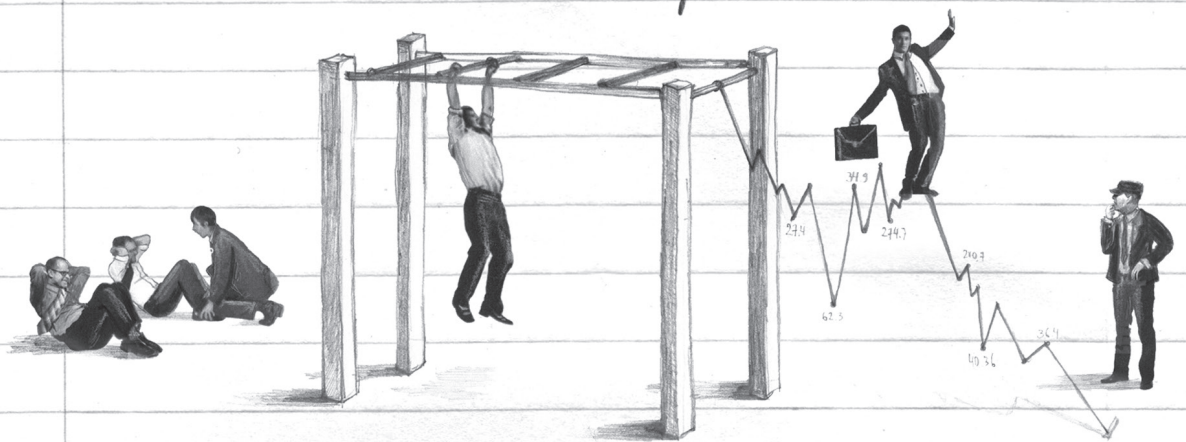


DEAL!

the bottom line of business English

Business Boot Camp

What's up?





On the job



1

1. Listen to the track and write down as many words as possible that have something to do with getting a job.



2. Compare with the words in **bold** below.

Wanted: Temporary Holiday Workers

Across the country, retailers are accepting **applications** for **temporary positions** this holiday season. Seasonal **hiring** might offer a bit of a break for people **looking for work**. Scott Detrow of member station WITF in Harrisburg, Pennsylvania has more.

18-year-old Tyler Albinus is walking from store to store in a Lancaster, Pennsylvania outlet mall, **looking for a job**. He's been **searching for** more than a month now and has lost track of how many **applications** he's **filled out**.

- Oh, I don't even know how many. I **applied** at every – pretty much every store over at Tanger. I got a **weekend job** over at Dutch Wonderland right now. But just everywhere.

The high school **grad** may be in luck – for the next two months at least. About two-thirds of the stores in the outlet mall he's visiting plan to bring on **part-time workers** for the holiday shopping season.

- Probably three or four people we'll be **hiring** for the holiday season. They'll be **part-time**, and they'll probably **be on our staff** for about six to seven weeks.

Famous Footwear Manager Danielle Eisen says her location has seen steady sales over the last few years, so the store is bringing on the same number of **holiday workers** it did in 2010.

Shoes are not a luxury item. They are a necessary commodity. This year's **seasonal hiring forecast** is on-par with last year's, according to Challenger, Gray and Christmas, a company that studies the **job market** and tries to link people up with **openings**.

The group expects retailers **to hire** a bit fewer than 700,000 **temporary employees** this year. That's about where the national total was in winter 2007, before the recession fully took hold, and nearly two times the 2008 figure. Chief Executive John Challenger says major retailers have already spent months figuring out how many **part-timers** they'll **hire**.

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- They look at their back to school season in late summer. Those numbers were relatively flat. Wasn't a positive back to school season. But now they're looking at the Halloween season, trying to determine what happened.

Challenger says most retailers have an in-house economist who's studying larger market trends, as well. Stronger-than-expected GDP growth may give companies more confidence, which could lead to more **hires**. One big hurdle for **job-seekers**: many companies simply

tap **former employees**, or other people they already know, to fill the holiday demand.

Analyst John Challenger's advice for people trying **to get in the door: fill out a form** in-person, not over the phone. And don't take a non-response for a final answer.

- And keep on calling until they tell you no. Because these **jobs** – these **retail jobs**, particularly, are not **high-paying**. Often just above **minimum wage**. So a lot of people come in and out of them.

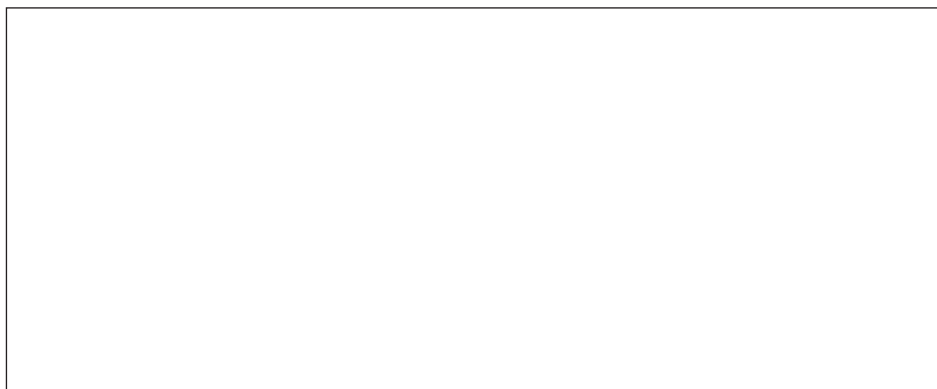
It doesn't sound like a glamorous gig. But **job-seeker** Tyler Albinus says he'd take it.

