



CK.0000042869

V A N T A G E

SUCCESS WITH **BEC**

THE NEW BUSINESS ENGLISH CERTIFICATES COURSE



S T U D E N T ' S B O O K

JOHN HUGHES

AI NGUYỄN
HOC LIÊU



Summertown
Publishing

V A N T A G E

SUCCESS
WITH **BEC**

Published by:
Summertown Publishing Ltd.,
Aristotle House
Aristotle Lane
Oxford
OX2 6TR
United Kingdom

www.summertown.co.uk
email: info@summertown.co.uk

ISBN 978 1 902741 87 1

© Summertown Publishing Limited 2008
Summertown Publishing is an imprint of Marshall Cavendish Ltd.
First published in 2008

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, or otherwise, without the prior permission of the publishers or except as permitted by law.

Page design and setting: Oxford Designers & Illustrators
Illustrated by Clive Goddard pages 32, 59. Oxford Designers & Illustrators page 86.

Cover design by white space
© Summertown Publishing Limited 2008

Acknowledgements

The author would like to thank the editors and staff at Summertown for all their hard work, help and support.

The publishers would like to dedicate the Success with BEC series to the memory of its inspirational editor, David Riley.

The publishers would like to thank and acknowledge the following sources for diagrams, copyright material and trademarks:

How to job share, based on article *Get job satisfaction with half the hassle* by Lucy Alexander, reproduced with the permission of © NI Syndication, London (22nd June 2006).

Life's all about making connections by Carole Lewis, reproduced with the permission of © NI Syndication, London (4th October 2006).

Is Working for Xerox too good to be true?, based on article *What's it like working for Xerox* by Sarah Campbell, reproduced with the permission of © NI Syndication, London (14th September 2006).

A great presentation is like a good espresso. Excerpt attributed to Jim Endicott, President, Distinction Communication, Inc.
www.distinction-services.com

Business without the risk, based on article *We wanna hold your hand* by Sarah Campbell, reproduced with the permission of © NI Syndication, London (5th October 2006).

Tags that can end misery of lost luggage by Kathryn Moore, reproduced with the permission of Yorkshire Post.

ASA – Four case studies (pages 38 & 39) reproduced with the permission of The Advertising Standards Agency.

Delegating, based on article *Take a hands-off style* by Lucy Alexander, reproduced with the permission of © NI Syndication, London (21st September 2006).

Places of work, company details used with permission of International Art Consultants Ltd.

Meetings are great, reprinted with permission. Copyright © 2006 by Scientific American, Inc. All rights reserved.

Too much work is a health hazard – part of the text taken from an article called *Burned out* by Ulrich Kraft, reprinted with the permission of Scientific Mind.

Worker receives unwelcome text message, taken from the article *UK Worker fired by text message* by Katie Fretland, reproduced with the permission of Associated Press.

Clicking the habit by Nic Paton. Copyright Guardian News & Media Ltd 2006.

Not sold on sales?, text from article *Sold on customer satisfaction?* by Lucy Alexander, reproduced with the permission of © NI Syndication, London (7th September 2007).

How to sell..., text from article *How to sell: Does it meet a need?* By Carly Chunoweth, reproduced with permission of © NI Syndication, London (12th September 2006).

What's that smell?, Reprinted by permission of Forbes magazine © 2007 Forbes LLC.

The Rage Curve; Spamming for Good; Way Behind the Music; Let the Sun Shine; Coffeenomics – permissions cleared with Copyright Clearance Center Inc.

Case Study, based on article *Entrepreneurs on a dance floor* by Jamie Anderson & Martin Kupp – reproduced with the permission of Blackwell Publishing.

Selling yourself on paper: How to write a covering letter, based on article *How to Write a Covering Letter* by Clare Dight, reproduced with the permission of © NI Syndication, London (18th January 2007).

Can you own a colour – reproduced with the permission of The Student Times.

