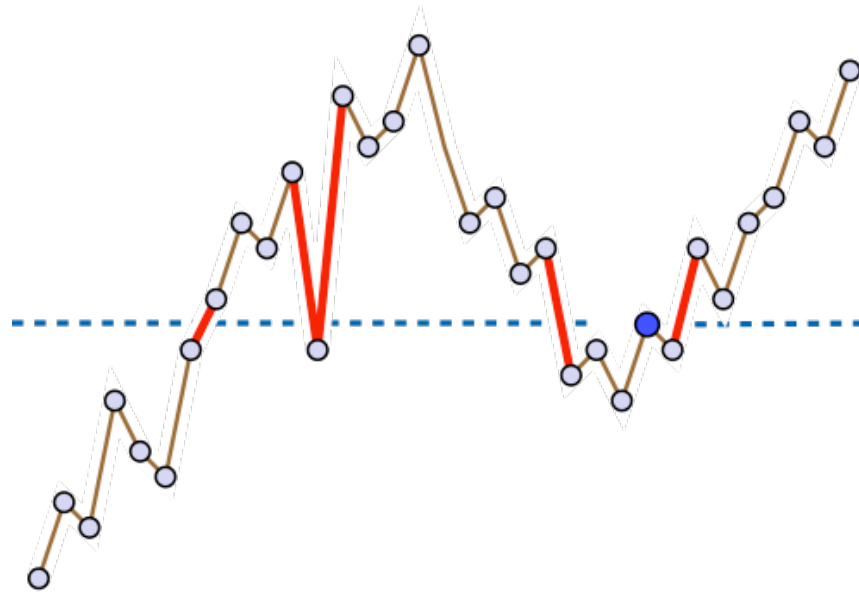


# CANADIAN BUSINESS ENGLISH



**STUDENT WORKBOOK  
FREE EDITION**

**WRITTEN BY DAVE HENDERSON**

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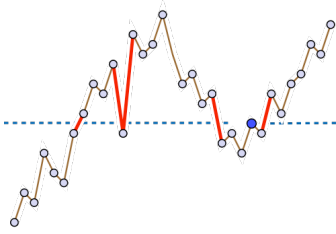
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# INTRODUCTION

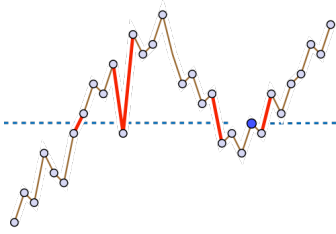
Welcome to the course

Hi, and thanks for downloading the Canadian Business English Student Workbook. Throughout this class, we'll be using these exercises to increase your vocabulary, discover Canadian business culture, create a successful application package, and practice job interviews. Along the way, we will also review some grammar points, aspects of writing style, and do some reading.

The materials in this book refer to media on the internet, including news articles, podcasts, and advice columns. In order to ensure that we use the most up to date versions of them, I have not included the text here - only links to the authors' sites. These include writers for National Public Radio, CNN, and Fortune magazine.

This version is intended for classroom use, where the material can be augmented with in-person supplemental activities. I have other course and internet-related material that you can use to supplement this information. You'll find the download link on my website, [www.d5e.ca](http://www.d5e.ca). Thanks!

-Dave.



## READING Detailed Resumé Analysis

Read the sample resumes on the next few pages. Each one has different strengths and weaknesses. What do you notice about each one?

Things to keep in mind include: formatting, layout and graphic design; spelling, word choice and grammar; as well as vocabulary, level of detail, and interest.

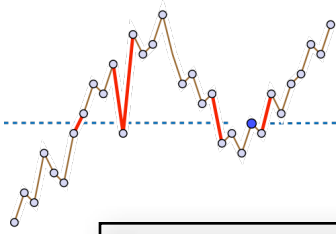
Which one looks the best to you?

Which one is not an example, but was submitted by a real job hunter?

Which one is perfect for their job type?

Resumé writing conventions:

- Use past-tense verbs
- Describe what you did, rather than listing the names of your jobs
- Choose a consistent format, and use it in each section of your resume



## Mr. J tha Hero

**123 Superstar Drive, Vancouver  
B.C., V5H-7E2**  
778-123-4567  
mrj@gmail.com

### Acting Experience:

#### **Get the Bad Guys**

*Los Angeles, CA, 2003-2007*  
*www.gtbg.com*

- Played the character Johnny Jump
- Wrote scripts
- Choreographed fight scenes

#### **Don't Be a Fool**

*Los Angeles, CA, 2005-2008*  
*www.iamsmrt.com*

- Co-starred with children
- Taught children about the dangers of smoking and junk foods

### Education:

#### **University of British Columbia**

- Vancouver, British Columbia
- Bachelor of Science in Physics
- Graduated June 2005

#### **Great Acting School**

- Los Angeles, California
- 2007
- Studied singing and tap dancing

### Interests:

Boxing - Cooking - Acting - Scriptwriting - Fashion - Checkers

#### **Drive Faster 2: Electric Boogaloo**

*Los Angeles, CA, 2012*  
*www.boogaloo.com*

- Won an Oscar for Best Actor
- Designed costumes
- Created promotional materials
- Appeared on local radio shows
- Donated profits to children's charities in order to promote safe driving and seatbelt use

#### **The Day the Earth Moved**

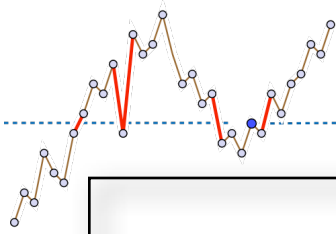
*Long Beach, CA, 2002*

- Worked with Hollywood stars
- Film earned \$199 million
- Designed wirework effects

### Other Acting Experience:

*Between 2001 and 2013*

- Fronds (Creatures of the Deep)
- Frank and the Squirrels
- Star Bores 2: Drill On
- Flower Flour Baking Hour
- Horror Roarer 6
- World Burger advertisements
- I, Banana advertisements
- The Masters of the Jungle



