

Unit 1

JOB-SEEKING

STARTING A CAREER

Key Vocabulary

Job-seekers look for work in the **job market**; employers offer jobs to people with the right **qualifications** and **experience**. People who know what kind of job they want can look at **job advertisements** for a suitable **position**. Others may go to **careers advisers** to ask for help starting or managing their careers. Large companies have a **Human Resources Department**, which deals with **recruitment** and **hiring** employees, and also manages **career development** within the company.

Exercise 1. What ways do you know of finding a job? Work with a partner and make a list.

e.g. Look at newspaper advertisements.

Exercise 2. Match the words and phrases 1–3 with the definitions a–c:

- | | |
|----------------------------|---|
| 1) apprenticeship | A. Students often take a temporary job during their studies — for little or no pay — because they want to get experience. |
| 2) work placement | B. Big companies accept a number of newly qualified people to work for one year. They get general experience by working in different departments. They may or may not get a permanent job at the end. |
| 3) graduate trainee scheme | C. A young person learns a skill or trade by working under supervision in a company. They have a contract to work there for a fixed number of years. |

Exercise 3. 🎵 Listen to Michael Kohl and Sanjay Patel describing how they got started in their careers and answer the questions:

1. What reason does Michael give for choosing the company where he works?
2. How did Sanjay find a work placement?

Exercise 4. Read the article and find information about the following:

- 1) the Monster.com name;
- 2) the image of Monster.com;
- 3) Monster.com's biggest contribution to the recruitment industry;
- 4) headhunting firm.

Glossary

ad — advertisement.

resume — (American English) summary of your education and previous jobs, which you use when you are looking for a job; (British English) *CV* (Curriculum Vitae).

filter — software that selects the job-seeker's details to match the employer's requirements.

headhunting — persuading someone to leave their job and go to work for another company in a similar position.

The online job market

How Jeff Taylor changed the way the labour market works

Monster.com, the world's biggest online job-search site, shows how electronic marketplaces reach more people and can offer more efficiency than physical markets. It also shows that money can be made in such markets: Monster has a long record of profitability.

Jeff Taylor, who launched the site in 1994, says that the Monster.com name is the firm's "single most important success factor". It introduces an image of youthful fun in what is basically a boring business. Supporting the brand is a big advertising budget which accounts for a quarter of the firm's costs. He runs expensive ads during key sporting events such as the Super Bowl.

Job-seekers supply resumes and employers pay to scan them or to post job ads. Most of the services that job-seekers get are free, but they have to pay for a service that allows them to contact each other for advice and career management. They can use this service to ask each other questions about, say, what it is like to work for a firm that they are thinking of joining.

The main contribution of Monster has been to speed up hiring and vastly increase the accuracy of the job-search process. “You can post a job at 2pm and get your first response at 2:01”, Mr. Taylor says proudly. And an employer who knows exactly what he wants can use Monster’s filters to search vast numbers of resumes with precise accuracy. Monster is a serious threat to newspapers, which historically made 40 % of their revenues from carrying ads, up to half of which were for staff. Headhunting firms have also lost business, because demand for their help in filling lower-level jobs has fallen.

The online job market works well for workers and employers who know what they want. It works badly for people who are unsure. Check that your resume says clearly what kind of job you want. The filters will then make sure that it reaches the right human resource departments.

Exercise 5. Who does each of the following activities? Write E for employer and J for job-seeker.

- | | | |
|----------------|-------------------------------|-------------|
| search job ads | post a job ad | hire |
| scan resumes | supply resumes | fill jobs |
| recruit staff | use career management service | join a firm |

Exercise 6. Complete the diagram with the following words.

accepts attend apply advertisement candidates invites offers

1. Employer posts a job advert ... on a website or in a newspaper.	2. Job-seekers ... apply ... for the post.	3. The employer selects suitable ... candidates ...
4. The employer ... invites ... the selected candidates for interview.	5. Candidates ... attend ... their interview.	6. The employer ... offers ... the job to the best candidate.
	7. The candidate ... accepts ... or declines the offer.	