Using press releases to gain free advertising and publicity – reproduced with the permission of the author Erin Blaskie

Colourful cases based on article *Orange and easyMobile go to war over colour* by Jo Best. Copyright © 2007 CNET Networks, Inc. All rights reserved. SILICON.COM is a registered service mark of CNET Networks, Inc. SILICON.COM Logo is a service mark of CNET NETWORKS, Inc.

Top V's BP – Based on article by Dr Stephen James, partner of RGC Jenkins & Co., patent and trademark attorneys.

Summertown Publishing would also like to acknowledge the Business English Certificates Handbook (published by University of Cambridge ESOL Examinations) as the source of exam formats and rubrics in the Exam Spotlight lessons and other exam-type activities throughout the book.

Every effort has been made to trace and contact copyright holders prior to publication, in some cases this has not been possible. We will be pleased to rectify any errors or omissions at the earliest opportunity.

Photography

Getty Images pages 6, 7, 8, 10, 17, 18, 22. Dominoes Pizza page 26. Getty Images pages 27, 28, 30, 36 (billboard), (distributing leaflets). Tesco page 36 (clubcard). Shout Magazine page 38. Getty Images pages 40, 41, 46, 49, 50, 57, 66, 67, 68, 70, 76, 79, 80, 87, 89. Dr Mani Sivasubramanian page 92. PA Photos page 96. Getty Images pages 99, 100, 106, 110. Orange page 117. Google Logo © Google Inc. Reprinted with Permission page 117. TOP (Tecdastles Oil Products) page 117. Getty Images page 120.

Commissioned photography: Mark Mason pages 14, 45, 54, 64, 74, 84, 94, 104, 115, 124; OD&D pages 12, 27, 38, 97, 108.

Summertown Publishing would like to thank the following for their contribution in reviewing Success with BEC in its early stage of production:

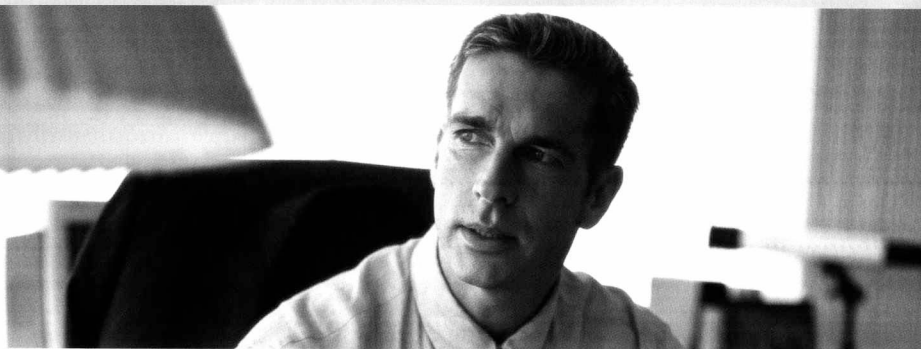
Tessa Osborne, IFAGE Paroles, Switzerland
Alvena Sullivan, The Canterbury School of English, IFAGE, Switzerland
Amy Iost, International Companies, Switzerland
Barbara Heck, Fachhochschule, Nordwestschweiz, Switzerland
Caroline Häring, NSH Bildungszentrum, Switzerland
Celeste Zappalo Berger, EB Zurich, Migros, Switzerland
Elizabeth Delbreil, International Companies, Switzerland
Dr Holi Schaubler, University of Fribourg, Switzerland
James Stauffer, EasyEnglish, KPMG, PWC, MSJC, Switzerland
Jayne Herzog, Klubschule, Migros, Switzerland
Lilli-Marie Pavka, Zurich Business School (KV), Switzerland
Norelee Wolf, Interlangues, Switzerland
Reto Hähni, Flying Teachers, Switzerland
Rosemarie Allemann, University of Applied Sciences, Switzerland
Rudolf Weiler, KVZ Business School, Switzerland
Sally Beale, IFAGE, The Canterbury School of English
Sandy Egloff, PLS, Switzerland
Dave Davies, Asia Pacific Education, Cambridge ESOL Centre, Canada
Louise Rankin, Communication Skills Consultancy, Norway
Michael Williams, Fachhochschule Vorarlberg, Austria
Otto Weihs, University of Applied Sciences, Austria
James Schofield, Siemens, Germany

Printed and bound by Times Offset (M)Sdn. Bhd. Malaysia

VANTAGE

SUCCESS WITH **BEC**

THE NEW BUSINESS ENGLISH CERTIFICATES COURSE



STUDENT'S BOOK

JOHN HUGHES

ĐẠI HỌC THÁI NGUYÊN
TRUNG TÂM HỌC LIỆU



Summertown
Publishing



MODULE	BUSINESS TOPIC	BUSINESS SKILLS	EXAM SPOTLIGHT
1	1.1 Ways of working <i>page 6</i> Vocabulary: Different ways of working Reading: How to job-share Listening: Working from home Grammar: Present tenses Speaking: A mini-presentation	1.2 Making contacts <i>page 10</i> Vocabulary: Job responsibilities Reading: Life's all about making connections Listening: Starting a conversation Speaking: Developing a conversation Writing: Business correspondence	1.3 Speaking Test: Part One <i>page 14</i>
2	2.1 Company benefits <i>page 16</i> Vocabulary: Benefits and incentives Reading: Is working for Xerox too good to be true? Vocabulary: Expressions with <i>take</i> Speaking: Asking questions about jobs Grammar: The past Writing: A letter of application	2.2 Presenting your company <i>page 20</i> Vocabulary: Company terms Listening: Presentations Pronunciation: Pausing, intonation and stress Speaking: Giving a presentation Writing: A memo	2.3 Reading Test: Part Five Writing Test: Part One <i>page 24</i>
3	3.1 Starting a business <i>page 26</i> Vocabulary: Types of business Reading: We wanna hold your hand Listening: Advice on franchises Listening: Planning a seminar Grammar: <i>will</i> and the future Speaking: Discussing a schedule	3.2 Leaving and taking messages <i>page 30</i> Listening: Leaving messages Speaking: Leaving a voicemail message Writing: Taking notes and messages	3.3 Listening Test: Part One <i>page 34</i>
4	4.1 Advertising <i>page 36</i> Vocabulary: Types of advertising Listening: Advertising on the web Speaking: A short presentation Reading: Advertising standards Grammar: Modals	4.2 Delegating <i>page 40</i> Reading: How to delegate Listening: A bad delegator Pronunciation: Sentence stress Speaking: Delegating Writing: A report	4.3 Reading Test: Part Four <i>page 44</i>
5	5.1 The workplace <i>page 46</i> Reading: Art at work Listening: An interview with an art consultant Grammar: Reporting Listening: Some opinions on art Speaking: A meeting about artwork	5.2 Participating in a meeting <i>page 50</i> Reading: Meetings are great Vocabulary: Verb collocations Speaking: Expressions for meetings Listening: Report on a meeting Writing: Minutes of a meeting	5.3 Speaking Test: Part Two <i>page 54</i>
6	6.1 Recruitment <i>page 56</i> Reading: Employment news Vocabulary: Hiring and firing Listening: Employment case studies Speaking: Employment issues Grammar: Passives	6.2 Emailing <i>page 60</i> Reading: Clicking the habit Vocabulary: Emailing terms Reading: Internal communication and emails Writing: An email	6.3 Reading Test: Part Two <i>page 64</i>

