

Hinck

Business Class

*Wirtschaftsenglisch für
kaufmännische Berufe*



Wirtschaftswissenschaftliche Bücherei für Schule und Praxis
Begründet von Handelsschul-Direktor Dipl.-Hdl. Friedrich Hutkap †

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UNIT 1: DIE EIGENE ROLLE IM BETRIEB MITGESTALTEN UND DEN BETRIEB PRÄSENTIEREN

1 Talking about your work and your company

Being part of today's business world requires thorough communication. Good conversation skills are vital to be successful in business. When dealing with customers and business associates always be polite and friendly. All things being equal, people prefer to do business with friends. All things being unequal, people still prefer to do business with friends.



You will often encounter businessmen and clients from abroad. When conducting business with English speaking persons, you usually introduce yourself using your first and last name. However, it is common to be addressed only by one's first name, e.g. "Hello Mr Stevens. I am Ann Miller, but please call me Ann".

After you have been introduced, the opportunity for conversation arises. It is essential that you are able to talk about your work and your company. Prepare and practise the following themes:

- Introduce yourself and give details about your education and professional training.
- Describe the company you work for, what your company does and where it is located.
- Give an example of a specific product or service your company provides. Highlight its advantages or characteristics and explain how customers or other companies benefit from your company's goods and services.
- Explain what you do for your company, in which department you work and what your position is.

2 Useful phrases for describing your company and its products

Talking about...

✓ your company's history

Our company was founded in 1987.
It was established in ...

✓ your company's products and services

We produce/manufacture/make/supply...
Our company provides/offers ...
We are developing ...
We are conducting research on ...
We (also) operate in the field of ...

✓ your company's structure

Our company is based in ...
Our head office is located in Brussels, Belgium.
Our headquarters is located in the city centre of ...
Our production facilities/factories/laboratories are ...
We have subsidiaries in the UK and in Germany.
We have three (main) divisions, which are ...
We cooperate with.../do business with ...
Our company has more than 3,000 employees.
We have a workforce of more than 3,000 people.
We are listed on the Frankfurt/London/New York Stock Exchange.

✓ your company's performance

We are the market leaders in the field of ...
We are the largest manufacturer of ... in the world./in Europe./the UK.
We have expanded our operations to ...
Our market share has grown by 36%.
Our revenue is in excess of € 14 million.
Last month/quarter/year we achieved a profit of more than \$ 144,000/\$ 4 million.
Our (main) customers are ...

✓ your responsibilities

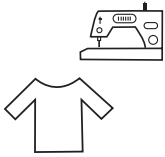
I came to [company's name] in 20.. [year].
I joined the company in 20.. [year].
I have been with [company's name] ...
I have worked at the company ...
I have worked in the marketing department ... for more than 3 years./... for almost 5 years. ... since March [month]/... since 20.. [year].
I work as .../I'm the ...
I am responsible for .../I deal with ...
I am in charge of .../I take care of ...
I head up/run the IT department.
I make sure .../I ensure ...
I coordinate/organize/manage ...
My role is to .../My job involves ...
My responsibilities are ...
I report to the Chief Marketing Manager.



Exercise – Different lines of business



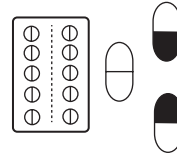
Match the expressions listed below to the corresponding items.



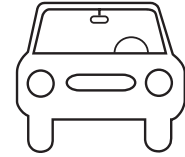
(a)



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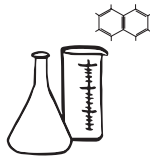
(c)



(d)



(e)



(f)



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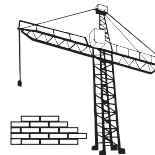
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(i)



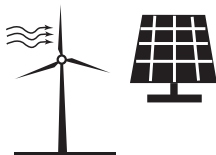
(j)



(k)



(l)



(m)



(n)



(o)



(p)

- Accounting
- Aerospace and Aviation
- Agriculture
- Automotive Technology
- Banking
- Chemistry, Laboratory and Research
- Childcare Services
- Computing and Information Technology
- Construction and Building
- Education
- Electronics
- Engineering
- Environmental Technology
- Event Management
- Fashion, Apparel and Textiles
- Food Industry
- Geriatric Care and Nursing
- Human Resources/ Personnel Management
- Industry/ Manufacturing
- Law/ Legal Affairs
- Marketing/ Sales
- Media and Entertainment Industry
- Medical and Healthcare Services
- Pharmaceuticals and Pharmacology
- Postal Services
- Publication and Journalism
- Retail
- Secretarial Services and Administration
- Taxation
- Telecommunications
- Tourism and Travel
- Warehousing / Storage, Transport and Logistics



Exercise – Visualizing the organizational structure (1)

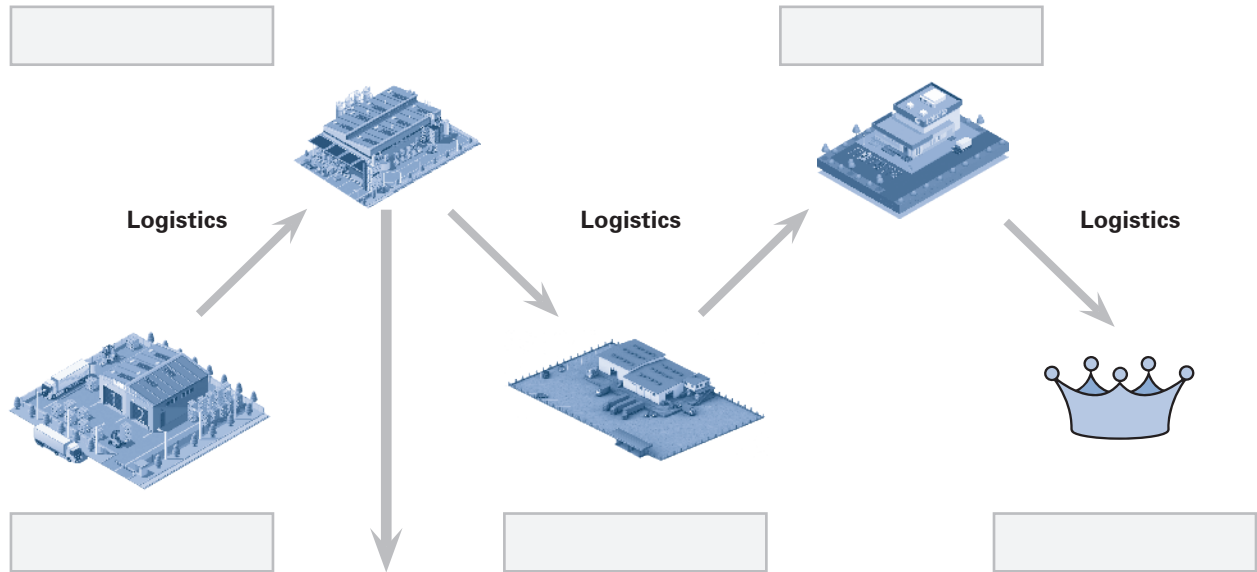


Background

You work in the personnel department and are responsible for supervising new apprentices and trainees. For an upcoming seminar you would like to illustrate the business-to-customer relationship and a typical organizational structure.

Assignment

Match the expressions listed below to the corresponding items.