Exercise 7. Complete the text with the following words and phrases:

- | | | | |
|----------------|---------------------|------------------|----------------|
| <i>accept</i> | <i>applications</i> | <i>interview</i> | <i>job ads</i> |
| <i>recruit</i> | <i>selected</i> | <i>resume</i> | <i>offered</i> |

Esther Garcia graduated from university with a degree in telecommunications. But finding her first job was very hard. She searched all the (1) _____ in the newspapers and on the internet. She made lots of (2) _____ to different companies. She also sent her (3) _____ to all the

big telecommunications companies. But most companies didn't even invite her for (4) _____. It seemed that they only wanted to (5) _____ people with job experience. After several months, a finance company in Madrid (6) _____ Esther a place on a three-month graduate trainee scheme. At the end of the three months, Esther was the only person out of the ten trainees to be (7) _____ for a permanent job. Of course, Esther was very happy (8) _____.

Exercise 8. Explaining what to do.

When you start a new job, your new colleagues may have to explain a lot of things to you in the first few weeks. When you have more experience, you may need to give explanations to other new staff. The following phrases are useful for explaining how to do something. Which ones express important instructions and which are just suggestions?

- | | |
|--|-------------------------------|
| 1. Make sure that ... | 4. Don't forget to ... |
| 2. It's important / essential that ... | 5. It's a good idea to ... |
| 3. Remember to ... | 6. It may be better / best to |

Exercise 9. 🎵 Preparing a CV.

Listen to Barry Hampton, a careers adviser, explaining how to prepare a CV for a UK job. Which of the following points does he advise? Tick the points that are correct, and change the points that are not correct.

1. Write more than two pages.
2. Start with details of previous jobs.
3. Leave out your date of birth.
4. Don't say anything about hobbies and interests.
5. Give the contact details of two references at the end.

Exercise 10. 🎵 Listen again. Which of the above phrases does he use?

Exercise 11. Practise giving advice for preparing a CV for a UK job. Use the list in listening above, including your corrections, and choose phrases from above to introduce each point.

Work with a partner. Practise explaining one of the following to a British person.

1. Where to look for a job in your country.
2. How to prepare a CV for a job in your country.
3. What to wear for an interview.

Exercise 12. Fixed procedures or flexibility?

When you are part of an organization or a team, do you think it is best to have a fixed way of doing things that is made clear to everyone? Or is it better to be flexible? In some cultures, people like to have specific rules and procedures to follow. In other cultures, people prefer to have flexible ways of working. They prefer to deal with each situation separately in the way they think is best.

Exercise 13. Factors for getting a job.

A. In your opinion, which factors below are important for getting a job? Choose the seven most important. Is there anything missing from the list?

- | | |
|------------------------------|----------------------|
| 1. Age. | 9. Hobbies. |
| 2. Sex. | 10. Intelligence. |
| 3. Experience. | 11. Marital status. |
| 4. Astrological sign. | 12. Personality. |
| 5. Appearance. | 13. Qualifications. |
| 6. Contacts and connections. | 14. References. |
| 7. Family background. | 15. Sickness record. |
| 8. Handwriting. | 16. Blood group. |

B. Think about jobs you've had and interviews you've attended. Ask each other about your worst:

1. Boss.
2. Job.
3. Colleague.
4. Interview.

DILEMMA: FOR LOVE OR MONEY?

Kate Gray is in a happy position: she has two job offers. The problem is to choose the job that will suit her best. Kate is a new graduate in geography and wants to work in the travel industry. She would like a job that includes travelling and working with people. Two different travel companies are offering her a position. She has the chance to work in the marketing department of Wide World Tours, a big company with 3.000 employees and regional offices around the world. Or she could work for Oz Travel, a small company which has only 19 employees and specializes in tours to Australia. You work for a career advisory service. Kate asks you to help her make the correct choice.

1. Work in three groups. Find out more information about Kate's situation. Group A: Research the job with Wide World Tours. Group B: Research the job with Oz Travel. Group C: Find out more about Kate's personality and preferences.

2. Form new groups: Your group should include at least one person from A, B and C above. Make a list of the advantages and disadvantages of each job offer. Then match the advantages of each job with Kate's preferences, personality and ambitions. Decide which job will suit her best.

Think about these topics:

- Role and responsibilities.
- The company.
- Pay.
- Career prospects.

3. Write an informal letter to Kate. Give her some advice based on your discussion in C.

DILEMMA: TRAVEL

Group A

Wide World Tours

Job title: Marketing Assistant, Marketing Department.