**Resume**

**John Smith**

**Contact Information**

*Email:* lolli pops@gmail.com  
*Cellular Phone:* 604-878-5514

**Education**

*High School:* Western High School, Vancouver BC  
 GPA: 3.65  
 Graduated: 2002

*Univiersity:* New College, Victoria, BC  
 Degree: Bachelor of Arts  
 Majors: Environmental Science, Spanish  
 GPA: 3.72  
 Graduated: 2006

*Graduate:* Niagara Univiersity, Toronto, ON  
 Masters student  
 Department of Biological Sciences  
 Entered in September 2009.  
 Expected graduation: December 2011

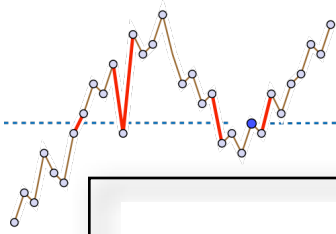
**Teaching Experience**

*Organization:* ISSO (Waterville, CO)  
*Dates of Work:* 6/23/2008-7/28/2008  
*Work Description:* IELU TEFL Certification. 20 teaching hrs.

**Personal and Profesional References**

*Name:* Jake Smits  
*Occupation:* English Teacher. (Montessori, IELU)  
*Telephone:* 604-552-4418  
*Email:* smitsj@ileu.com

*Name:* Frances Tu  
*Occupation:* Lab Instractor at Niagara Univiersity  
*Telephone:* 212-297-774



**Betsy Alotaibi**

155 West Bonanza St.  
Vancouver, B.C., V6K-5S2  
Home (604) 981-2529  
Work (778) 927-3485

**Job Objective:** To obtain an internship at a publishing company.

**Education:**

B.S. Information Systems, May 2012  
University of British Columbia, Canada

**Skills:**

- Excel
- Microsoft Word
- Photoshop
- Dreamweaver
- Logic Pro
- HTML coding
- Windows XP

**Professional Experience:**

**Monkey Publishing.** Vancouver, British Columbia. ([monkypub.ca](http://monkypub.ca))  
Publishing Intern, Spring 2011, Summer 2012.

- Contacted celebrity agents
- Obtained photos for use on the website
- Carried out mailings and created a database of contact information
- Made advertising flyers for presentation handouts
- Found sources for writers
- Researched competitors employees

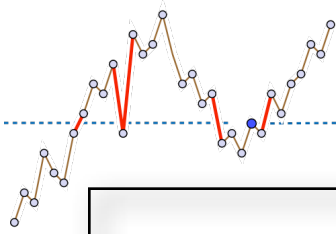
**Saturn Communications,** Edmonton, Alberta. ([www.saturnhasrings.ca](http://www.saturnhasrings.ca))  
Research Intern, Spring 2012

- Tracked Internet business expansion
- Followed product updates and helped customers

**City of Calgary Parks and Recreation Commission.** ([www.recparkscalgary.org](http://www.recparkscalgary.org))  
Intern - Assistant to the CEO, 2012.

- Worked on the website
- Carried out phone polls
- Wrote reports

**Additional Language:** Fluent Arabic



**Jennifer Hanson**  
 1099 Shavington Street  
 North Vancouver, B.C., V7J 1K9  
 604-899-9810  
 jhanson@hotmail.com

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**CAREER OBJECTIVES**

To find a position in the Sales department so I can put into use my interpersonal skills in technology and marketing analysis to help with business development within a dynamic and stimulating environment.

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**SUMMARY OF QUALIFICATIONS**

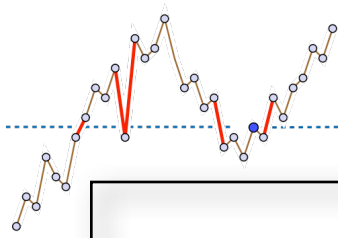
- Success in both Business Development and Sales
- Comfortable with technology and the IT market
- Strong at problem-solving
- Proven abilities in teamwork
- Complimented on sensitivity to clients' concerns
- Able to work well under stress
- Bilingual in English and French
- Creative, energetic, motivated, and enthusiastic

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**WORK EXPERIENCE**

- |   |                       |
|---|-----------------------|
| <p><b>EXTERNAL SALES</b><br/>                 Jobmasta, London, England</p> <ul style="list-style-type: none"> <li>• Involved in all aspects of the sales process</li> <li>• Sold services in training and recruitment</li> <li>• Wrote communication plans for clients</li> </ul> <p><b>Performance: achieved 107% of goals in 2009 and 120% in 2012</b></p> | <p>2008 - present</p> |
| <p><b>SALES OFFICER</b><br/>                 Compu IQ Services, Vancouver, Canada</p> <ul style="list-style-type: none"> <li>• Reviewed IT needs of clients</li> <li>• Sold training and service packages</li> <li>• Managed international sales accounts</li> </ul>  | <p>2007-2008</p>      |
| <p><b>SALES ANALYST</b><br/>                 Tastee-Yum Foods International</p> <ul style="list-style-type: none"> <li>• Carried out surveys of the restaurant market</li> <li>• Presented research results using PowerPoint to the company's directors</li> <li>• Filed results for further action</li> </ul>  | <p>2007</p>           |





**Jennifer Hanson**

1099 Shavington Street  
 North Vancouver, B.C., V7J 1K9  
 604-899-9810  
 jhanson@hotmail.com

ASSISTANT EVENT PLANNER 2006

“No Job = No Happiness” career fair, Vancouver, Canada

- Created advertising materials and coordinated PR campaign
- Promoted the fair to other recruitment agencies
- Obtained city permission and licenses

**Performance: over 1500 visitors**

CUSTOMER SERVICE REPRESENTATIVE 2004 and 2005

Maka-dolla Bank, Victoria, Canada

- Provided financial services to a variety of clients

CUSTOMER SERVICE REPRESENTATIVE 2003

Tiny Price Supermarkets, Victoria, Canada

- Met with suppliers and tested potential products
- Handled customer issues professionally
- Offered samples to customers