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- | | |
|-----------------------------------|--------------------------|
| Accounting/Bookkeeping | Marketing/Sales |
| Customer | Procurement/Purchasing |
| Human Resources/Personnel | Production/Manufacturing |
| Information Technology (IT) | Retailer |
| Managing Director/President / CEO | Supplier |
| Manufacturer | Wholesaler |



Exercise – Visualizing the organizational structure (2)



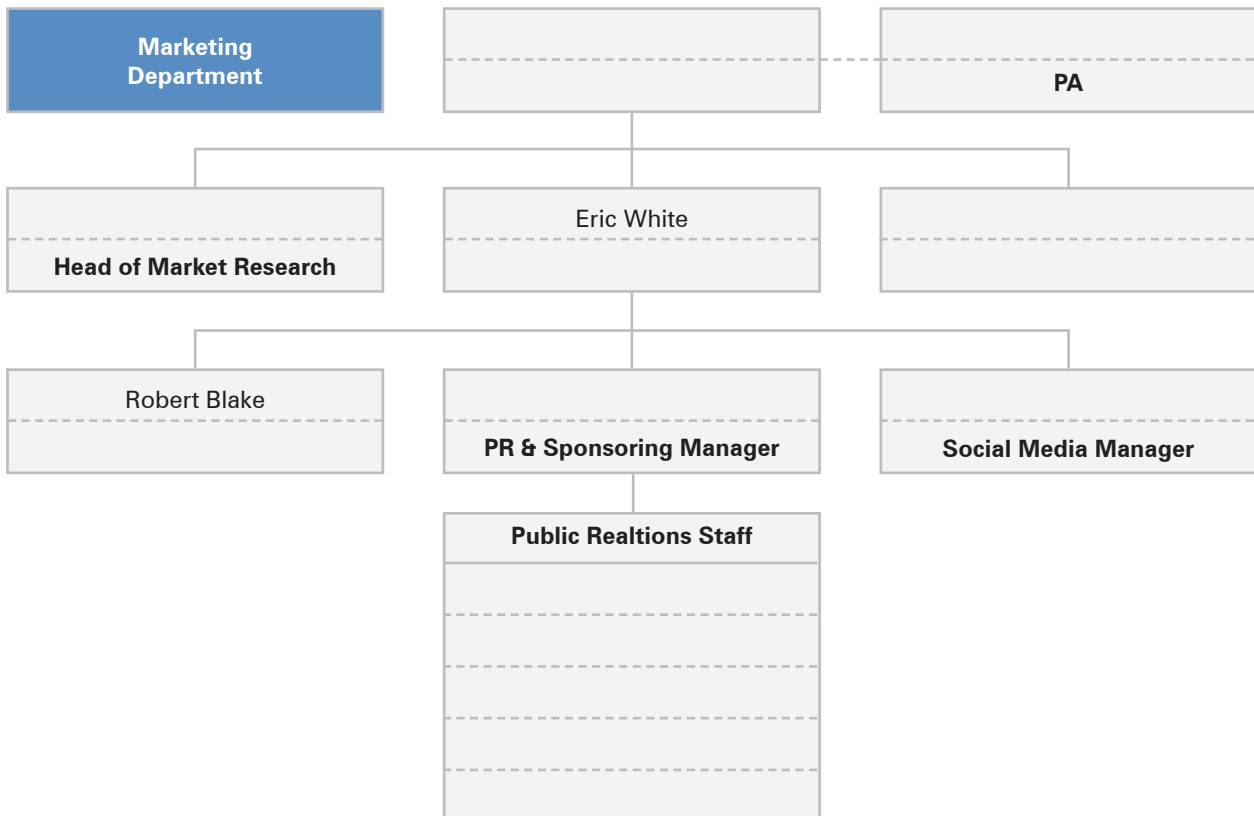
Background

It is your first day on the job and you are about to start in the Public Relations Department. You are talking to Carol Porter, who is describing the structure of the department:

“You will join Janet Baker’s team. Janet is the PR & Sponsoring Manager. She will be able to help and support you in the upcoming weeks. Her superior is Eric White, the Head of Communications. You met him earlier on in his office. Janet reports to him; as do the Advertising Manager Robert Blake and Thomas Anderson, the Social Media Manager. That’s Thomas over there at the photocopier. You’re going to have three colleagues in PR: Samuel Norton, Steven Robbins and Jane Miller, who brought the coffee a few minutes ago. John Dixon is the Head of Market Research. He’s not in the office today, but you’ll meet him tomorrow. And then there is Steve Gomez, our third department head besides John and Eric. Steve is responsible for Sales and Distribution. At the top of the entire Marketing Department is Jack Carter, our Marketing Director, who we’re going to see now. Jack reports directly to his boss at the top of the company, the Managing Director, Shane Walsh. Oh and I’m Jack’s Personal Assistant, so if you would like to contact him and he’s too busy, just leave it with me and I’ll take care of it.”

Assignment

Complete the organizational chart of the marketing department.



UNIT 2: BÜROPROZESSE GESTALTEN UND ARBEITSVORGÄNGE ORGANISIEREN

1 Time Management

Time is the currency of the 21st century. It is indispensable and the most valuable factor in production. All work requires time. Even thinking about work before you begin working requires time. Time is perishable. It cannot be saved or substituted. It can only be reallocated.

There is a fundamental law, which you have to accept: There is never enough time to do everything, but there is always enough time to do the most important things.

Make decisions quickly. 80% of all decisions can be made the moment they come up. Don't delay or procrastinate on them. Make decisions as often as possible. Decisiveness is developed through practise and repetition. You will get better at making decisions and save yourself a lot of time.

Decide to make time management your core skill. Complete all "quick jobs" as soon as they come up. Anything that will take you less than two minutes is usually something that should be done immediately. Answer emails and return telephone calls instantly – but be brief! Whenever possible and appropriate, make a phone call instead of writing an email or letter.

Tidy up and keep one task on your desk at a time. Plan every day in advance. The 10% time you spend planning your activities before you begin will save you as much as 90% of the time necessary to complete those activities once you've started working. Always think on paper and always work from a list. According to time management experts, working from a list will increase your productivity by 25%. By systematically prioritising your tasks you can even double your productivity!

Learn to say no and don't set or accept tight deadlines. It is not true that you work best under pressure. This is only a justification for poor time management. You simply experience more stress and make more unnecessary and costly mistakes. You should rather "underpromise" and

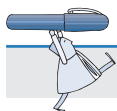
"overdeliver". Discipline yourself to get the job done in advance, do it properly and give it "your own spin".

Besides, it is often unnecessary to be a perfectionist. Apply the 80/20 rule, (also known as the "Pareto Principle"), and focus on the most valuable top 20% of activities that produce 80% of your results. Set yourself a deadline at which point you will decide to accept that the work you've done so far is "thorough enough". Understand that it won't necessarily turn out to be twice as valuable if you invest 200% of your time and energy.

Practise "single-handling" with key tasks. This technique alone will instantly boost your productivity by 50% or more. First, make a list of everything you have to do. Then select the most important item on your list; the most valuable use of your time. Start work on that most important task and discipline yourself to stay at it until it's 100% complete. If you start a task and then put it aside and keep coming back to it later and starting again, the time required to perform that task often increases by 500%. On the other hand, if you pick a task and discipline yourself to stay at it until it's done, you can decrease the amount of time it takes to do that task by as much as 80%.

Finally, when you work, you work. Don't socialise, drink coffee or check your private emails while you are working. Work all the time you work! And always ask: "What is the most valuable use of my time right now?"

Time management is not just a peripheral or secondary skill. It is actually the core skill upon which everything else is based. Time management is not a planet which is revolving around the sun. Time management is the sun and everything else you do has to be seen as the planets. The minutes and hours of each day are the fundamental building blocks of your personal and business success.



Answer the following questions using complete sentences.



- (1) Why is it not advisable to work under pressure?

- (2) Explain the concept of "single handling".

- (3) What is meant by the "Pareto Principle"?



Exercise – Scheduling appointments



Background

You work as the Personal Assistant to the Managing Director of a large multinational company. One of your tasks is to keep his monthly diary up to date.