3. Can you group words together that:

- a) look alike: e.g. *to drive* – *driving* – *a driver*
- b) are synonyms
- c) belong together: e.g. *semi-detached* or *low-flying*

4. What do the underlined words have in common?

5. Draw a word field with the words from the text.



6. Fill the blanks below with words on getting a job.

20,000 people apply for 1,000 Jaguar Land Rover posts

Jaguar Land Rover has received 20,000 cover letters to fill 1,000 new _____ (a) _____ (f) in a 24-hour period, at its plant in Solihull in the West Midlands. rotating on a three-week pattern.

The firm advertised for assembly line _____ (b) in October and November and said it had filled 500 to date. Mr Mason said: "There are about 5,500 production workers at the site in Solihull. I think we have exhausted local _____ (g) now. There are about 150 _____ (h) for _____ (i) workers too, vehicle maintenance, electricians, diagnosticians. Some of the _____ (j) have come from further afield from Bombardier, ex-Peugeot workers and some have come from Aston Martin, we'll take them from anywhere."

Plant convener Bob Mason said the plant was setting up a third production shift for the first time in 60 years to produce a new car planned for April. He said 100 new _____ (c) would undergo training each week until March. To do this Jaguar Land Rover is _____ (d) assembly line _____ (e)

7. Mix & Match.

1 fringe	A letter
2 minimum	B collar
3 job	C employed
4 self	D benefit
5 white	E wage
6 cover	F interview

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A picture is worth a thousand words



1. Describe the pictures below and/or make up a background story of what's happening. Write down any new words.



New words



New words

2. Do you recognize the following companies?



So what industry do you work in?

1. Match the following industries to the correct key words.

- | | |
|------------------|---------------------------------------|
| 1) te... | a) lending money |
| 2) me... | b) human and environmental well-being |
| 3) el... | c) producing computers |
| 4) ba... & fi... | d) managing a country |
| 5) ma... | e) text messages |
| 6) so... | f) medical services |
| 7) go... | g) teaching or learning |
| 8) ut... | h) machines for medical use |
| 9) he... | i) gas supply |
| 10) ed... | j) producing goods in large numbers |



2. Think about your unique selling proposition. Name 3 characteristics that make you unique and use examples to support your claim. Write a coherent short paragraph.

Start with a topic sentence, add 3 sentences with evidence about your USP, and finally a concluding sentence. Make sure you use linking words to make your text more coherent.

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3. Now listen to a classmate's story. Write down three questions that you have and have your classmate write down the answers to those questions.

Q1: _____

A1: _____

Q2: _____

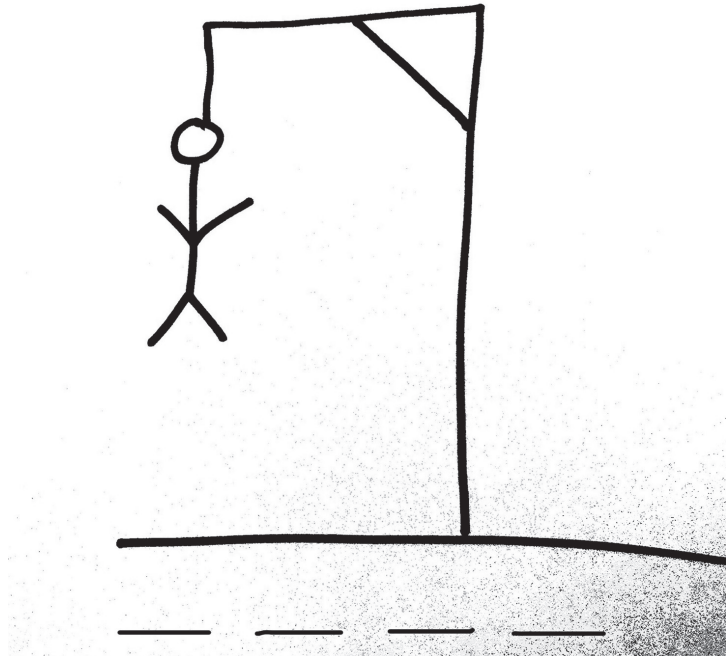
A2: _____

Q3: _____

A3: _____

Hangman

Pick a word from the word fields we discussed earlier and ask a classmate to solve your puzzle. The gallows and man take ten guesses. An eleventh guess hangs the man.



In short



1. Fill the gaps

Managers at all levels of an _____ (a) waste much time by having to listen to long-winding explanations of co-_____ (b). People have much trouble signalling what exactly their main _____ (c) is and what they expect from their col_____ (d).

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2. Work in pairs. You either agree or disagree with the following statements. Which expressions do you use? Check the Reference Book for instructions on agreeing and disagreeing.

a) I think we should install weekly meetings for our group work.

b) Living in a dorm is better than sharing an apartment.

c) You should only have exams at the end of the year.

d) You should be able to choose either English or French in your first bachelor, but not both.



3. Summarize the essence of key concepts in as few words as possible. Then discuss in groups of four what your ultimate definition is:

Concept	Definition
<p>Managing</p> <p>E.g.: Managing a large corporation has become more complex and challenging.</p>	Own definition:
	Group definition:
<p>Mission statement</p> <p>E.g.: Apple has the following mission statement: “Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App store, and is defining the future of mobile media and computing devices with iPad.”</p>	Own definition:
	Group definition:
<p>Bottom line</p> <p>E.g.: When he considers a potential investment, he looks strictly at the bottom line.</p> <p>E.g.: Before beginning a negotiation, know your bottom line.</p> <p>E.g.: The bottom line is that we need another ten thousand dollars to complete the project.</p>	Own definition:
	Group definition: