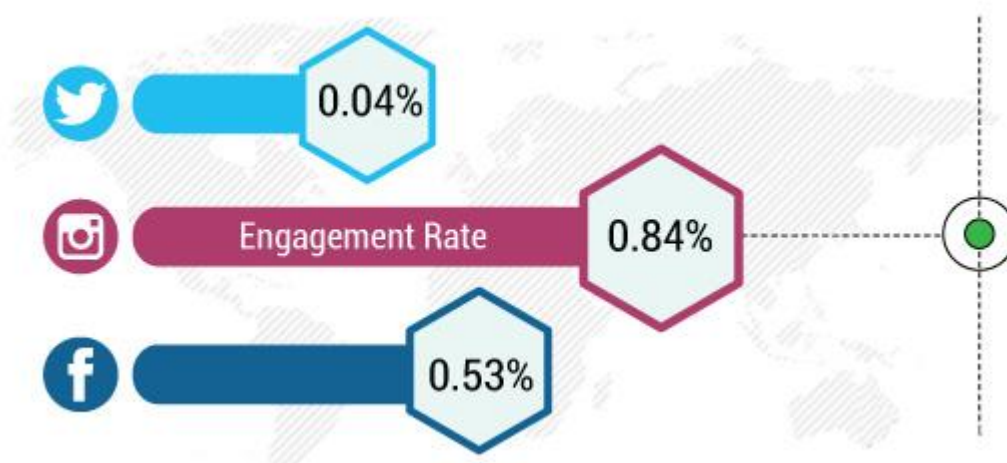
Instagram Ads

[Instagram ads](#) work off the Facebook ad system. So refer to the Facebook section above for most details. And here's what you need to know specifically about Instagram.

Cost

Instagram ads cost more. You might average \$1.41 for a click. But in the US, paying close to \$4 in some industries isn't unheard of.

If you opt to pay for cost per 1,000 impressions, that averages around \$8. Paying for these views may be beneficial when you're launching a new brand and need to increase awareness fast, focusing on sales later.



The average click-through-rate on Instagram is 0.52%. That's much better than most display ads. But less than Facebook. Conversion rates, however, tend to be higher than Facebook. People like to engage and buy on Instagram.



Interestingly, if the person who clicks is on an Apple product, your costs go up. Remember, it's all about the competition and the potential return.

62% of ecomm purchases are mobile. Apple holds the monster share of this buying behavior with iPhone. On top of that, a [Business Insider](#) report released just this week stated that owning Apple products is the #1 indicator of personal wealth.

More wealth = more money to spend on your products. That is if they didn't break the bank buying that \$1,000 iPhone.

There's a secret to getting lower rates on Instagram. January-March the CPC average tanks to under a \$1. This is a great time to do a push to increase brand awareness that you can then take into maintenance mode once the costs go back up.

Pinterest Ads

35% of Pinterest users are women making over \$75k a year. Nearly 70% are making at least \$50K. 10% make over \$100K.

Pinterest's audience



150 million

monthly active users globally²²



70 million

US users, 80 million international users²³



80%

are on mobile²⁴



73%

of online US women ages 18-34²⁵



40%

of new signups are men²⁶

Search and shopping



2 billion

monthly searches²⁷



97%

of searches are unbranded²⁸



76%

of Pinners save items to purchase later²⁹



42%

of Pinners use Pinterest to search instead of search engines³⁰



55%

of Pinners use Pinterest to shop (higher than users on social platforms)³¹

This puts most Pinterest users in a solid middle to upper-middle income bracket. This makes Pinterest the place to market higher-priced and designer products to this demographic.

62% of users are millennials and younger Gen Xers (25-40).

Add to this the fact that 76% of users pin items because they want to purchase them later. And 55% use Pinterest primarily to shop. Pinterest has the potential to drive a lot of traffic to your site.

If you need to promote products online that cost over \$80, your brand needs to be on Pinterest.

But unlike Facebook and Instagram, where you target by selecting traits, Pinterest is built around keywords (similar to Google). You'll need to do some keyword research to advertise on Pinterest.

Know what people are searching for. What phrases do they use?

And recently, Pinterest announced the release of their Shoppable Pins. With this feature, any marketer can upload and convert their products into Shoppable Pins. It was only previously available to selected brands but now it can be accessed by

everyone. Now you can turn your product catalogs into Shoppable Pins wherein users can buy your products without leaving the platform.

Cost

Pinterest works on a cost-per-click system similar to Facebook and Instagram. You can bid as low as \$0.10 and the CPC can vary a lot. Watch your campaign closely and adapt to keep costs low.

When you promote products online using Pinterest, the average traffic increase is 30% with revenue increases of 200% – 300%. If the above-mentioned demographic is your potential customer, Pinterest is the place to promote products online and make sales.

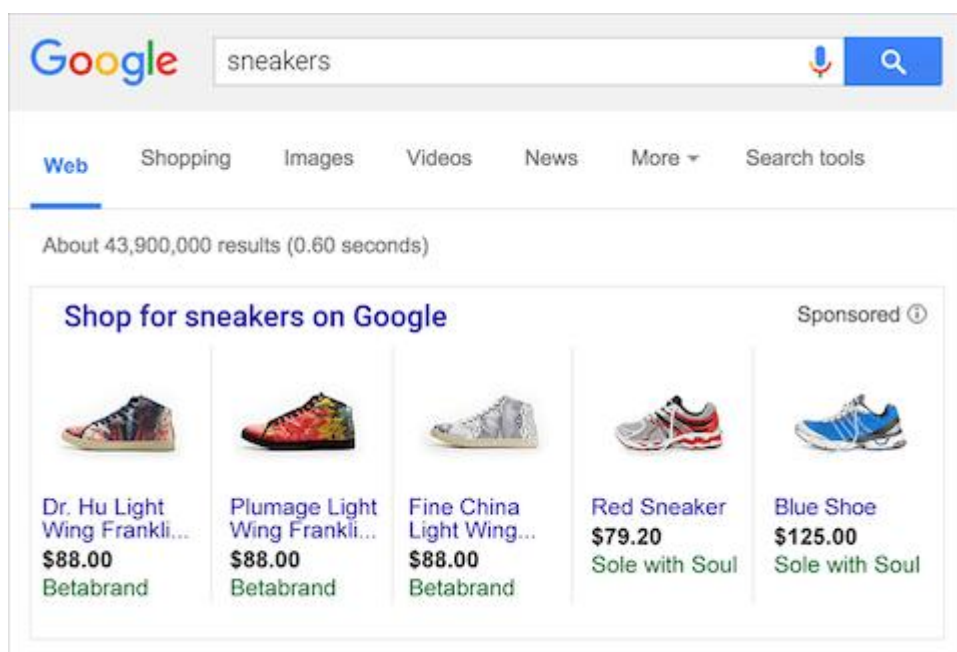
Social media advertising on Facebook, Instagram, and Pinterest are 3 of the best ways to promote products online. Next, let's look at the Google ad network to see the best ways to promote products online and make sales with their platform.

Google Advertising

There are many options when advertising through Google. Here are some of the best for eCommerce.

Google Shopping Ads

These ads give you a visual presence in Google search results among what is normally a page of text. If you have a product that can make a strong visual impression, the ad space is worth the cost.



These ads also appear on Google's affiliate websites (Google Display Network) giving you maximum exposure.

To use [Google Shopping Ads](#), take some extra steps. Signup for a Google merchant account. Share some product information with Google on a spreadsheet. And set your ads up in Google Ads.

Cost

You only pay for the ad when someone clicks. The costs for that click average just \$0.76. That's compared to nearly \$3 for a text ad on a search ad.

The click-through-rates (CTR) average 1.34%. Businesses using Google Shopping Ads are seeing revenue increases of 25% or more.

This can be attributed to the power of the visual. The CTR and conversion rates tend to be lower on these ads. That's reflected in the cost.

But visual ads have a more residual effect. You're increasing brand awareness and generating revenues well down the line even if the person did not click.

C. Language Focus

Unit 3

language focus

Advertisement



Advertisement is a promotional tool to increase the selling of the product. Advertisement may be both argumentative-persuasive (this is good because) and directive (so buy now!).

1. Common Elements of Advertisement

- a. **Headline:** a headline is word phrase or short sentence which is at the start of a paragraph and it has various color and bold and large font size and its functions are for attracting the readers' attention and leading them to read the copy of advertisement.
- b. **Image**
- c. **Address, phone, fax number**
- d. **Body Copy:** a copy is the body or the text of an advertisement for persuading, catching and holding the interest of prospective buyers. It can be


about information of a product or the advantages of buying and using a product, Finally, it consists of a line, two or a single paragraph or quite heavy paragraphs

e. **Price (optional)**

f. **Logo (optional)**

2. Stages

There is no stages of an advertisement. It means it is structured variously. The example is written below



Roll over image to zoom in


Java Batiks
Java Batiks Half Yard Bundle 5 Pieces CC156
★★★★★ 1 customer review

Price: ~~\$24.99~~
Sale: **\$13.95 & FREE Shipping** on orders over \$25. [Details](#)
You Save: **\$11.04 (44%)**

Only 1 left in stock - order soon.
Want it Friday, July 28? Order within **12 hrs 41 mins** and choose **One-Day Shipping** at checkout. [Details](#)
Sold by Sew & Sew and Fulfilled by Amazon. Gift-wrap available.

- Premium quality 18" x 44" Half Yard bundle (Assortment of 5, no duplicates)
- Finest 100% Cotton / High Thread Count; Precision Cut, Nice assortment as shown.
- Perfect for quilts, applique and scrap projects
- These beautiful collection of batiks are Hand Crafted & Hand Dyed by Artisans of Indonesia.
- Machine wash cold, No chlorine bleach.

New (1) from \$13.95 & FREE shipping on orders over \$25.00. [Details](#)


 **Find Products for your Craft Room**
Selection for all your crafting needs, from jewelery making products and art supplies to gift wrapping and more. [Shop Now](#)

Artisan Outfitters
Artisan Outfitters Mens Surfboard Shortboard Batik Cotton Hawaiian Shirt
★★★★★ 55 customer reviews

Price: ~~\$76.00~~
Sale: **\$28.00 - \$37.00** & Free Return on some sizes and colors

Fit: **As expected (71%)**

Size:

Color: Sapphire Chartreuse


- Highest Quality 100% Natural Cotton
- Handcrafted & Hand Dyed Batik Shirt
- Comfortable Classic Fit, Short Sleeve Men's Shirt
- Front Chest Single Pocket with Logo Label, Signature Logo Button, Matched Pocket Design
- Straight Hem With Side Vents, Backside Side Pleats

3. Realization of Advertisement

 **Headline** : word group, imperative, declarative (rare)

Example of word group

A wish to explore

Special Gift

Honey moon Package At holiday resort Lombok

Example of declarative

“Sheraton Mustika presents Lagoon Access Room”.

Example of imperative

Welcome to Novotel Lombok

✚ **Copy** : declarative, imperative, word group

Example of declarative

InterContinental Jakarta Midplaza takes a great pleasure to announce the launch of its exclusive ‘Jakarta Escapade’ package. This luxurious treat is the perfect opportunity over the Easter holiday long weekend and for families.

Example of imperative

Celebrate this Chinese New Year with the authenticity of a series of our special festive promotions. Do not miss the especially created sweetness, lavishly packed as perfect gifts during these happy and prosperous moments.

Example of word group

Conditions:

- Superior Room
- Inclusive breakfast, lunch, dinner for 1 (one) person
- Free 1 hour Karaoke at Batavia Karaoke

✚ **Price** : word groups, declarative sentences or imperative sentences

Example of declarative

A ‘Jakarta Escapade’ at InterContinental Jakarta MidPlaza starts at just Rp 988.000++ per room per night.

Example of word group

Regular Rp 1.920.000 net

Stay 2 nights in a garden Chalet

Example of imperative

Stay for 2 nights, get 1 additional night free

✚ **Address phone & fax number** : word groups and numbers, and imperative

Example of word group

RSVP 0370-693444 Senggigi Beach, Lombok NTB 83355

F.0370-693092 E, reservationmgr@holidayresort-lombok.com,

Example of imperative

Further information for reservation Meeting and Celebration, visit our hotel

Call 0281-6844040 Fax 0281-6844041

Task 3

Make a well-designed advertisement about a product below consisted of 6 elements of advertisement!



D. Speaking

Unit 3



Task 9

In groups, make your own new product. Present your product well in front of the class!

Prepare your slides and include;

- a. The background of making the product

- b. The description of the product
- c. The procedure of making the product
- d. The price and place to get the product
- e. The promotion of the product (show the advertisements!)

E. Writing

Unit 3



Task 4

Match the photos to the descriptions!



1. An elegant white leather shoes
2. A durable white and grey shoes
3. A stylist purple Italian shoes

Task 5

Which adjectives give opinions and which gives facts?

1. Stylish
2. Beautiful
3. Black
4. Small
5. Leather
6. Cotton
7. Crazy
8. Innovative
9. Smart
10. Slim

Order of Adjectives in English

General Opinion	Specific opinion	Size	shape	Age	Color	Nationality	Material	
cute		little			spotted			dog
	delicious					French		cuisine
	graceful	tall				Spanish		woman
beautiful			round	antique			porcelain	vase
			long	vintage	purple		silk	dress

Task 6

Work in pairs!

Choose two products and write three adjectives to describe each one!



Example:

A stylish small red bag

GAMES FOR FUN

1. Purpose

Simulation to promote products with various media to improve the existence of these products to the community.

2. Terms

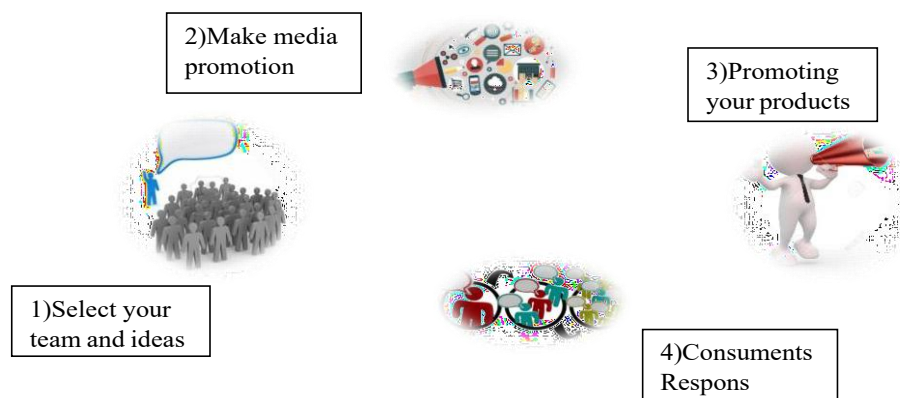
- Students are divided into several groups consisting of 2 students.
- Students are free to choose the materials or products to be promoted.
- Consists of 2 times: the preparation period of the promotion and the period of the game or presentation.
- Preparation period is given 1 week, cover preparation media promotion, goods and others.
- Game or presentation period is given 5 - 7 minutes to describe or promotional product of the group.
- The method used is snowball (the lecturer throws the ball at the student, the group affected by the ball will present the product).

3. Materials



Each group of 2 students will choose one type of product then look for the name of the product that will be the object of promotion.

4. Procedures



Let's Do it and Good Luck!

Unit 4

Business Communication

A. Warming Up Activity

Unit 4



Look at the following picture and choose the words in the box



Travel

Label the illustrations, choosing from the words in the box. The first has been done for you.

- | | | |
|---------------------------|-----------------|--------------------|
| a check-in desk | e single room | i private bath |
| b reception desk | f double room | j check-out time |
| c twin-bedded double room | g flight number | k departure time |
| d boarding pass | h ticket | l departure lounge |



1 a check-in desk



2



3



4



5



6



7



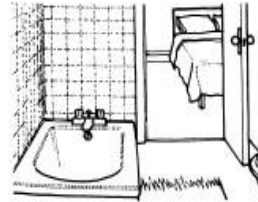
8



9



10



11



12

Task 1

First, read this article. Choose the correct answers 1,2, or 3 to fill in the gap A-H

We will learn several vocabularies related to trip for business.

Going away on business?

Careful planning before you depart will help (A)_____your company and you. Planning will make sure your department operates efficiently while you're away and stop you worrying about how things are going while (B)_____not there. Choose the best person to (C)_____decisions while you're away. Tell this person (D) _____ problem which might come up, and suggest the most effective ways of dealing (E)_____these problems. Tell everybody in your office where you will (F)_____during your trip. Tell them when they can and when they can't contact you. You (G)_____get a phone call during an important meeting. When you are on travel, you will mostly need to book airline ticket, hiring a car, and you will need to make questions.

A	1. Both	2. Even	3. Every
B	1. Your	2. You	3. You're
C	1. Get	2. Make	3. But
D	1. With	2. About	3. Regarding
E	1. With	2. For	3. It
F	1. To	2. Have	3. Be
G	1. Isn't	2. Won't	3. Haven't

B. Reading

Unit 4



An internal business meeting refers to a gathering of individuals within the same organization or company to discuss, plan, strategize, and make decisions regarding various aspects of the business. These meetings are exclusive to employees, executives, or stakeholders affiliated with the organization and are not open to external parties. Internal business meetings play a crucial role in fostering communication, collaboration, and coordination among team members, ensuring alignment with organizational goals and objectives.