He has left you the following notes about his appointments (engagements) for the coming month:

- I'm out of office every Thursday (except 22nd) for the Regional Sales Meeting
- two-day guided tour of our new plant in Brussels on the last weekend
- Logistics Committee meets weekly on Monday afternoon
- 2nd and 4th Tuesday Marketing Review Meetings
- Wednesdays Team Briefings & Coaching (except week 3)
- visit from Mr Hattori Matsumoto, Japanese company delegate, on the second weekend
- Design Awards Exhibition in Cologne, starts on 21st (three days in total)
- Steering Group Meeting on the last Friday of the month
- 1st and 3rd Saturday of each month business lunch at The Brandon
- visit to IT Tech Trade Fair in Geneva, Friday before the Design Awards Exhibition
- 1st two Fridays – Planning Review Meetings
- Directors' Video Conference – Tuesday after the first business lunch
- 1st Monday morning of each month – Monthly Board Meeting
- 2nd Monday morning of each month – Local Authority Meeting
- last Monday morning of each month – Project Team Meeting



Assignment

Use the information above to complete your boss's diary on the next page:

Date	Weekday	Appointment
1 st	Thursday	
2 nd	Friday	
3 rd	Saturday	
4 th	Sunday	
5 th	Monday	
6 th	Tuesday	
7 th	Wednesday	
8 th	Thursday	
9 th	Friday	
10 th	Saturday	
11 th	Sunday	
12 th	Monday	
13 th	Tuesday	
14 th	Wednesday	
15 th	Thursday	
16 th	Friday	
17 th	Saturday	
18 th	Sunday	
19 th	Monday	
20 th	Tuesday	
21 st	Wednesday	
22 nd	Thursday	
23 rd	Friday	
24 th	Saturday	
25 th	Sunday	
26 th	Monday	
27 th	Tuesday	
28 th	Wednesday	
29 th	Thursday	
30 th	Friday	

2 Setting Priorities with the Eisenhower Matrix

"What is important is seldom urgent and what is urgent is seldom important."

– Dwight D. Eisenhower, former US Army general and the 34th President of the United States

The Eisenhower Matrix is a framework used for dividing tasks/activities into four categories, so-called quadrants:

- (1) important and urgent,
- (2) important, but not urgent,
- (3) not important, but urgent and
- (4) not important and not urgent.

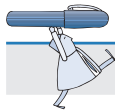
Important and urgent: These are unplanned and unwanted emergencies, which have to be addressed immediately: machinery breakdowns, troubleshooting, deadlines and so forth. Solve these problems immediately. Then ask yourself what you can do avoid these crises in the future. If possible, take measures or make preparations to ensure that these emergencies don't happen again. Your best option is to **DO IT IMMEDIATELY**

Important, but not urgent: These are important long-term activities, like planning and preparation. It is not necessary to perform these tasks immediately, but neglecting these important and necessary responsibilities will make these

matters urgent in the future and will lead to new crises and emergencies. These are the most important tasks to focus on, as they are important, yet not urgent. Your best bet is to **PLAN & SCHEDULE** these tasks.

Not important, but urgent: These issues are interruptions and distractions, which are not important to your business goals, but have to be dealt with, like answering unnecessary emails, incoming phone calls, interrupting colleagues or minor complaints from customers. Try to delegate or avoid these as much as possible. Once you've been interrupted, handle them as fast as possible. Your best strategy is to **DELEGATE, MINIMIZE & AVOID** these items.

Neither urgent nor important: These tasks are completely useless and should be eliminated. These include unnecessary paperwork, surfing the internet aimlessly, non-work related social-media activities, checking emails every couple of minutes or other time wasters. **ELIMINATE** these activities from the workplace altogether.



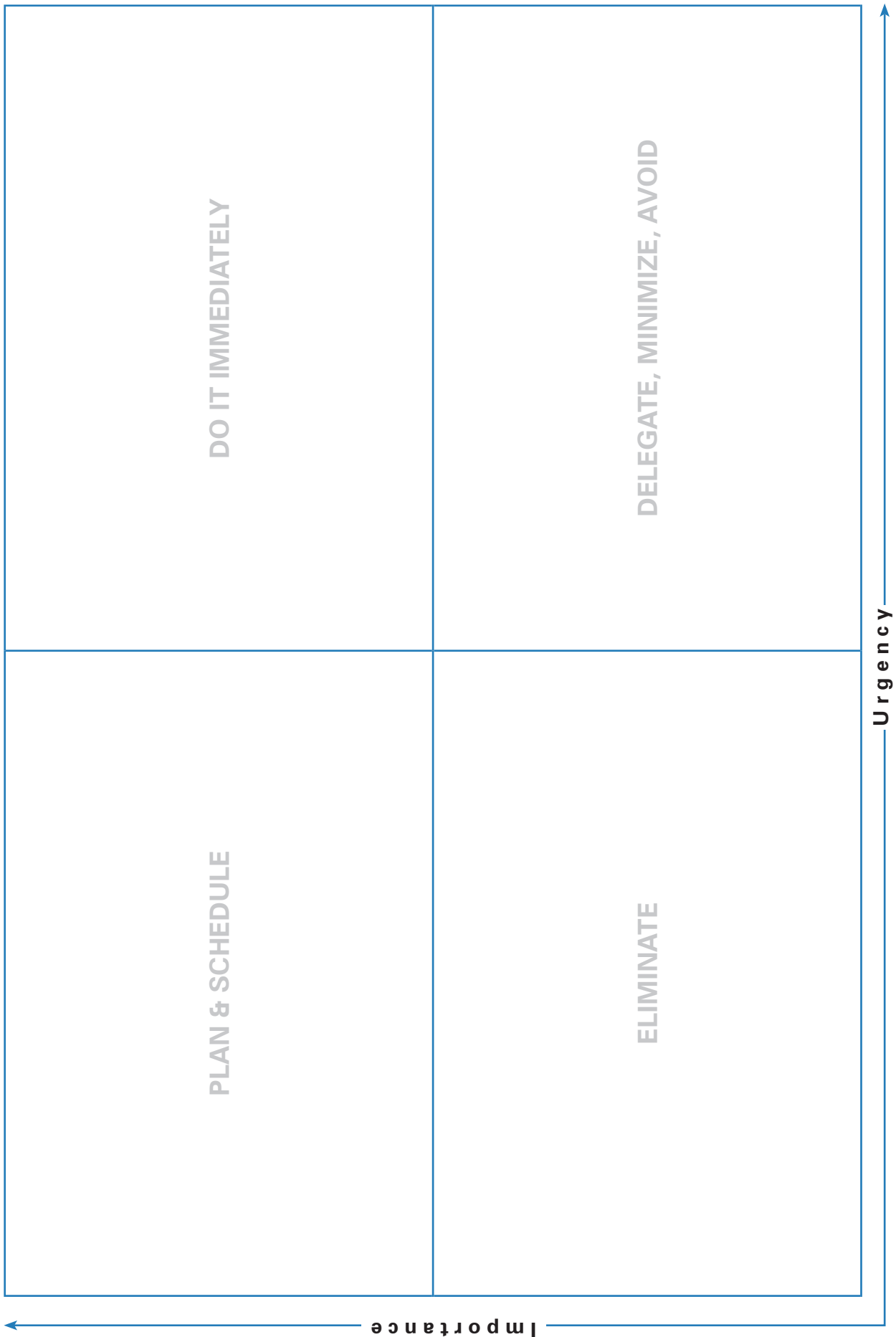
Exercise – Using the Eisenhower Matrix to prioritise tasks/activities



Always ask yourself these two questions: **"Is it urgent?"** & **"Is it important?"**

working on a long-term project	junk mail	learning a language	overdue invoices
helping someone with unnecessary paperwork	building & maintaining professional relationships	petty complaint from a small customer	developing professional qualifications
playing with your mobile phone	phone call from your boss	gossiping	interrupting co-workers
advertising calls from suppliers	serious complaint from a large customer	surfing the web without any real objective	strategic plan, due in three months
quarterly report, due today	preparing an upcoming seminar	Facebook	reading newsletters
unnecessary phone calls	tidying up	hospital emergencies	looking after your health