Pay: €30.000 per year.

Responsibilities: Maintain customer database, carry out market research, help with promotions. No travel opportunities.

The company: Large modern offices, restaurant and sports facilities.

Opportunities for training and development.

An existing employee says: "You have to be ready to work very hard. Great opportunities for people with energy and ambition".

Group B

Oz Travel

Job title: Travel consultant.

Pay: €22.000.

Responsibilities: Deal with phone enquiries, sell tours, provide customer service; deal with suppliers by phone and email; general administration if necessary.

Travel: Visit Australia, help set up new contacts and new tours.

The company: Small office in city center. Small business but if successful, may expand.

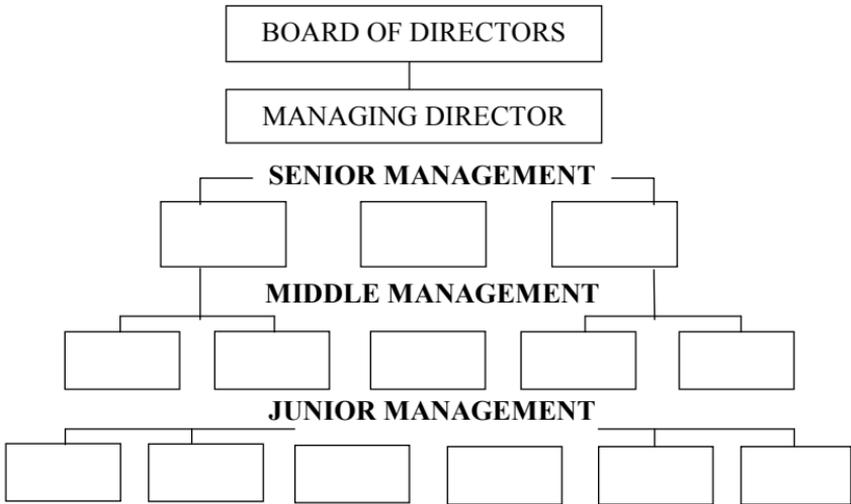
An existing employee says: "It is a very friendly place to work, but it can be stressful".

Unit 2

COMPANY PROFILE

Key Vocabulary

Most companies are made up of **shareholders** (who provide the capital **workforce**). Look at the management structure in the following **organization chart**.



HIERARCHY

- **Board of Directors**

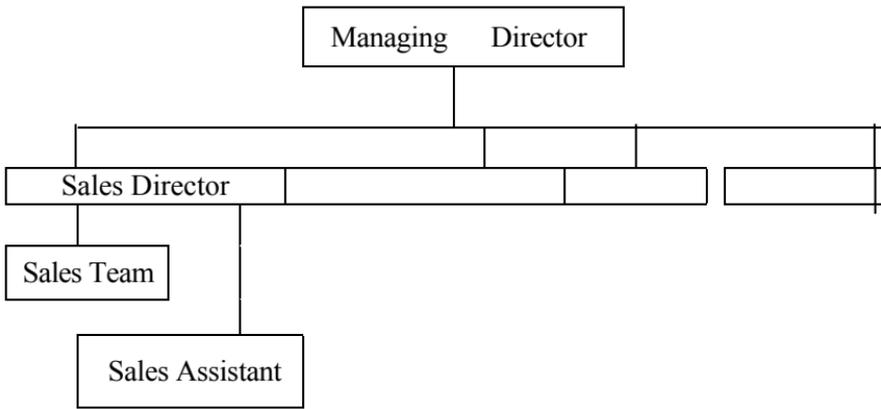
At the top of the company hierarchy is the **Board of Directors** elected by the shareholders.

The Board of Directors **headed by the Chairperson** (GB) or **President** (US) manage the company's affairs, determine the company's strategy and reach decisions by a majority vote.

The Board of Directors have the right to **delegate** any of their **authorities**, or even the whole management of the company's business, to one person.

- **Managing Director (MD)**

It is common to **appoint a Managing Director (MD)** or a **Chief Executive Officer (CEO)** who has overall responsibility for the running of the business.



The company is **headed** by the MD.

The Sales Director **reports to** the MD.

The Sales Director **is under** the MD.

The Sales Director **is accountable to** the MD.

The Sales Director **is supported by** a sales team.

The Sales Director **is assisted by an** Assistant Sales Manager.

The hierarchy of a typical company is presented in the organization chart at page 9.

Companies have different **activities** and work in different ways. Some companies **manufacture** or **produce goods**, others **provide services**; **retailers** sell goods to the general public. Companies **employ** people to work for them in many kinds of **jobs**. Each person has **responsibility** for a specific area of work and a **role** within the **team** or group that they work with.

- Responsibilities / functions

The Purchasing Department is responsible for buying goods and materials needed for the company's activities.

The Administration Manager is in charge of personnel.

The Finance Department takes care of corporate finance and accounting.

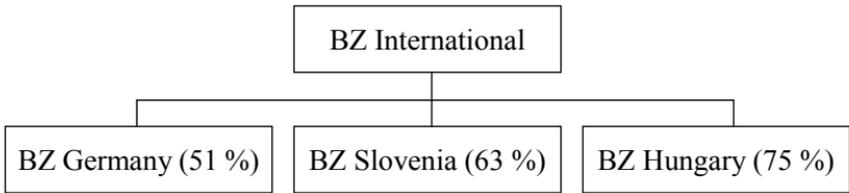
- Departments and Divisions

Department is usually organized by activity or tasks performed, various departments in the company usually include the following:

- Production Marketing Distribution.
- Sales.
- Research and Development (R&D).
- Logistics.
- Human Resources (HR).
- Customer Service.
- Information Technology (IT).

Division is a section of an organization often dealing with a product line (Plastics) or a geographical area (North America).

- Subsidiaries



BZ is the parent company.

BZ Germany, BZ Slovenia, BZ Hungary are **subsidiaries** (more than 50 % owned by the parent).

- **Titles**

Below are the main managerial titles with the US equivalents in brackets:

Chairperson (President).

Managing Director (Chief Executive Officer / Senior Vice-President).

Finance Director (Vice-President — Finance).

Sales Manager (Sales Director).

The Directors and Chairman of a company usually sit on the Board of Directors (Executive Board).

Abbreviations:

Plc — public limited company — the public is able to buy and sell their shares on the Stock Exchange. The minimum share of capital for a public limited company is £50.000.

Ltd — private limited company whose members are only responsible for its debts up to a limited amount, usually the amount of unpaid shares. The main reason for forming a limited company is to raise enough capital to raise the business.

HQ — headquarters — the head office of a company or group. This noun is always plural.

PR — Public Relations.

JV — Joint Venture cot.

Sales rep — Sales representative.

ad — advert, advertisement.

Exercise 1. Read the three descriptions of company structures. Then answer the questions. Use a good dictionary to help you.

Sole trader

One person sets up and runs the company. The person provides all the capital and has unlimited liability for business debts, even if this means selling personal assets.

Limited company

In a limited company (*AmE* corporation), the capital is divided into shares, which are held by shareholders. Shareholders have limited liability, but they can vote at the Annual General Meeting to elect the Board of Directors. There are two types of limited company:

1. In a private limited company, all shareholders must agree before any shares can be bought or sold.
2. In a public limited company, shares are bought and sold freely, for example on the stock exchange.

Partnership

A group of people provide the capital, set up the company and manage it together. There are two types of partnership:

1. Partners in an unlimited partnership are like sole traders — if the business fails they are fully liable for all debts, and may even have to sell personal assets.
2. In a limited partnership there can be sleeping partners who do not participate in the management of the company. Sleeping partners have limited liability — in the event of bankruptcy, they only lose their investment, not their personal assets.

Questions:

1. What are most people's main personal assets?
2. How can a sole trader get the capital to set up a business? Think of five methods.
3. If a limited company has 5000 shares and each share is worth £2.50, what is the capital of the company?
4. What are the advantages and disadvantages of being a sleeping partner?
5. What is the difference between a sleeping partner and a shareholder?
6. If a private limited company goes bankrupt, do the shareholders lose their personal assets? Why?
7. What must you do to sell your shares in a private limited company?
8. What are the advantages of a public limited company? Think of three.

Exercise 2. Make ten common business expressions with the words below. For example, sleeping partner, annual general meeting. Use some words more than once.

annual company exchange meeting private stock
 assets unlimited general of public trader
 board debts liability partner sleeping
 business directors limited personal sole

Exercise 3. 🎵 Listen to four people explaining their job and job activities. Match the jobs, companies and main activities with the person.

Person	Job	Company	Main Activity
Olaf	Lawyer	Paper manufacturer	managers IT systems
Rania	Accountant	Finance house	meets clients
Da The	Project Manager	Mobile phone company	deals with payments
Jaana	Systems Developer	Travel Company	checks contracts

Exercise 4. 🎵 Listen again:

1. What other activities does each person do?
2. Which of the above phrases does each person use? Tick the phrases you heard. Then listen again and check.
3. Imagine you are Olaf, Rania, Da The or Jaana. Introduce yourself to your partner. Explain your job, company and job activities.
4. Work with a partner. You should each choose a different company and job for yourself. Practise asking and answering questions.

Exercises 5. Match the words (A) to their synonyms (B).

- | A | B |
|----------------------|----------------------------|
| 1) managing director | a) is accountable to |
| 2) chairman | b) deal |
| 3) executives | c) carry on a business |
| 4) responsible for | d) is assisted |
| 5) consist of | e) president |
| 6) workforce | f) in charge of |
| 7) report to | g) chief executive officer |

- 8) is supported
- 9) transaction
- 10) run a business

- h) make up
- i) employees
- j) officers

Exercises 6. Match the nouns (A) to the verbs (B) with which they are commonly used. Some of the nouns can be used with more than one of the verbs.

- | A | B |
|---------------------------|--------------|
| 1) the board of directors | a) provide |
| 2) executive | b) determine |
| 3) officers | c) carry on |
| 4) department | d) appoint |
| 5) a strategy | e) run |
| 6) capital | f) elect |
| 7) workforce | g) head |
| 8) a business | h) set up |
| 9) daily operations | k) establish |
| 10) decisions | l) manage |
| 11) company affairs | m) reach |
| 12) a policy | |

Exercises 7. Add the words “manager”, “managing” and “management” before A or after B the words in C below. You may have several collocations.

№	A	C	B
1		Top	
2		Senior	
3		Area	
4		Style	
5		Information system	
6		Plan	
7		Director	
8		Financial	
9		Training scheme	
10		Production	
11		Consultant	
12		Development	

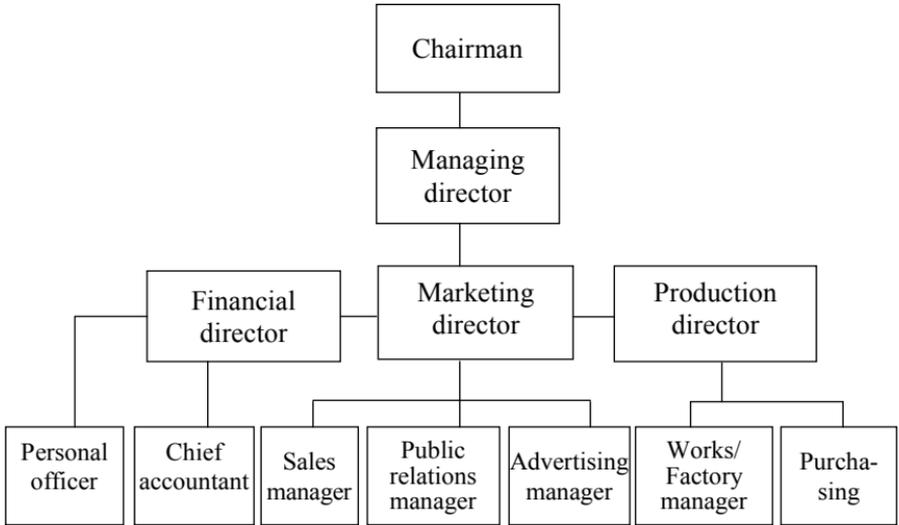
8. In addition to the _____ company, Rossomon has three, _____ Rossomon France, Rossomon Germany & Rossomon Japan.

9. The subsidiaries _____ to the Export Sales Department.

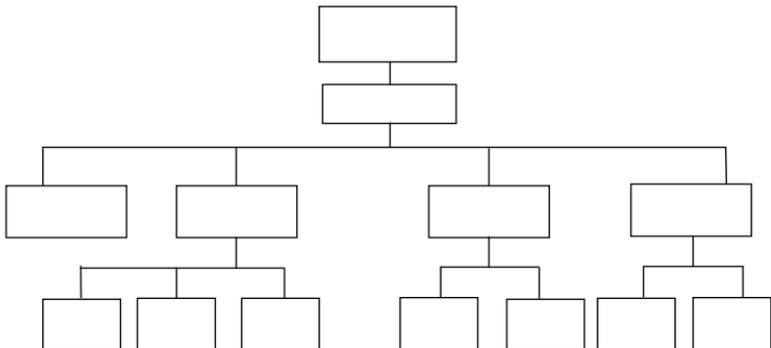
10. The Sales Department _____ the Advertising Section and Marketing Section.

Exercise 11. Describe the typical management structure of a British company.

Use the organisation chart for “Semling Photographics”.



Exercise 12. Listen to Student’s description of the typical management structure of an American company. Use the information to complete the organization chart for Felton Computers.



Exercise 13. Invent your own company. Describe internal hierarchy of your company. Where do you fit into organization?

Exercise 14. Can you name any of Cadbury Schweppes' products? Do you buy any of them?

Exercise 15. Look at this article about Cadbury Schweppes. Why are these dates important in the history of the company?

- the 1790s
- 1799
- the 1830s
- 1905
- 1969

Cadbury Schweppes plc

Cadbury Schweppes plc is one of the oldest and largest family businesses in the world today. Cadbury Limited merged with the drinks company Schweppes limited in 1969, but the new company is still run by a member of the Cadbury family. It is a leading producer of chocolate and soft drinks.

The business was started by John Cadbury, who began making chocolate in the 1830s. He was joined in 1847 by his brother, Benjamin, and then John's sons continued the business. A new factory was opened in 1879 and two years later the company began to export its products. Cadbury's Dairy Milk, a milk chocolate bar, was introduced in 1905 and remains popular now. In 1922 the Cadbury Brothers started to manufacture products overseas and after the Second World War the company was still the most successful chocolate manufacturer in Britain. The company was also known for its advanced working conditions and for the comfortable houses that were built around its factory outside Birmingham for people of all classes.

Schweppes Limited was named after Jacob Scheppe, who was born in Germany but later moved to Britain. He started producing mineral water in the 1790s. The company was sold in 1799 but the name was kept by the new owners. New products were introduced — other soft drinks such as tonic water and lemonade, and later jams and tea.

After the merger of the two companies, Cadbury Schweppes bought a number of foreign companies and in 1995 became the third-largest soft drink company in the United States. Soft drinks and confectionery have been at the center of its business activities since the 80s and it is now a major global company selling its products in over 190 countries around the world.

Exercise 16. Read the text again and decide if the following statements are true or false.

1. The business was set up by John and Benjamin Cadbury brothers.
2. Cadbury Schweppes is one of the oldest companies owned by the members of the same family.
3. Cadbury started its activity as a small company producing confectionery.
4. The Cadbury began to export its product in 1879.
5. Schweppes company produced non-alcoholic drinks.
6. The company paid special attention to the social conditions of their workers.
7. Cadbury Schweppes has offices all over the world.
8. After the war the Cadbury Brothers opened its factories outside Britain.
9. It is a leader in the international soft drink market.

Exercise 17. Match the words from the text with their corresponding definitions.

- | | |
|--------------------|--|
| 1) merge | a) abroad |
| 2) chocolate bar | b) non-alcoholic drinks |
| 3) introduce | c) a company with officers all over the world |
| 4) manufacture | d) the people that the company belongs to |
| 5) overseas | e) join with another company to become one company |
| 6) advanced | f) sweets, biscuits, cakes |
| 7) owners | g) launch |
| 8) soft drink | h) progressive |
| 9) confectionery | i) a piece of chocolate made in solid shape |
| 10) global company | j) produce |

Exercise 18. Look at the following sentences.

Anita Roddick opened the first branch of The Body Shop in 1976. The first branch of The Body Shop was opened in 1976.

What are the differences between the two sentences in terms of (a) the information they contain, (b) emphasis, (c) the form of the verb?

Exercise 19. Change the following sentences into the Passive Voice.

1. The company employed over 20 % of Italian workers two years ago.
2. He controls 27 % of the company.
3. The company is building a new factory.
4. It manufactures soft drinks and confectionery.

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