In an internal business meeting, participants may discuss a range of topics, including project updates, departmental goals, budget reviews, performance evaluations, policy changes, and other matters relevant to the organization's operations. The primary purpose is to enhance internal communication, share information, address challenges, and collectively contribute to the overall success and effectiveness of the organization.

Internal business meetings can take various forms, such as regular team meetings, departmental briefings, cross-functional collaboration sessions, or strategic planning discussions. These meetings provide a platform for team members to voice their ideas, address concerns, and work collaboratively toward shared objectives. The outcomes of internal business meetings often include action items, decisions, and plans for the future, contributing to the organization's overall efficiency and success.

Marketing Division Meeting:

- 1) Planning promotional campaigns and branding initiatives.
- 2) Agency Selection for Commercial Video:
- 3) Market Research and Consumer Insights:

HR Division Meeting:

- 1) Employee Engagement Programs:
- 2) Training and Development Plans:
- 3) Recruitment and Onboarding:

Finance Division Meeting:

- 1) Budget Allocation
- 2) Financial Forecasts and Projections:
- 3) Cost Optimization Strategies:

language focus

Language Focus 1: Making Questions

Task 2

Put the word in the correct order related to sentences used in a hotel!

1. Like/stay/you/would/when/to?
2. You/or/double/single room/would/a/like/a?
3. I/name/may/please/have/your?
4. That/you/please/spell/could?
5. Telephone/have/number/your/I/can?
6. What/stay/days/our/you/will/in/hotel?
7. Is/the second/201/your room/on/floor

Language Focus 2 : Simple Present Tense (the use of *to be (am, is are)*).

Simple present tense is used to express a stative meaning.

Please see the following examples:

1. I am excited to visit Museum of Kata Andrea Hirata in Bangka Belitung.

The Verb <i>Be</i>			
1. Borobudur is located in Magelang, Central Java province.		<i>Be</i> is used as an auxiliary verb in the passive sentence <i>Is</i> = auxiliary <i>Located</i> = main verb	
2. Semarang <u>is</u> popular with its Lunpia. 3. There are many beautiful beaches in Indonesia. 4. Bunaken marine park <u>is</u> the iconic tourism object in Sulawesi because of its amazing sea corals. 5. I was at Museum of Kata Andrea Hirata in Bangka Belitung when you called me.		A sentence with <i>be</i> as the main verb has three basic patterns in the examples: In (2) : <i>be</i> + adjective In (3 and 4): <i>be</i> + noun phrase In (4) : <i>be</i> + a prepositional phrase	
Tense Forms of Be			
	Simple Present	Simple Past	Present Perfect
Singular	I am You are He, she, it is	I was you were he, she, it was	I have been you have been he, she, it has been
Plural	We, you, they are	we, you, they were	we, you, they have been



Scenario 1 Business Meetings in English

Introductions

Begin the meeting with introductions with special attention paid to newcomers.

Meeting Chairman: If we are all here, let's get started. First of all, I'd like you to please join me in welcoming Jack Peterson, our Southwest Area Sales Vice President.

Jack Peterson: Thank you for having me, I'm looking forward to today's meeting.

Meeting Chairman: I'd also like to introduce Margaret Simmons who recently joined our team.

Margaret Simmons: May I also introduce my assistant, Bob Hamp.

Meeting Chairman: Welcome Bob. I'm afraid our national sales director, Anne Trusting, can't be with us today. She is in Kobe at the moment, developing our Far East sales force.

Reviewing Past Business

It's a good idea to review past business shortly before moving on to the main topic of discussion.

Meeting Chairman: Let's get started. We're here today to discuss ways of improving sales in rural market areas. First, let's go over the report from the last meeting which was held on June 24th. Right, Tom, over to you.

Tom Robbins: Thank you Mark. Let me just summarize the main points of the last meeting. We began the meeting by approving the changes in our sales reporting system discussed on May 30th. After briefly revising the changes that will take place, we moved on to a brainstorming session concerning after customer support improvements. You'll find a copy of the main ideas developed and discussed in these sessions in the photocopies in front of you. The meeting was declared closed at 11.30.

Beginning the Meeting

Make sure that everyone has an agenda of the meeting and stick to it. Refer to the agenda from time to time during the meeting to keep the discussion on track.

Meeting Chairman: Thank you Tom. So, if there is nothing else we need to discuss, let's move on to today's agenda. Have you all received a copy of today's agenda? If you don't mind, I'd like to skip item 1 and move on to item 2: Sales improvement in rural market areas. Jack has kindly agreed to give us a report on this matter. Jack?

Discussing Items

Discuss items on the agenda making sure to paraphrase and clarify as you move through the meeting.

Jack Peterson: Before I begin the report, I'd like to get some ideas from you all. How do you feel about rural sales in your sales districts? I suggest we go round the table first to get all of your input.

John Ruting: In my opinion, we have been focusing too much on urban customers and their needs. The way I see things, we need to return to our rural base by developing an advertising campaign to focus on their particular needs.

Alice Linnes: I'm afraid I can't agree with you. I think rural customers want to feel as important as our customers living in cities. I suggest we give our rural sales teams more help with advanced customer information reporting.

Donald Peters: Excuse me, I didn't catch that. Could you repeat that, please?

Alice Linnes: I just stated that we need to give our rural sales teams better customer information reporting.

John Ruting: I don't quite follow you. What exactly do you mean?

Alice Linnes: Well, we provide our city sales staff with database information on all of our larger clients. We should be providing the same sort of knowledge on our rural customers to our sales staff there.

Jack Peterson: Would you like to add anything, Jennifer?

Jennifer Miles: I must admit I never thought about rural sales that way before. I have to agree with Alice.

Jack Peterson: Well, let me begin with this Power Point presentation (Jack presents his report). As you can see, we are developing new methods to reach out to our rural customers.

John Ruting: I suggest we break up into groups and discuss the ideas we've seen presented.

Finishing the Meeting

Close the meeting by summarizing what's been discussed and scheduling the next meeting.

Meeting Chairman: Unfortunately, we're running short of time. We'll have to leave that to another time.