Assign the items to the correct quadrant:





Exercise – Vocabulary Building – Basic Opposites



Choose an appropriate opposite from the list below:

large	_____	huge	_____
new	_____	long	_____
late	_____	rich	_____
cheap	_____	high	_____
hard	_____	hot	_____
thin	_____	dry	_____
dark	_____	easy	_____
boring	_____	all	_____
clean	_____	slow	_____
quiet	_____	alike	_____
full	_____	wide	_____
dangerous	_____	seldom	_____
simple	_____	light	_____
always	_____	exact	_____
near	_____	true	_____
more	_____	strong	_____
broken	_____	odd	_____
allowed	_____	optional	_____

approximate

bright

cold

complex

different

difficult

dirty

early

empty

even

expensive

false

far

fast

intact

interesting

heavy

less

low

mandatory

narrow

never

noisy

nothing

often

old

poor

prohibited

safe

short

small

soft

thick

tiny

weak

wet



Translate the following sentences into English using some of the opposites from the previous exercise.

(1) Dies ist eine **schwierige** Situation und wir benötigen so **schnell** wie möglich eine Entscheidung.

(2) Es ist **nie** zu **spät**, eine Alternative zu finden.

(3) Sogar eine **kleine** Änderung ist relativ **teuer**.

(4) Es ist **immer gefährlich**, sich auf eine **einfache** Lösung zu verlassen.

(5) Ein **winziger** Fehler kann ein **riesiges** Problem verursachen.

(6) Die Umsätze waren zu **niedrig** und die Kosten zu **hoch**.

(7) Das Modell ist **gleich**, aber die Artikelnummer ist **unterschiedlich**.

(8) Das Unternehmen bietet eine **breite** Produktpalette.

(9) In den Geschäftsräumen ist das Rauchen **verboten**.

(10) Die Teilnahme an der Sitzung ist **freiwillig**.

(11) Die Schätzung basiert auf **falschen** Informationen.

(12) Die benötigten Daten sind **selten** verfügbar.

(13) Dieser Wert ist eine **ungefähre** Zahl.

(14) Wie das Sprichwort sagt: „Wenn es nicht **kaputt** ist, repariere es nicht!“.

(15) Die Verwendung von Sicherheitsgurten ist **vorgeschrieben**.



Exercise – Vocabulary Building – Phrasal Verbs with COME



Phrasal verbs are a combination of a verb and a preposition or an adverb. They are an essential part of the English language and are commonly used by native speakers. Phrasal verbs are extremely important for fluency when learning English and will greatly improve your understanding and vocabulary skills to communicate effectively. Note that each phrasal verb can have multiple different meanings.

Choose the matching preposition for each phrasal verb:

come _____ = break, separate	come _____ = contract or get an illness
come _____ = make progress	come _____ = change one's opinion
come _____ = invent, think of, create, offer	come _____ = happen, occur
come _____ = keep one's promise, succeed	come _____ = find something by accident
come _____ = amount to, boil down to	come _____ = obtain, get

across along apart around by
 down to down with through up up with

Fill in the appropriate phrasal verb for each sentence. Remember to adapt the tense of the verb when necessary.

- (1) Call me back asap. Something's _____.
- (2) When I went through the files, I _____ the document you were looking for.
- (3) Retail sales are _____ nicely.
- (4) We were concerned she wouldn't do it, but she _____.
- (5) It all _____ money in the end.
- (6) The head of department doesn't agree, but don't worry. He'll _____ eventually.
- (7) When I picked up the folder, it _____ in my hands.
- (8) Reliable employees are rather hard to _____.
- (9) Many people _____ with the flu last winter.
- (10) We have to _____ a solution to this urgent problem.