**EDUCATION**

M.Sc. in International Business 2012-2014  
 Martin Business School, London, United Kingdom

B.A. in Business Administration 2004-2006  
 Simon Fraser University, Vancouver, Canada

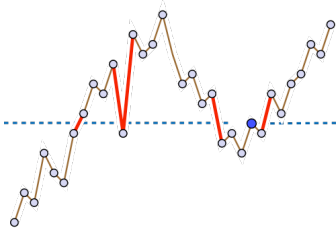
Certificate in Management and Marketing from T.S.M.A. 2003  
 (Technical Sales and Marketing Association)

**INTERESTS AND ACTIVITIES**

Soccer player for 12 years

Sailing

**References available upon request**



## STYLE Conventions of resumé writing

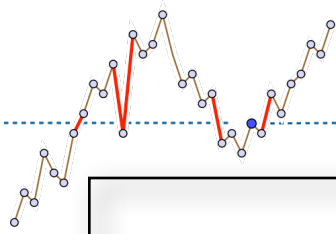
When writing a resumé, some common conventions are followed. A clear layout is essential. This will help a recruiter find the information they need quickly. Most resúmes will follow a reverse chronological order, i.e., they will put the newest information first, and proceed to the oldest information. Verbs in the simple past tense are used to describe actions with detail.

The following is an example of a resumé. Notice that the writer has followed the same layout for each section (work experience, education, and volunteer experience) in order to have a consistent appearance throughout his writing.

The 'Skills and Experience' section is an ideal place to mention computer abilities, any official licenses, and languages that you can speak.

Many people mention their participation in conferences, academic awards they have received, professional memberships, or business prizes in this section as well.

Check my website, [www.d5e.ca](http://www.d5e.ca), for some more resume examples, including ones for an office worker, photographer, and hospitality intern.



**MR. DAVE HENDERSON**

24, 123 Main St  
Vancouver, B.C., V1V-1V1

T 604-555-9157  
F 604-555-6812  
daveh@businessmail.ca

mywebpage.ca

**OBJECTIVE**

To obtain an internship in the field of education with an English language school.

**EDUCATION**

**LEARN ENGLISH NOW PROFESSIONAL LANGUAGE SCHOOL, VANCOUVER, CANADA - 2013**

- Canada Works! Program graduate

- Course topics included reading, vocabulary, business language, writing, and grammar

**UNIVERSITY OF VICTORIA, VICTORIA, CANADA - 2002-2006**

- Bachelor of Arts in Linguistics, minoring in Business Studies

- Classes in syntax, accounting, and business analysis

- Received a scholarship for research in word order comparisons

**- WORK EXPERIENCE**

**MR PIZZA PIZZA, SUTTON, ENGLAND - 2008-2010**

- Created three new pizzas, increasing sales by 21%

- Made pizzas to customers' specifications, took orders, and operated food service equipment

**WE LIKE OIL, CALGARY, CANADA - 2006-2008**

- Proposed changes to existing safety regulations to decrease injury rates

- Drove executives in company vehicles, analyzed soil samples, and examined maps to find oil

**LET'S FIX COMPUTERS, VANCOUVER, CANADA - 1997**

- Duties included answering customers' inquiries, handling cash, and organizing stock

**VOLUNTEER WORK EXPERIENCE**

**HELPING SICK CHILDREN CHARITY, LONDON, ENGLAND - 2008-2010**

- Assisted with collection of donations

- Helped sick children become healthy

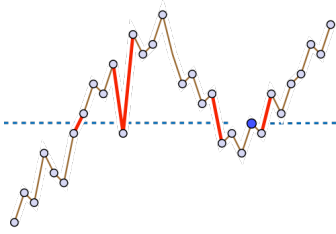
**SKILLS**

- Fluent in English, basic French and Arabic

- British Columbia driver's licence, Class 4

- Experienced with common operating systems and software, including UNIX, Windows, and Photoshop

**REFERENCES AVAILABLE UPON REQUEST**



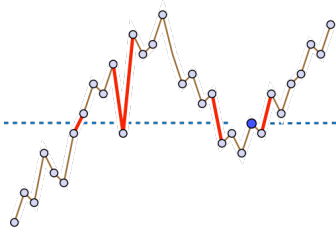
## SPEAKING

Test your knowledge of interview practices

With your partner, talk about the following questions:

1. True or False - A job interview has two purposes: to allow an interviewer to make a decision and to allow an applicant to persuade the interviewer to hire them.
2. In Canada, most jobs are not advertised in newspapers, on the internet, or in other traditional job-hunting platforms. What is the percentage of those that are **not** advertised in such places?
3. True or False - The job interview is mostly about your attitude.
4. How long does it take for a boss to create a first impression of a candidate?
5. How long does it take for a boss to become 95% sure about their decision to hire?
6. In order to help them to remember you, should you comment on something personal in the interviewer's office?
7. Which is more important to an interviewer - hiring a friendly, but less qualified person, or a qualified, less friendly person?

Your teacher will lead a class discussion when you are finished.



## VOCABULARY Words connected to the interview process

These are styles of interviewing:

Structured interview

Unstructured interview

These are types of interviews:

Gatekeeper interview    Mock interview

Panel interview            Group interview

Informational interview

These describe your body or voice:

Rambling

Mumbling

Posture

Eye contact

These are people who you may meet at an interview:

Role model

Mentor

Interviewer

Candidate

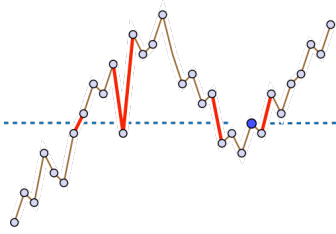
Recruiter

Interviewee

What kind of interview do you think is the best ?

Why would a recruiter want to use one interview type instead of another?