Jack Peterson: Before we close, let me just summarize the main points:

1. Rural customers need special help to feel more valued.
2. Our sales teams need more accurate information on our customers.
3. A survey will be completed to collect data on spending habits in these areas.
4. The results of this survey will be delivered to our sales teams
5. We are considering specific data mining procedures to help deepen our understanding.

Meeting Chairman: Thank you very much Jack. Right, it looks as though we've covered the main items. Is there any other business?

Donald Peters: Can we fix the next meeting, please?

Meeting Chairman: Good idea Donald. How does Friday in two weeks time sound to everyone? Let's meet at the same time, 9 o'clock. Is that OK for everyone? Excellent. I'd like to thank Jack for coming to our meeting today. The meeting is closed.

SITUATION: Business Meeting - Launching Indomobile Pro 8

The Marketing Department at Mobilo Indonesia Company is gathered for an internal meeting. The company, specializing in a wide range of electronic products, is gearing up to launch a new smartphone, the Indomobile Pro 8. Among the critical tasks is the preparation of promotional tools, with a primary focus on creating a captivating commercial video. The participants in this meeting include:

Chairperson: Irene

Marketing Team: Tio, John, Ana, Bon

The central objective of this meeting is to make a crucial decision: which agency should be entrusted with the responsibility of producing the commercial video for the upcoming Indomobile Pro 8. The success of the launch campaign hinges on this decision, as the team seeks to create a compelling and impactful promotional tool that resonates with the target audience.

Irene: Opening

Irene stands at the front of the conference room, papers in hand, as the team settles in.

Irene: Good afternoon, everyone. Has everybody received a copy of the agenda? John, would you mind taking minutes for us today? Well, since everyone is here, let's get started.

She glances around the room, addressing the team.

Firstly, I'd like to extend a warm welcome to you all. Thank you for joining us at such short notice. Your presence in this face-to-face meeting is highly appreciated.

The primary objective for today's meeting is to decide which agency will produce the commercial video for our upcoming product, the Indomobile Pro 8. As I mentioned in the email last week, we've received proposals from three agencies: Creative Studio, SevenTwelve Entertainment, and Trustoo Studio. Now that you've had a chance to review the proposals, let's open it up for discussion.

Tio, could you kick off the discussion? What's your view?

Tio: Giving Opinions

Tio nods in acknowledgment and begins sharing his insights.

Tio: Thank you, Madam Chairperson.

I've done thorough research on all three agencies. Let me share my findings. Firstly, Creative Studio is a reliable production studio established 15 years ago. They've worked on various products like Indomie, Pantene Shampoo, Marjan Syrup, mostly focusing on daily needs with an emphasis on natural effects. I appreciate the simplicity and natural beauty showcased in their videos.

He shifts to the next point.

Secondly, SevenTwelve; a relatively new company, founded three years ago. Despite its short history, they've already produced videos for electronic products such as Samsung, Xiaomi, Apple. You can check them out at these links. Let me show you one video.

He plays a snippet of the video.

As you can see, it's fresh and anti-mainstream. If our target market is the youth, I believe this could be a perfect option. Yes, it incorporates more effects, but they align perfectly with the points we want our consumers to see.

He moves to the next point.

Thirdly, Trustoo. In my point of view, this company is not recommended due to its bad image, especially since it has been involved in plagiarizing some videos. I gathered this information from the news, as you can see here. So, I would suggest canceling Trustoo from consideration.

John: Seeking Clarification

John interjects with a question.

John: Tio, can you elaborate a bit more on how the effects in SevenTwelve's videos align with our points? I want to make sure we're clear on the impact.

Tio: Clarifying Response

Tio responds to John's question.

Tio: Absolutely, John. The effects in SevenTwelve's videos are dynamic and attention-grabbing. They are used strategically to highlight key features and create an engaging visual experience. For instance, if we want to emphasize the sleek design and advanced features of the Indomobile Pro 8, SevenTwelve's style complements that by adding a modern and cutting-edge feel to the presentation.

Ana: Advocating for Creative Studio

Ana, inspired by the strengths of Creative Studio, shares her perspective.

Ana: I'd like to reiterate the strengths of Creative Studio. Their reliability stands out – a production studio with a 15-year legacy. They've successfully collaborated on a spectrum of products. What captivates me is their focus on everyday needs and their emphasis on natural effects. The simplicity and natural beauty showcased in their videos resonate well with our brand values.

What truly stands out to me is their commitment to simplicity and the celebration of natural beauty in their videos. This approach doesn't just align with our brand values but has a timeless quality that can resonate across various demographics. It's about creating content that feels genuine and connects on a human level.

John: Acknowledging Creative Studio's Track Record

John, building on Ana's points, acknowledges the track record of Creative Studio.

John: I agree with Ana. Creative Studio's track record speaks volumes about their ability to connect with audiences. Fifteen years in the industry is no small feat, and their work on widely recognized products is a testament to their expertise. The emphasis on natural effects is particularly noteworthy, providing a genuine and relatable touch to their creations.

Bon: Advocating for SevenTwelve

Bon, the Creative Director, provides his viewpoint, supporting SevenTwelve over Creative Studio.

Bon: While I respect the merits of Creative Studio, I find myself leaning towards SevenTwelve for our upcoming campaign. Yes, Creative Studio has an impressive legacy, and their work on daily essentials is noteworthy. However, in our pursuit of innovation and a bold brand evolution, I see the potential for SevenTwelve to bring a fresh perspective.

Their work on electronic products, including major brands like Samsung, Xiami, and Apple, showcases a dynamic and contemporary flair. We're launching a new smartphone, and I believe SevenTwelve's modern and anti-mainstream approach could give our campaign the edge it needs. It's about capturing the attention of our evolving market, especially the youth, with something that goes beyond the conventional.

Ana: Countering Bon's Perspective

Ana respectfully challenges Bon's viewpoint, expressing her reservations.

Ana: I appreciate your perspective, Bon, and the desire for a fresh approach. However, I still

firmly believe in the strengths that Creative Studio brings to the table. Their emphasis on simplicity and natural beauty resonates well with our brand ethos. While SevenTwelve may have a contemporary flair, I worry about potential risks associated with deviating too far from our established identity.

Creative Studio's track record with household products aligns closely with the daily needs our customers associate with our brand. There's a certain trust built over their 15-year history that shouldn't be overlooked. It's about finding the right balance between innovation and maintaining the essence that our loyal customers recognize and appreciate.

Irene: Navigating Conflict

Irene, sensing the rising conflict between Ana and Bon, steps in to guide the discussion and find common ground.

Irene: Thank you, Ana and Bon, for sharing your valuable insights. It's apparent that both agencies have compelling strengths that resonate with different aspects of our brand. Ana, your emphasis on trust and simplicity aligns with our established identity, while Bon, your pursuit of a fresh perspective acknowledges the need for innovation.

John: Time Reminder

John, recognizing the time constraints, reminds Irene of the approaching conclusion.

John: Irene, just a quick heads up, our meeting time is almost up.

Irene acknowledges John's reminder and steers the meeting towards a decisive conclusion.

Irene: Final Decision

Irene, aware of the time constraint, moves towards a decisive vote to conclude the meeting.

Irene: Thank you, John. Now, as we approach the end of our meeting, I'd like to make the final decision. We have two strong contenders – Creative Studio and SevenTwelve. I propose we take a formal vote to determine the agency that will lead the production of our Indomobile Pro 8 commercial.

Please raise your hand if you recommend Creative Studio. One, two.

And now, who recommends SevenTwelve? One, two, three.

**Considering the majority, SevenTwelve will be the agency entrusted with creating the video for our new product.*

Thank you, everyone, for your contributions. The next steps will involve collaboration with SevenTwelve to ensure a successful and innovative campaign. Our next meeting is scheduled in two weeks. I'll email you the agendas. Good afternoon, and stay safe.

GAMES FOR FUN

Start	1 WHAT DO YOU LIKE ABOUT YOUR JOB?	2 WHAT DO YOU HATE ABOUT YOUR JOB?	3 HOW OFTEN DO YOU GO ON BUSINESS TRIPS?	4 Miss a turn!
4 WHAT DO YOU HAVE ON YOUR DESK?	5 Go back 2 spaces	6 How many hours a day do you work?	7 WHAT IS YOUR COMPANY'S DRESS CODE?	8 What are you responsible for?
9 HOW OFTEN DO YOU RECEIVE TRAINING?	10 <i>Describe your office!</i>	11 WHEN WAS YOUR COMPANY FOUNDED?	12 Talk about the last meeting you attended!	13 Move forward 2 spaces
14 WHAT WAS YOUR LAST JOB?	15 Miss a turn!	16 How long have you worked for your company?	17 WHAT DID YOU DO AT WORK YESTERDAY?	18 HOW DOES YOUR COMPANY ADVERTISE?
19 TALK ABOUT THE STRUCTURE OF YOUR COMPANY!	20 WHAT MAKES A GOOD BOSS?	21 Who are your company's competitors?	22 WHEN DO YOU USE ENGLISH AT WORK?	23 Move forward 3 spaces!
Finish	24 Go back 2 spaces!	25 How do you relax after work?	26 How often do you make presentations?	27 Talk about the worst day you've ever had at work!

Unit 5

Getting a Job

A. Warming Up Activity

Unit 5



Think of your dream jobs or what you want to do in the future. Please tell your friends & explain your reasons.

Then, please complete the table.

Dream jobs	Skills needed	What you need to do?	Where do you want to work?

B. Reading

Unit 5



Reading 1

TASK 5

Please read the text below answer questions 1-6.

Job Interview Success

In any job search, the first impression you make during an interview can be just as impactful as your skills and experience. Here are some suggestions to help you prepare for a successful interview and present yourself confidently.

Before the interview

Dress professionally: Research the company's dress code and aim for attire that is neat, clean, and makes you feel confident. While conservative styles can be appropriate in some settings, remember that professionalism can also be expressed through modern and well-fitting attire.

Practice common interview questions: Anticipate questions about your skills, experience, and motivations, and prepare clear and concise answers that showcase your strengths. Practicing aloud can help you stay calm and articulate during the actual interview.

Punctuality is key: Plan your travel meticulously, factoring in potential delays like traffic or public transportation schedules. Arrive at least 10-15 minutes early to demonstrate your professionalism and respect for the interviewer's time.

During the Interview

Communicate effectively: Speak clearly and confidently, projecting your voice without sounding aggressive. Make eye contact, but avoid staring intensely. Pause briefly to gather your thoughts before answering questions, and avoid fillers like "um" and "ah."

Engage in a two-way conversation: Prepare thoughtful questions about the company, the role, and the team. This demonstrates your genuine interest in the position and initiative, while also allowing you to gather valuable information to make an informed decision.

Complete the sentences below.

*Choose **NO MORE THAN THREE WORDS** from the text for each answer. Write your answers on lines 1-6 on your answer sheet.*

1. Wearing _____ clothes makes a better impression during the job interview.
2. Practice answering questions ahead of time so that you feel _____ during the interview.
3. If traveling to the interview by bus, make sure you know _____ ahead of time.
4. You will be _____ for the interview if you plan your trip beforehand.
5. Use your _____ to convey an attitude of confidence.
6. Show what you know by asking _____

language focus

Language Focus 1: Present Perfect

In writing an application letter, we can tell our prospective employer what activities we have completed related to the requirements of the applied position. We can use present perfect tense to express the idea that something has happened (or never happened) *before now, at an unspecified time in the past*. The exact time it happened is **not important**. If the time is specified, the simple past is used. Adverbs that frequently used with the present perfect are **ever, never, already, yet, still, and just**.

TASK 3

Please complete the following sentences with the Present perfect tense form.

1. I have completed (complete) advanced level of an English course last year.
2. I mark of Chinese was not good. My teacher _____(give) me the last chance to improve my grade.
3. The new system at school _____(help) many low achievers to get more attention.
4. Rebecca _____(see) the best movies of the year.
5. The policy makers _____(decide) to inform the decision on the fuel issue.

TASK 4

After you complete the above questions, please make the passive form of the sentences.

Number one is done for you as an example.

1. Advanced level of an English course has been completed (by me) last year.
2. _____
3. _____
4. _____
5. _____



The following are the questions usually asked in a job interview:

GREETING

- ✚ Good morning/afternoon/evening
- ✚ How are you

INTRODUCTORY QUESTIONS

- ✚ Was it difficult to find our office?
- ✚ Did you find it difficult to come here?
- ✚ How was the traffic from your home to our office?
- ✚ What time did you leave your home?
- ✚ How did you come here?
- ✚ How do you feel now?

PERSONAL INFORMATION QUESTIONS

- ✚ Tell me about yourself
- ✚ What kind of person are you?
- ✚ What are your weaknesses and strengths?
- ✚ What are your hobbies?
- ✚ When were you born?
- ✚ Where were you born?
- ✚ Did you grow up in the village/city?
- ✚ Where did you spend your childhood?
- ✚ Do you live with your parents
- ✚ What do your parents do?
- ✚ Do you have brother/sister?
- ✚ What is she/he?

EDUCATIONAL BACKGROUND

- ✚ Could you please tell me your educational background
- ✚ When did you finish your university?
- ✚ How long did it take to finish your university
- ✚ What is the title of your final project
- ✚ Why did you write that topic?
- ✚ What is the significant contribution of your education in university to your job here?

INTEREST AND MOTIVATION

- ✚ How do you spend your free time?
- ✚ Do you have a special hobby?
- ✚ Why are you interested joining this company?
- ✚ What makes you interest working her?

KNOWLEDGE ABOUT THE COMPANY

- ✚ Do you know the main business of this company?
- ✚ How did you know our company?
- ✚ What do you know about our products?
- ✚ In your opinion what makes our company “special” compared to others in the same field?

SKILLS, ABILITY, AND OPINIONS

- ✚ How many languages can you speak? What are they?
- ✚ Can you convince us that you are the right person for the job?
- ✚ In your opinion, what is an ideal teacher like?

SALARY

- ✚ How much salary do you expect from this company?

Answer

Frankly speaking, this is a very difficult question for me to answer, Sir. I'll let you decide because I'm convinced that you have a fixed standard salary especially for a new employee like me. In this case, I depend on your fixed standard salary for new employees.

TASK 6

Work in pair with your friend. One becomes an interviewer and the other is an interviewee. The interviewer should ask the questions usually asked in a job interview and then, give the interviewee score based on the following rubrics.

NO	NAME	OVERALL PERFORMANCE	FLUENCY	COMPREHENSION
1.				
2.				
3.				
4.				



Writing 1: An Application Letter

Social Function: for applying a job

Stages: 1. opening
2. Body
3. Closing

1. OPENING

It should inform the position which is applied and the source of the vacancy information

- In response to your advertisement in today's **The Hindustan Times**, I am applying for the position of **a secretary**
- I was pleased to see your advertisement for **a Medical Representative** in today's **The Times** and would like to be considered for the position
- I was interested to see your advertisement in yesterday's **The Jakarta Post** and would like to be considered for the position of **Secretary**
- I am writing in response to your advertisement in the **Femina Magazine** for a position listed as **Science Editorial**. I believe my broad scientific knowledge and writing skills make me an excellent candidate
- I have read your advertisement in **The Indonesian Observer** of today and wish to apply for the position of **secretary**
- Please allow me to apply for the position of **shorthand typist** which you have advertised in the **Surabaya Post**, April 14.

2. BODY

Tell about your education (a resume of your education), your strengths, your work experience, the amount of the salary you want if it is necessary.

1. Education

- In 2007, I graduated from **UNNES** and specialized in **Accounting**
- I am a graduate of the Institute of Accounts, Far Eastern University, and specialized in Accounting
- I was graduated from the Holy Ghost College, Manila, in November 2007. Here, I completed the four-year completed commercial course
- I am male and 23 years of age. I am still single. I graduated from Semarang State University this year with GPA 3,02 (scale 0 to 4)

2. Strengths

- I have a good knowledge of accounting and I am of course, experienced in all types of secretarial work; and, during my spare time, I have taken a short computer course in order to support my job to be efficient.
- I'm sure I can readily adapt myself to the routine of your office
- I have just completed a six months course and enclose the certificate which I obtained. As you will see I have a speed of 120 words in short hand and 60 in typing
- Being energetic and dynamic, I can get on very well with other people. Operating a computer is not something new for me especially for Windows, Autocad , and Mechanical Desktop
- I'm 27 years old, of good appearance and personality.

3. Salary

- Although it is difficult for me to say what compensation I should deserve, I should consider Rp 1.000.000-Rp. 1.500.000 a month a fair initial salary
- As much as should like to join your organization, it would not be advisable for me to change my position for less than Rp 1.000. 000 a month which is the regional minimum salary in Semarang
- I hesitate to state a definite salary, but as long as you have requested me to, I should consider Rp 1.000.000 a month satisfactory

- I feel it is presumptuous of me to state what my salary should be. My first consideration is to satisfy you completely. May we settle this matter to our mutual satisfaction at an interview?

3. CLOSING

- I believe I would be a creative and energetic asset for your company. I am looking forward to hearing from you soon and I can be contacted at 08132591
- I shall be glad to provide any further you may need and I hope I would be given an early opportunity for an interview
- I also enclose all the requirements you asked and I would be available for an interview at any time. I feel confident that you will not be disappointed if you decide to employ me. Thank you for your attention and I am looking forward to hearing from you soon
- If character, ability and willingness to work are desired, I can fill the position to your complete satisfaction. I shall appreciate a personal interview
- May I present myself in person to consider the possibilities of my being service to your firm? My telephone number is 46087786. Thank you
- If my application has indicated my ability to fill the position to your satisfaction I shall appreciate your letting me know when I may call so that you can judge my personal qualifications.