MODULE	BUSINESS TOPIC	BUSINESS SKILLS	EXAM SPOTLIGHT
7	7.1 Sales <i>page 66</i> Reading: Not sold on sales? Vocabulary: Sales terms Reading: The worst job in the world? Vocabulary: Describing jobs Grammar: Comparatives and superlatives Speaking: Comparing jobs	7.2 Selling <i>page 70</i> Reading: How to sell ... Listening: Selling Speaking: A sales conversation Reading: A proposal Writing: A fax	7.3 Reading Test: Part One <i>page 74</i>
8	8.1 Training <i>page 76</i> Reading: Training courses Listening: Assessing training needs Speaking: Giving reasons for and against Grammar: -ing form and infinitive Speaking: Discussing training needs	8.2 Showing you're listening <i>page 80</i> Reading: The importance of listening Listening: Good and bad listeners Speaking: Showing you're listening Vocabulary: Linking phrases Listening: Responding to a letter of complaint Writing: A letter of complaint	8.3 Listening Test: Part Two <i>page 84</i>
9	9.1 Branding <i>page 86</i> Reading: What's that smell? Speaking: Discussing branding Grammar: Relative clauses Reading: Chinese luxury obsession	9.2 Getting through <i>page 90</i> Listening: Automated voicemail systems Vocabulary: Telephone words Speaking: Making phone calls Reading: Email marketing Writing: Correcting and rewriting	9.3 Writing Test: Part Two <i>page 94</i>
10	10.1 Management <i>page 96</i> Reading: How Madonna managed success Vocabulary: Verb + noun combinations Grammar: Conditionals Speaking: Case study Writing: A report on a meeting	10.2 Solving problems <i>page 100</i> Listening: Problems and solutions Speaking: Discussing problems Vocabulary: Managing projects Vocabulary: Cause and result Writing: An email	10.3 Listening Test: Part Three <i>page 104</i>
11	11.1 Ethical economics <i>page 106</i> Reading: Coffeenomics Vocabulary: Financial and trade terms Speaking: The economics of your country Grammar: Articles Listening: Fairtrade Speaking: Giving reasons and benefits	11.2 Discussing trends <i>page 110</i> Speaking: Alternative energy sources Reading: Good greed Vocabulary: Describing trends Listening: Reasons for trends Speaking: Discussing trends Writing: A proposal	11.3 Reading Test: Part Three <i>page 114</i>
12	12.1 Business law <i>page 116</i> Listening: A colour problem Vocabulary: Legal terms Reading: Colourful cases Grammar: Indirect questions and tags Speaking: The BEC Vantage speaking game	12.2 Handling questions <i>page 120</i> Listening: Difficult questions Speaking: Responding to questions Reading: Press releases Writing: A press release	12.3 Speaking Test: Part Three <i>page 124</i>

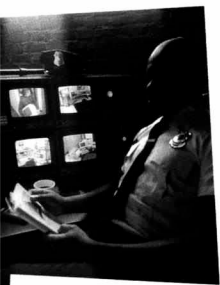
Information files (Student A) *page 126* Grammar reference *page 128* Information files (Students B and C) *page 131*

Useful expressions *page 133* Listening scripts *page 134*

1.1

Ways of working

VOCABULARY



Different ways of working

1 How do you work most effectively? By working ...

- regular hours / flexible hours?
- in a team / on your own?
- from home / in an office?
- for a boss / as your own boss?

Compare your responses with a partner.

2 Match these ways of working 1-8 to definitions A-I. Do you work in any of these ways?

- | | |
|---------------|--|
| 0 freelance | A You work during different parts of the day (eg nights). |
| 1 teleworking | B You sell your work or services to a number of different companies. |
| 2 job-sharing | C You work for different companies for a short time without a permanent contract. |
| 3 shift work | D You work a number of hours per week or month but you decide when you start or finish. |
| 4 part-time | E You don't have a permanent place or office to work from, but you find a place to work when you arrive. |
| 5 temping | F You work for a company from home via email, phone or the Internet. |
| 6 consultancy | G You only work for some of the week (not full-time). |
| 7 flexitime | H You do your job for part of the week and another person does it for the other part. |
| 8 hot-desking | I You aren't employed by a company, but are paid to give specialist advice. |

3 Here are some people describing the advantages and disadvantages of different ways of working. Match the nine ways of working in exercise 2 to their comments. Some comments might describe more than one way.