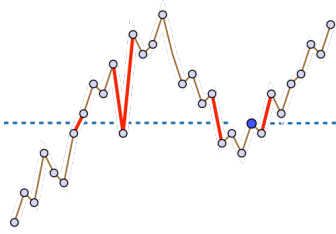
Which kind of interview would you enjoy the most? The least?



## READING Searching for the right candidate

Club Super Fit owns and operates workout gyms in Vancouver, B.C. There are always several fitness instructors on hand to advise people, develop personal fitness programs, and lead group classes. Classes that are currently offered include powerlifting, bodybuilding, Pilates, yoga, and martial arts. As well as the fitness areas, the facilities include pools, squash courts, and a dance studio, as well as a snack bar and pro shop. The clubs are open 18 hours a day, and try to create interesting social events as well as provide for health activities. Most customers have a moderate income, and some locations have classes offered in German, Italian, and Mandarin.

Their advertisement from the local newspaper is below. Read the ad and try to decide how an applicant could demonstrate their skills and knowledge to an interviewer. Create questions that you could ask to find out the applicant's strengths and suitability for the job.



# Club Super Fit

We need a General Manager for our group of workout clubs in Vancouver. Our company was founded in 1965, and has been growing since opening our second location downtown in the 1980s. The salary is negotiable, and we offer an excellent benefits package. Are you our match?

Apply in person at:  
1133 Main Street, suite 524,  
Vancouver, B.C., V5D-9U6

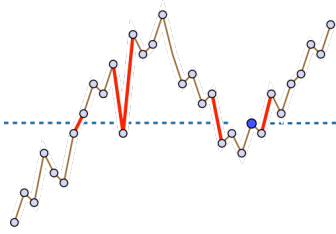
## THE PERSON:

- Energetic, adaptable
- Demonstrated communication skills
- Creative in all areas of business
- Knowledge of other cultures
- Good at organizing
- Successful work history
- Lifelong commitment to fitness

## THE JOB:

- Meeting the needs of our diverse customer base
- Raising revenues and profits
- Contributing to all aspects of marketing and sales
- Leading the team effectively
- Controlling expenditures

On the next page, you will see some short notes about the top four candidates. They all performed well at the gatekeeper interviews earlier this week, but you must decide which person should get the job. Each person has a strength that no other person shares, and they each also have a weakness that no other person shares. There is no right answer - you will have to defend your choice.



Name: Natalia Way

Education: University of BC - Master's of Business Administration

Experience: Graphic design agency for 8 years. Managed a team of 5. Sales experience at a retail shop.

Work Highlight: Designed national ad campaign for shoes.

Soft Skills: Musician, cyclist.

Attitude and Personality: Some men found her leadership style too aggressive. Strong views.

Comments: Some issues about her last job - didn't give details.

Name: Dan Crown

Education: University of Two Rivers - Master's of Business Administration

Experience: Designer of sports clothing, limited international sales.

Work Highlight: Coordinated manufacturing of new products across 3 countries.

Soft Skills: Strong knowledge of statistics and computers.

Attitude and Personality: Thinks men are better managers than women.

Comments: Wants to work for a larger company. Loves all sports.

Name: Ken Quintana

Education: Central High School

Experience: 22 years in the Canadian Army as a physical fitness instructor. Has run a fitness centre in Yaletown successfully for the last two years.

Work Highlight: Increased sales of the fitness centre by 150%.

Soft Skills: Fluent Mandarin.

Attitude and Personality: Well-dressed, formal demeanour. Sociable and friendly.

Comments: Can be quick-tempered if he thinks people aren't working hard.

Name: Suzanne Marrs

Education: University of Victoria - Bachelor's of Commerce.

Experience: Former Olympic running champion. Radio talk show host.

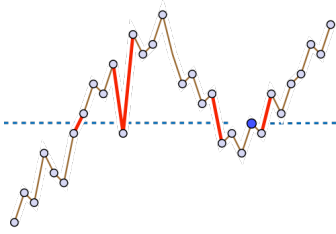
Work Highlight: Chosen to report on several international sports events.

Soft Skills: Strong history of athletics.

Attitude and Personality: Strong sense of humour. Popular radio host for sports programs and events.

Comments: Followed by rumours of cheating. Colleagues say she is highly motivated by her goals.





## WRITING Discover opportunities in the Vancouver job market

Choose two companies that you might like to work for, and answer the following questions to get a better understanding of them. This information may come in handy when you are in the interview. The first one has been done for you as an example.

### Job Interview Research Sheet

Job you are applying for: English Teacher for TOEFL pronunciation classes

Company Name: Talkalotta English Centre

Your interviewer's name and job title: Ms. Jane Doe, Director of Studies

Size of company: 21 locations, 80 teachers, 100 support workers

Main product/service and price: English grammar classes, \$1000/week

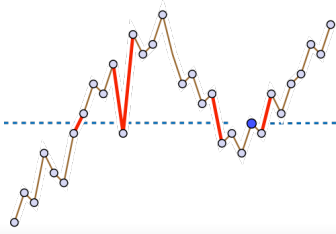
Main market or audience: foreign students who visit Canada to snowboard

Main competitor: University of Awesome English

Two advantages of your company: Better price, smaller classes

Address of your location: 123 Main St., Vancouver, B.C., V3V-7E7

Phone number of your location: 604-715-8108



Job Interview Research Sheet #1

Job you are applying for: \_\_\_\_\_

Company Name: \_\_\_\_\_

Your interviewer's name and job title: \_\_\_\_\_

Size of company: \_\_\_\_\_

Main product/service and price: \_\_\_\_\_

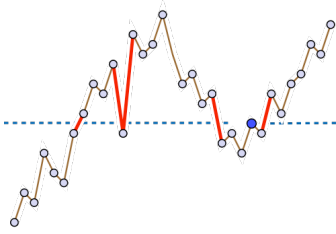
Main market or audience: \_\_\_\_\_

Main competitor: \_\_\_\_\_

Two advantages of your company: \_\_\_\_\_

Address of your location: \_\_\_\_\_

Phone number of your location: \_\_\_\_\_



Job Interview Research Sheet #2

Job you are applying for: \_\_\_\_\_

Company Name: \_\_\_\_\_

Your interviewer's name and job title: \_\_\_\_\_

Size of company: \_\_\_\_\_

Main product/service and price: \_\_\_\_\_

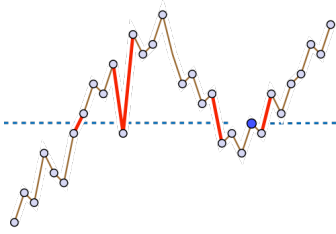
Main market or audience: \_\_\_\_\_

Main competitor: \_\_\_\_\_

Two advantages of your company: \_\_\_\_\_

Address of your location: \_\_\_\_\_

Phone number of your location: \_\_\_\_\_



## READING Proofreading and Editing

Read this letter that an intern sent as part of their application. How many errors can you find? Remember to watch for grammar, formatting, and vocabulary mistakes.

123 Main St.,  
Vancouver, B.C.,  
V8V-6Y4

October 31, 20xx

Mr. Henderson  
Director of HR  
International Nutritive Company  
1000 W23rd St.  
Vancouver, B.C.,  
V2C-3G8

Dear Mr. Henderson,

I am writing to apply for the Sales position, as advertised on Craigslist.org on Tuesday, Oct 31.

I have studied Business Management. This includes marketing, accounting, HR, economics, e-business, tourism, and organization behaviour for two and half years in university. I have been studying Business in Vancouver. My knowledge and experience help me to be a suitable applicant.

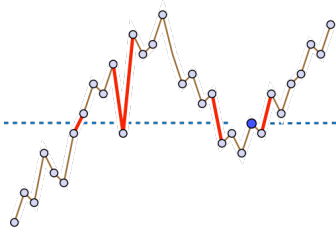
In Canada, I completed a leadership camp which made me sociable and I learned how to deal and lead people. In Addition, when I worked in coffee house, I learned how to treat customers and knew services and sales. Although It is my only job experience, it was very helpful for me.

My strong responsibility always led to wonderful results in team tasks at class. I try to do my best with assignments and never give up.  
These characteristics show not only my responsibility, but self-motivation.

I would pleased to meet you to discuss my application in person. My phone number is 604-639-8140, and my email is interns@vec.ca. i am available from 4p.m. to 11p.m.

Sincerely,

Any Student



## READING Research the Vancouver job market

Find the answers to the following seven questions online.

1. What are the names of some websites that list job postings in Vancouver?

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2. What large firms in the Greater Vancouver area are currently hiring?

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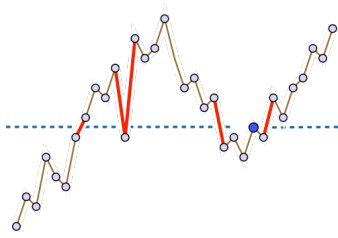
3. What companies in Vancouver are currently advertising for jobs in your area?

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4. What are some jobs that you can see advertised do you NOT want to apply for?

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5. What is the minimum wage in BC? Where did you learn this information?

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6. What is the BC Employment Standards Act?

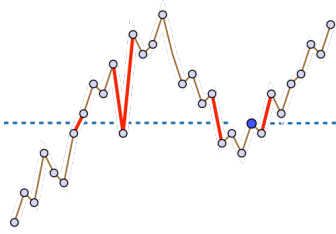
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7. Find a story about immigrants working in Canada. What problems have they faced?

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## STYLE Using English synonyms in the best context

Choosing the best word for each situation is a skill. The word that you choose for a situation can really affect how people perceive you. In this exercise, we'll practice this. Remember to use grammar information, denotation, and context to select the best choice for each space.

### Holidays in British Columbia

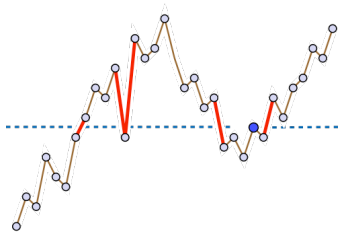
While we were on a whale watching cruise that left from our resort, we eagerly awaited the (1...) of one of these magnificent creatures. The guide told us to pay attention, and in just a short time, they surrounded us.

This was one of the most memorable parts of our trip to BC. This province has always been popular with travelers, and for good reason. Where else but Vancouver can you play a (2...) of golf on one of the many beautiful (3...) in town in the morning, and then head up to a local mountain for some skiing in the afternoon?

But not all activities are to be found in the city. Many adventurers (4...) a boat and sail through the Gulf Islands. Though regulations (5...) to sailors, training courses can even be found online for many (6...). Diving is another popular water activity.

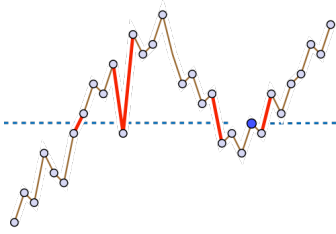
Teaching about the history of the coast is and its (7...) is a main goal of the many museums in BC. Did you know that (8...) foods can be found in local restaurants, or that traditional art styles are still popular? If you go to a (9...), many artists will sell you their work for a very competitive price.

Of course, nightclubs and the arts have their fans as well. A vibrant music (10...) can be found in BC, and maybe you've heard of some of our (11...) music stars, like Bryan Adams, Diana Krall, or Colin James. Concerts happen every day of the week - even Sunday - and you're sure to find an artist with a (12...) you like.



