

Exercise 1: Reading for main ideas (1)

Read the article again. Choose true or false for the statements.

- 1 Katy wrote magazine articles for a car company. 
☐ True
☒ False
- 2 She was happy that her manager was ill. 
☐ True
☒ False
- 3 She didn't give a presentation with her manager. 
☒ True
☐ False
- 4 The presentation was a good experience for Katy. 
☐ True
☒ False

ye
very
one d
unfortun
conferenc
Instead of m
people I reme
but everything w
most important ex
sales manager when

COMPARC

Read the university magazine article. Choose the correct paragraph for

1 Why did you decide to study at Princeford University?

C ✓

2 What advice would you give to someone who wants to study Business?

D ✓

3 What did you do after leaving Princeford Business School?

A ✓

4 What is a typical day for you?

B ✓

I do
custom
designs for

C

I read that it is one
I'm very glad I went to
lot of very talented people
from my professors. They were
lively presentations.

D

Do it. Be ready for problems because of
problems. However, don't worry about things
do your best and trust yourself.

COMPAQ

5 Katy does the same type of thing every day. ✓

☐ True

☒ False

6 She probably spends a lot of time in different places. ✓

☒ True

☐ False

7 Katy thinks Princeford is a good place to study Business. ✓

☒ True

☐ False

8 She thinks working in business is always easy. ✓

☐ True

☒ False



O	C	H	I	T	F	U	H	D	F	Q	W	E	O
C	S	O	P	P	O	R	T	U	N	I	T	Y	C
C	S	I	W	U	G	H	S	D	X	C	V	B	O
U	U	M	W	F	H	C	C	O	I	T	D	E	M
P	I	P	F	V	V	O	S	W	O	L	F	G	P
A	B	R	E	M	P	L	O	Y	E	E	S	I	E
T	B	O	G	J	J	L	G	H	K	E	R	G	T
I	N	V	F	C	V	E	J	P	B	O	B	H	I
O	K	E	S	S	T	A	H	I	I	V	D	D	T
N	L	Y	C	D	T	G	K	I	L	P	Z	D	I
W	O	W	R	T	P	U	D	N	M	E	Q	R	V
F	T	S	U	C	C	E	E	D	I	I	O	E	E
R	D	C	E	J	U	S	K	K	W	O	L	W	L
S	D	A	F	H	G	F	P	P	B	N	P	S	E
S	U	C	C	E	S	S	F	U	L	G	G	H	Q



COMPAQ



1 It is important for a business

plan to be short and easy to understand.



2 A good business

partner needs to be someone you can believe and work with.



3 The business expanded and is now

in 119 different countries – it started in the US.



4 You can set up a small

business from home if you want to make extra money.



5 It takes a lot of skill, time and energy to run

your own business.



6 I often go to conferences to make

new business contacts.



1 a formal talk giving information about something

presentation



2 a drawing which shows how something is made

design



3 full of energy and interest

lively



4 immediately, without waiting

straight away



5 showing natural ability to do something well

talented



6 occupation or profession

career



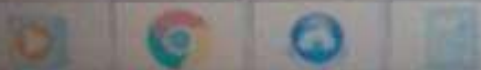
7 a large meeting, lasting a few days, where people discuss their work

conference



8 to believe something is good

trust



colleagues

products

launched

London_1997 wrote ...

When I read this article about 'how to be the best in business' it made me very angry. I am a busy mother with two children. Also, I'm an  at a large  company. I wake up at 5 a.m. every day, to look after my children, but I am not rich. Why doesn't the article talk about how important it is to spend time with your family?

Mehmet1 wrote ...

The article is correct. I am a businessman, and I have a lot of money.

< Exercise 5: Business vocabulary (1)

✓ Show Dashboard

You need to be better than everyone else, so you need to be **competitive** ✓

You go to work early, and you get home late. Also, you wake up early on Saturdays, and you work on Sunday evenings.

You have to love your work. If you have an **occupation** ✓ that you don't 100% enjoy, then you will never be 100% good at it.

Don't try to be **popular** ✓. Of course, you want people to like you, but do what's right for the business, not what's right for other people.



... with the words from the box.

How to be the best in business

If you want to **succeed**  in business, and get rich, then you will have

improve  the way you work. What do the most **successful** 

businesspeople do? Here is some **advice** .

You will have to get up early. The best businesspeople wake up at around 5 a.m.

they start working immediately. Use this **opportunity**  to do a lot of work in

morning, like sending emails, before everyone else arrives in the **office** . T

top businesspeople get around 500 emails every day.



COMPAQ



- 4 ☒ Microsoft made Windows 8 software for PC.
☐ Microsoft make Windows software for PC.
- 5 ☒ This company employed 2,000 people. ✓
☐ This company employs 2,000 people.
- 6 ☐ My father designs cars for Toyota. ✓
☒ My father designed cars for Toyota.
- 7 ☒ I set up my own business in 2011. ✓
☐ I want to set up my own business.
- 8 ☒ When it started, Amazon only sold books. ✓
☐ Amazon sells a lot of things, not only books.

3 Amelia wrote ...

I think it's true that you shouldn't *try* to be popular. However, I think
a/ways put people first. Always be nice to your 
meet someone for the first time,  yourself with a
give your business card. Business contacts and business partners are
important – you cannot succeed without them.

it is to spend time with your family?

Mehmet1 wrote ...

The article is correct. I am a businessman, and I  my own company last year. Now, I sell  to more than 20 countries around the world. I  three people. My  is to expand and double the size of the business in the next five years. It is true that you need to work very hard and wake up early.

3 Amelia wrote ...

I think it's true that you shouldn't try to be popular. However, I think you should

20,000 stores in the world, in over 60 countries.

3 Facebook

This social-networking service was  in 2007, and soon

 one of the most popular websites in the world. It now

 more than one billion users. People 

contact old friends or keep in touch with new ones.

iPhone.

2 Starbucks

This US business  the largest coffee company in the world at the moment. The first Starbucks  in 1971. After that, it  quickly. The business now  more than 20,000 stores in the world, in over 60 countries.

3 Facebook

1 Business histories

Apple

Today, Apple  one of the most well-known and successful companies in the world. It  in 1976, with the name 'Apple Computer, Inc.'. In 2007, they  the word 'computer' from their name. They  to  more products like the iPhone.

2 Starbucks

Choose the sentence that has a past simple verb

- 1 ☒ We met when we were at university. ✓
☐ We meet when we are at university.
- 2 ☐ The social-networking business site LinkedIn
users.
☒ The social-networking business site LinkedIn
users.
- 3 ☐ The world's biggest shopping mall is in Dubai.
☒ The world's biggest shopping mall was in Tokyo.
- 4 ☒ Microsoft made Windows 8 software for PC comp
☐ Microsoft make Windows software for PC comp
- 5 ☒ This company employed 2,000 people. ✓
☐ This company employs 2,000 people.
- 6 ☐ My father designs cars for Toyota. ✓

4 When she was only 19 she set up her first business . ❌

She set up her first business when she was only 19.

5 When we were at school, we learnt nothing about business . ✓

6 I always give my business card when I meet someone new . ✓

1 When I was 21, I left university and started working in a bank . ✓

2 When I was at university I studied Business . ✗

I studied Business when I was at university.

3 We were at the conference, when we made a lot of new business contacts . ✗

When we were at the conference, we made a lot of new business contacts.

4 When she was only 19 she set up her first business . ✗

She set up her first business when she was only 19.