It's great because I'm my own boss, but I still work with lots of different people.

I wish I had my own space. I have to carry everything around in my bag and sometimes there's nowhere to sit.

I like it because it's only for a couple of months and I'm saving up to go round the world.

The only problem is sleeping. Your body never knows if it's night or day!

It can get a bit lonely at times. And I miss my colleagues and all the office gossip.

My children are at school so it lets me spend more time with them.

When one of us wants a week off, the other person does a few extra days so it's fairly flexible.

4 Work in pairs. Think of one more advantage or disadvantage for each way of working in exercise 2.

5 Read about job-sharing. Write these headings into each paragraph.

- | | |
|--------------------------|-------------------|
| Get organised | Set your limits |
| Put pen to paper | Two become one |
| Open your mind | Plan for disaster |
| Find the perfect partner | Don't feel guilty |

How to job-share

Wouldn't it be nice if the working week finished on Wednesday? With a job-share it can. Here's the essential guide to making it work.

(0) *Find the perfect partner*

Find someone you like. 'Be prepared to communicate and share credit and blame,' says Carol Savage, the managing director of Flexexecutive, a flexible working consultancy.

(1) _____

Bosses should consider requests for flexible working from employees with children under six. So embrace the benefits: 'Twice as much experience, skills, brainpower and energy,' Savage says.

(2) _____

Always discuss the worst-case scenarios. When Margaret Mills, a teacher, lost her job-share partner because of a family illness, a return to full-time work seemed inevitable. 'We had been over-optimistic. I did manage to find someone else who fitted in with me, but I was very lucky.'

(3) _____

Plan the system for handing work over carefully and play to each other's different strengths. Delegate the workload according to each other's particular skills and qualities.

(4) _____

Managers should clarify what they expect in terms of hours, availability and results, and employees should manage their employer's expectations. Sue Osborn, a job-sharer for 21 years, says, 'We're often asked to do five-day weeks. Eventually you just have to say no.'

(5) _____

Agree in writing arrangements for holidays, parental leave, retirement, etc. Everyone should know where they stand from the beginning.

(6) _____

Do not work until 1am at home to make up for not being in the office every day.

(7) _____

Clients may not like having to deal with two people so work closely together. As Savage says: 'A job-share should be like a marriage – one voice, one unit.'




Exam Success

Question 6 is the type of question the examiner will ask you in the BEC Vantage speaking test.


6 How easy would it be for you to job-share? Would your employer or boss think it was a good idea?

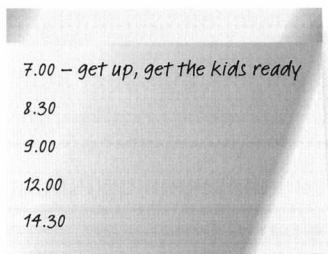
LISTENING

Working from home

- 1  1.1 You will hear a woman called Michela talking about working from home.
- 1 What does she say is important when working from home?
 - 2 What does she think are some of the advantages and disadvantages of this way of working?



- 2  1.1 Listen again and answer the following.
- 1 Complete the notes about Michela's typical day.



- 2 How long has she been with her current employer? How long has she been home-working?
- 3 Is she doing anything different from normal this week?

GRAMMAR

Present tenses

- 3 Match the sentences from the listening to the grammar explanations.

Sentences

- 1 'I always get up around seven.'
- 2 'I've been doing this kind of work for about five years.'
- 3 'I've been with the same company since I left school.'
- 4 'I'm going into the office nearly every day this week.'

Explanations

- A a state that started in the past and continues to the present
- B a routine activity
- C an activity taking place at or around the time of speaking
- D an activity that started in the past and continues in the present

- 4 Name the tenses in exercise 3.

present continuous present perfect continuous
present simple present perfect simple