- |     |                     |                      |                  |                     |
|-----|---------------------|----------------------|------------------|---------------------|
| 1.  | <b>A</b> viewing    | <b>B</b> sight       | <b>C</b> vision  | <b>D</b> appear     |
| 2.  | <b>A</b> course     | <b>B</b> games       | <b>C</b> round   | <b>D</b> period     |
| 3.  | <b>A</b> grounds    | <b>B</b> fields      | <b>C</b> courts  | <b>D</b> courses    |
| 4.  | <b>A</b> rent       | <b>B</b> hire        | <b>C</b> loan    | <b>D</b> supply     |
| 5.  | <b>A</b> occur      | <b>B</b> enforce     | <b>C</b> apply   | <b>D</b> happen     |
| 6.  | <b>A</b> licenses   | <b>B</b> permissions | <b>C</b> permit  | <b>D</b> allowances |
| 7.  | <b>A</b> humans     | <b>B</b> persons     | <b>C</b> person  | <b>D</b> peoples    |
| 8.  | <b>A</b> historical | <b>B</b> traditional | <b>C</b> old     | <b>D</b> elderly    |
| 9.  | <b>A</b> museum     | <b>B</b> studios     | <b>C</b> gallery | <b>D</b> show       |
| 10. | <b>A</b> club       | <b>B</b> scene       | <b>C</b> show    | <b>D</b> stage      |
| 11. | <b>A</b> common     | <b>B</b> popularity  | <b>C</b> famous  | <b>D</b> known      |
| 12. | <b>A</b> instrument | <b>B</b> song        | <b>C</b> style   | <b>D</b> genre      |



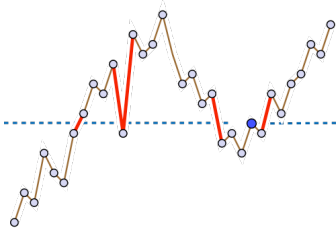


## STYLE Proofreading for punctuation and spelling errors

Check each line. There may be a spelling or a punctuation error, or the line may be correct. If you find a mistake, fix it.

### Racing Bicycle Design

1.            There are now many kinds of racing bicycle popular in Canada. From
2. road to, downhill to track, bicycle racing has become a popular pastime for
3. many Canadians. Bicycle design has come a long way in order to create
4. specialized machines to exel in each situation.
5.            Road racing bikes tend to have litweight frames and components. Their
6. creators spend time working out how to create equipment that is light,
7. areodynamic, and durable enough to last in races of up to several hundred
8. kilometers. Some races take-place over several days, so reliability is important.
9.            Downhill mountain biking poses a diferent set of problems for
10. manufacturers. Weight is not as great a concern as for road riders, but durability
11. is key. To that end, designers tend to test their designs in horrible conditions -
12. wet, dusty, muddy, and everything else you can find in the forest. Grip and
13. suspension characteristics are paramount too, as a loss of control during a race
14. could, lead to very serious injuries.
15.            Track bikes, on the nother hand, are primarily built for speed and
16. aerodynamics. Weight is not so much a concern, and so a lot of the designers
17. time is spent trying to minimize wind resistance. Classic design's tend to do well
18. in this type of racing, more so then in other types.
19.            With the variety of racing designs, available today, there is almost
20. certainly one that will suit you and your riding style. You just have to find it.



## WRITING Common errors and how to fix them

### General rules for **all writers**:

1. Subjects agrees with verbs, all the time.
2. But don't start a sentence with a conjunction.
3. Generally, writers must be specific.
4. Sentence fragments..
5. Run-on sentences are hard to understand, don't use them.
6. Don't use no double double negatives.
7. Stay away from TLAs, abbreviations, et c.
8. Eliminate commas, that are, not necessary. Extra information however should be enclosed in commas.
9. Never use a big word when a diminutive one would be sufficient.
10. Kill extra exclamation points!!!!!!!!!!!!!!!!!!!!!!
11. Proofread carefully to see if you any words out.

### Specific rules for **formal writers**:

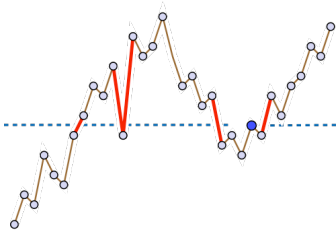
12. Prepositions are not words to end sentences with.
13. Contractions aren't necessary and shouldn't be used.
14. Who needs rhetorical questions?

### Specific rules for **speechwriters**:

15. Parenthetical remarks (however relevant) are (usually) unnecessary.
16. The passive voice is to be ignored.

### Specific rules for **business writers**:

17. Comparisons are as bad as clichés.
18. "Eliminate quotations," said Steve Jobs.

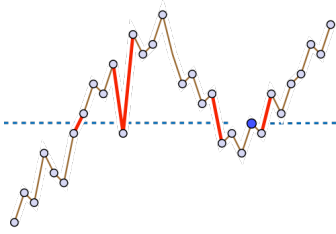


## GRAMMAR Sentence Structure

These sentences are hard to understand. What makes them unclear?

1. Friends meet again after death.
2. Local medical clinic hires 7 foot doctors.
3. Veterinarians help tiger bite victim.
4. Fish kill 200.
5. Air head hired.
6. Lost child found by lake.
7. Two trains collide, one dead.
8. Disabled adults make delicious dinner for the homeless.
9. Many Canadians would like to live on water.
10. Drug dealers appeal to Prime Minister.

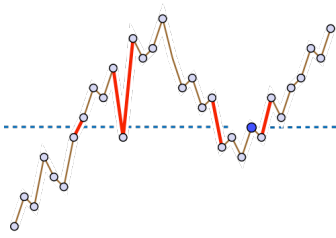
Can you create some sentences that follow the same patterns?



## GRAMMAR Sentence structure and clarity of meaning

The following are all quotes from famous politicians. Go through their sentences and make corrections to help clarify their meanings.

1. We have doubled the money available for this program, from \$30 million to \$88 million, and we are pleased to support this work.
2. I don't know about the fantasticness of my country in South America. But the true fantasticness of my country are the citizens.
3. We talked about diseases in Asia for most of the conference. Asia is a country that suffers incredibly from disease.
4. Our people must unite together, to be as one in the time of trouble.
5. For every gun crime involving death, there were four that did not cause death. This situation is not acceptable, and my government will take action to change it.
6. This government's priorities are our belief.
7. Choosing leadership is essential.
8. Our enemies are powerful, and so are we. They always think about fighting and war, and so do we.
9. Will the Internet become more few?
10. To complete this projects, we must ask: Who is together with us?

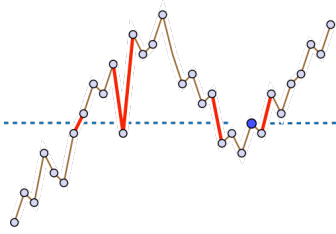


## SPEAKING Negotiate to create a business plan

Different companies have a different 'feeling' among the staff. The accepted dress, greetings, philosophies, and business plans contribute to what is called the company culture. Some people believe that changes to this can have very dramatic effects on productivity, efficiency, and morale.

The following is a list of possible changes that you could make to help this company improve its business. With your partner, choose the ones you think will bring the most benefit to the company.

- 1 - Institute a system of collaboration. Everyone will work at large tables, without private offices. This will encourage cooperation.
- 2 - Enforce a company clothing policy.
- 3 - Remove all chairs from conference rooms. If people stand during meetings, they will not waste as much time talking.
- 4 - Eliminate payment for luxuries, such as business class airline tickets, 4 or 5 star hotels, and taxis.
- 5 - Close the HR department.
- 6 - Pay according to group accomplishment, rather than individual accomplishment.
- 7 - Sell the company cars. Pay according to mileage driven to encourage workers to use their own cars for company business when needed.
- 8 - Hire more women for management - current numbers show that the company has 18% female managers, but 77% female employees.
- 9 - Eliminate middle management. Four managers can survey all employees.
- 10 - Have workers vote on salary increases for management.
- 11 - Raise prices on all goods to create a luxury image for your brand.
- 12 - Automate the manufacturing to lower costs and quality.



## VOCABULARY Words about Internet job searches

In this article by Jena McGregor, many words related to job-hunting can be found. Use the context to match the words and definitions.

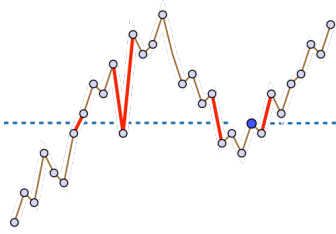
<http://bit.ly/clQtt5> or <http://goo.gl/SxID>

- |               |                                |
|---------------|--------------------------------|
| 1. feedback   | 1. a collection of information |
| 2. network    | 2. opposite of active          |
| 3. talent     | 3. skilled people              |
| 4. recruiter  | 4. people you know             |
| 5. database   | 5. collector, assembler        |
| 6. passive    | 6. opportunities               |
| 7. aggregator | 7. responses                   |
| 8. leads      | 8. sales speeches              |
| 9. pitches    | 9. HR workers who hire         |

## READING Discover different opinions about Internet job searches

The article presents some advantages and disadvantages of online job-hunting. Continue to read the article and find answers to the questions below.

1. Is the article positive or negative?
2. How many job-hunting websites are mentioned by name? What are they?
3. Are other methods of applying for work mentioned?
4. In general, do companies like online applications?
5. David Wick is quoted in the article. Did he get a job using Monster or CareerBuilder?
6. Have you tried using sites like these? Why or why not?



## LISTENING Learn about Workplace Efficiency and Consultants



### Do You Waste Time Walking To The Printer?

Go to <http://n.pr/19mlUnl> (or <http://goo.gl/zulHk>) to listen to this National Public Radio podcast by David Kestenbaum. In it, he will interview a man whose job is to find problems related to efficiency at various companies. Your job is to complete the questions below as you listen.

1. What is the efficiency expert's name?
2. What are the three main tools he uses for his job?
3. What should make his job unnecessary?
4. The expert discusses an acronym for 8 main types of waste. What do each of the letters represent?

T -

I -

M -

T -

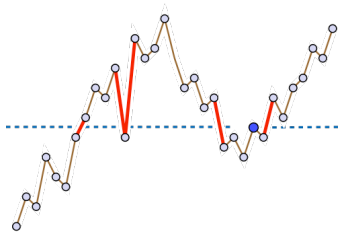
W -

O -

O -

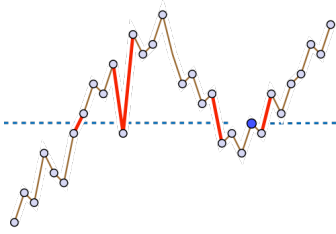
D -

5. Does he only offer complex changes to the workplaces?
6. What is a common change he talks about?
7. Why is it important?



8. Is he always popular at work?
9. Is there a negative side to his job or the changes he suggests?
10. Mr. Kestenbaum, the host, mentions an example of an employee who had a strong talent for his job. How did the employee show this talent?
11. There's another acronym that the expert discusses. What do these letters represent?  
  
S -  
S -  
S -  
S -  
S -
12. How is this acronym used, or what is it used for?
13. There is a problem for the efficiency expert that relates to his personal life. What is this problem?
14. In the conclusion, the host says that the economy looks surprisingly \_\_\_\_\_.
15. BONUS - The expert says he looks like a famous baby. What baby is this?



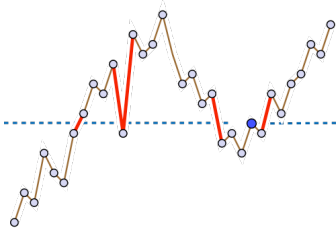


## STYLE Formatting business writing

People often neglect the appearance of their work. Especially in business or academic situations, the look of a piece of writing can mean the difference between success or failure. Imagine the problems that could come from improper formatting in a publishing house, or a law office, to name two possibilities.

### **Business and Academic Writing Formatting Tips:**

- Canadian punctuation has commas or periods written before quotation marks: “” or “.”
- Use Canadian spelling conventions. Don't forget to set the spellchecker of your word processor to reflect this.
- Times 12-point or Arial 11-point are common fonts to use.
- Using 1 inch margins (sides and top/bottom) is common.
- Avoid starting sentences with numbers. Write out numbers that are less than ten.
- Write using formal language. Avoid contractions and slang.
- Note: i.e. means ‘that is,’ e.g. means ‘for example.’



