

*Marketing. Launching a new product*

Adaptations are made to the original idea.
 An advertising campaign is planned.
 Finally, the product goes into mass-production.
 Firstly, an idea is discussed in the company.
 Market research is organised to decide the probability of success.
 Results are analysed and the product is adapted.
 The product is sold for a certain period in a test market.
 The first version of the product is designed.

Personnel. Recruiting a middle manager

A short-list is drawn up.
 CVs are received and read.
 Finally, the successful candidate is invited to come in to sign a contract and finalise a starting date.
 Firstly, an advertisement is placed in the press.
 The best two or three candidates are asked to return for a second round.
 Second interviews take place and the successful candidate is chosen.
 They are contacted and interviewed.
 Unsuccessful candidates are informed by post.

*Finance. Asset basis valuation of companies*

A figure is added to represent goodwill.
 Finally, this result is divided by the number of shares which have been issued to give a value-per-share.
 First of all, the assets held by the company are valued.
 For example, they may be valued at replacement cost or at the price they could be sold for.
 However, other methods can be used.
 When assets have been valued, liabilities – current and long-term – are totalled.
 Total liabilities are then subtracted from total assets.
 Usually the method used to value the assets will be the same one used to produce the company's accounts.

Production. Producing a book

The pages and cover of the book are printed.
 After the first draft is written, the book is edited and rewritten to produce a final manuscript.
 The pages and the cover of the book are designed with any illustrations which are needed.
 The books are stacked on pallets, wrapped and warehoused ready for distribution.
 The final pages are sent to the printer.
 Printing plates are produced.
 The pages are assembled and bound into the cover.
 The manuscript is sent to the design department.

Processes **Worksheet Progress check** 26-30

ACTIVITY

Pairwork and groupwork: reading, speaking, writing

AIM

To order steps in and explain a process.

GRAMMAR AND FUNCTIONS

The passive

Describing processes

VOCABULARY

TEXT 1 *to launch a product, market research, advertising campaign, test market, mass production*

TEXT 2 *press, CV, short-list, candidate, second round, to sign a contract*

TEXT 3 *asset, to value, valuation, accounts, replacement cost, liabilities (current and long-term), goodwill, to issue shares, value-per-share*

TEXT 4 *to assemble, pallets, to wrap, to warehouse*

PREPARATION

Make one copy of the worksheet for each group of four, six or eight students in the class. Cut it up as indicated into cards and select the texts which will interest your students. Do not try to use all the cards: it would be a very unusual group that contained students interested in all these areas.

TIME

15 minutes

PROCEDURE

- 1 Tell the students that they are going to practise talking about business processes..
- 2 Divide the class into groups of four.
- 3 Within each group, put the students in pairs.
- 4 Give out the cards. Give each pair in each group a different process and ask them to put the stages of the process into what they think is the most sensible order. Ask the students to do this through discussion.
- 5 When the groups have finished, ask each pair to give a presentation – in their own words – to the other pair in their group about the process.

FOLLOW-UP

In pairs, students write a jumbled description of a process for other pairs to sort out. This need not necessarily be a business process – it could be a recipe or choosing and booking a holiday, etc.

ANSWERS

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