Task 1

Please complete the sentence with the appropriate words in the box.

Pleased	available
Consider	would like to apply
Happy	enclose
have completed	

1. In response _____ in today's Kompas newspaper, I _____ for the position of a Director at your company.
2. I was _____ to see your advertisement in Suara Merdeka today and would like to _____ for the position of a secretary
3. I was _____ to see your advertisement in last week's post on the jakartapost website.

4. I _____ all the requirements you asked
5. I would be _____ for an interview at any time
6. I should _____ Rp.3.000.000,- a month
7. I _____ English and Chinese course to meet the need of current posts in companies.

Writing 2: Writing a CV

What is a CV?

A CV is a short list of facts about you and your work history, skills, qualifications and experience. A good CV is essential when looking for work and it is worth spending time getting it right so it sells you to an employer.

What to include

There is no set format or perfect template – how you present your CV is up to you. and each sector may require a different emphasis on a different aspect of the content, such as career history or qualifications. However, the basic format of the CV is as follow:

- Personal details, including name, address, phone number, email address and possibly any professional social media presence. You no longer need to include your date of birth, owing to age discrimination rules
- Career history, starting with your most recent job first. Include dates and temporary or voluntary jobs if appropriate
- A personal profile which sells yourself and your qualities, tailored towards the job you are applying for
- Achievements from previous jobs that are relevant
- Qualifications and training from previous jobs, with the most recent first
- Interests, if they are relevant and especially if the skills or teamwork concerned are relevant for the job
- Any extra information, such as reasons for a career change or reasons for gaps in career history, such as caring duties
- References, ideally two or more and including a recent employer
- Last but not least, do not forget sign your CV. A phrase you can use is “ I confirm that all information stated in this resume is correct and complete to the best

ofmy knowledge”.

TASK 2

Please try to make CV of yours. You can see the format at the appendix. Please remember that there is no such set format, you can improve and develop your CV as needed.



WE ARE HIRING

Our client in **Plantations Industry** is looking for candidates for below position :

 **Accounting & Tax Manager**

Requirement :

- Minimum S1 Accounting education
- Understand the process / work related to Finance, Accounting, and Taxation
- Able to run SAP programs (preferred)
- Experience as an Accounting Manager for at least 3 years

Specific Requirement

- Minimum of "Brevet A & B" certificate

 Placement in **Head Office, Jakarta**

If you are qualified kindly send us your latest CV,
Email Subject : Name_Position

*Only shortlisted candidates will be notified

indocareer
a division of tunaskarya indoswasta

 **Indocareer@tunaskaryaindoswasta.com**



PT SRIWAHANA ADITYAKARTA Tbk

PURCHASING STAFF

Deskripsi Pekerjaan :

Memenuhi
Kegiatan Administrasi, Penyediaan
Barang dan Pengarsipan Dokumen di
Departemen Pembelian

Kualifikasi :

1. Pendidikan min. D3 jurusan
Accounting & Teknik Industri
2. Diutamakan berpengalaman di
bagian Purchasing min. 1 tahun
3. Terbiasa dalam hal negosiasi dengan
vendor/supplier
4. Aktif Berorganisasi
5. Memiliki kemampuan berkomunikasi
yang baik
6. Berjiwa leadership dan teliti dalam
bekerja
7. Mampu berpikir analitis dan cekatan




LOWONGAN KERJA


Kirimkan berkas lamaran lengkap Anda melalui
email hrd@sriwahana.id


Atau secara langsung


Alamat : Jl Raya Solo-Jogja Km 16, Bendosari,
Sawit, Boyolali

CONTACT US :

 hrd@sriwahana.id

 www.sriwahana.id

 [@sriwahana.tbk_careers](https://www.instagram.com/sriwahana.tbk_careers)

 Lowongan Kerja Sriwahana

GAMES FOR FUN

Let's Talk

BUSINESS

Find your question by rolling your die twice. The 1st roll determines the number on the left. The 2nd roll determines the number on the top. Talk for one / two minute(s) about that topic. Your classmates will ask you follow-up questions. Your classmates can ask you anything if you land on "Ask Any Question".



1 2 3 4 5 6

	1	2	3	4	5	6
1	Ask any question!	What kinds of businesses are most successful?	Why do many new businesses fail in their first year?	What kind of business would you like to start?	What are some advantages of an "e-business"?	What are common businesses in your city or country?
2	Which is better: being a CEO or an employee?	Why is advertising important for a business?	Describe what a good boss does.	Ask any question!	What businesses are close to your school?	How do businesses attract good employees?
3	What are the biggest businesses in the world?	What does your country import or export?	Why are personal business cards important?	Would you like to work in a factory?	What business could you start with only \$100?	Ask any question!
4	How will businesses be different in the future?	Ask any question!	Compare public and private companies.	What can businesses do to help the environment?	Describe an interesting TV commercial.	Would you like to work for a big or small business?
5	How do businesses hurt the environment?	Why do business people often wear suits?	Would you like to own a restaurant business?	Is owning a business a good way to become rich?	Ask any question!	Describe the job of a business secretary.
6	What are some disadvantages of an "e-business"?	Are profits the most important thing for a business?	Ask any question!	How does competition help a company?	Is investing money in the stock market a good idea?	How are businesses different from 100 years ago?

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A COURSE OVERVIEW

English for Business is a course which is designed for the students of Economics Faculty. The students are required to be active in every teaching and learning. They will discuss various issues in Business context. In each unit of the handbook, two skills of language becomes the target of teaching and learning. After the students have some practices and lectures, they are expected to achieve those targets at least. Interactive method will be implemented for mastering the four skills of language in the context of Business and Businessman, Global Trade, Promoting Products, Business Communication, Getting Jobs