## WRITING Researching and presenting on a specific topic

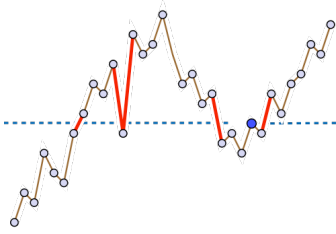
“The Art of War” is an ancient military instruction manual from China. Despite its age, it has come to be popular in a variety of modern situations, including sports, combat, and business. Search the internet for sites that discuss this book in a general fashion, and then quickly read the most important points. Discuss the following questions with a partner.

### Discussion Questions:

- How common is this book, in your experience? Have you heard of it before?
- Do you like one quotation more than any other? Why?
- Is it sensible to compare business to battle? Why or why not?
- What quotes above are the most useful for business? The least useful?

### Assignment:

1. With your partner, select a quote that you think is important in a business context.
2. Create a short (5 to 10 minute) presentation:
  - b. describing the quotation and its use,
  - c. giving three examples of where it could help a business decision, and
  - d. translating it into casual English.



## VOCABULARY Advertising

### Promotions

Maria: Hey Frank, do you think the poster is ready for the **prime time** yet?

Frank: I'm not sure. We still have to check the **proofs** before we send it to the **printer**.  
It's a real **eye-catcher**, though.

Maria: Yes, I'm pleased with the design. We really need to **promote** our new product before the **launch**. **HQ** is especially interested in it. You know that some **heads are on the line** with this one!

Frank: The marketers did good work, especially after they talked to the **R&D** people about new features and how to advertise them.

Maria: It's really all up to the **shareholders**, though. If they don't like the **performance**, they'll vote to **turf** the **CEO**.

Frank: I'm glad I don't have that kind of **exposure**!

prime time: \_\_\_\_\_ n / v / adj / adv

proofs: \_\_\_\_\_ n / v / adj / adv

printer: \_\_\_\_\_ n / v / adj / adv

eye-catcher: \_\_\_\_\_ n / v / adj / adv

promote: \_\_\_\_\_ n / v / adj / adv

launch: \_\_\_\_\_ n / v / adj / adv

HQ: \_\_\_\_\_ n / v / adj / adv

head is on the line: \_\_\_\_\_ n / v / adj / adv

R&D: \_\_\_\_\_ n / v / adj / adv

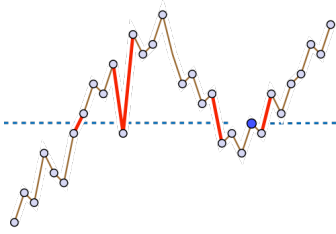
shareholders: \_\_\_\_\_ n / v / adj / adv

performance: \_\_\_\_\_ n / v / adj / adv

turf: \_\_\_\_\_ n / v / adj / adv

CEO: \_\_\_\_\_ n / v / adj / adv

exposure: \_\_\_\_\_ n / v / adj / adv



## VOCABULARY Future job opportunities

### Moving On Up

Jose: Hey, Ryder. Did you get that job that you were thinking about?

Ryder: Yeah, Daniella is off on **mat leave**, so I got to take over her position until she returns. It looks pretty interesting.

Jose: Awesome. That's a real **promotion** for you! Do you feel confident about **taking on** all that responsibility? What about your old co-workers?

Ryder: I'm a bit nervous. But the **prospects** for my future **advancements** are **rosy**, especially if Fernanda **resigns**. Did you hear the rumours that she might be **laid off**? She has been in a bit of a **funk** lately, and her **productivity** is suffering.

Jose: No, I didn't! I know that she has quite a high **salary**, so replacing her with a new **recruit** might save the company some in the **payroll**.

mat leave: \_\_\_\_\_ n / v / adj / adv

promotion: \_\_\_\_\_ n / v / adj / adv

take on: \_\_\_\_\_ n / v / adj / adv

prospect: \_\_\_\_\_ n / v / adj / adv

advancement: \_\_\_\_\_ n / v / adj / adv

rosy: \_\_\_\_\_ n / v / adj / adv

resign: \_\_\_\_\_ n / v / adj / adv

funk: \_\_\_\_\_ n / v / adj / adv

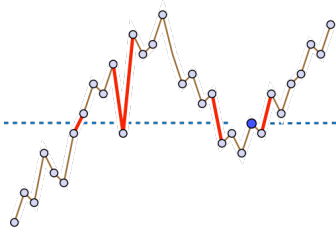
productivity: \_\_\_\_\_ n / v / adj / adv

lay off: \_\_\_\_\_ n / v / adj / adv

salary: \_\_\_\_\_ n / v / adj / adv

recruit: \_\_\_\_\_ n / v / adj / adv

payroll: \_\_\_\_\_ n / v / adj / adv



## VOCABULARY Planning and Meetings

### Making it Happen

Robert: Hey Ms. MacArthur, I moved the **appointment** like you asked. The chairman offered to do it on a **conference call**, if you'd prefer.

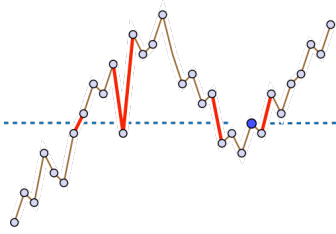
Cindy: That's excellent, thanks, Robert. Did you send my **apologies** for changing the plans this **late in the game**? I don't want him to be mad at me.

Robert: Of course. The **managing director** was a bit **up-in-arms** about it, but I'm sure he'll **see reason** soon enough. He can be sensible.

Cindy: Good. I'll have to ask the **board** to cast a vote on my **proposal** before the end of the week. Do you think they'll reach **consensus** on the phone? Do I have time in my schedule to deal with **matters arising** from this call before Friday?

Robert: No worries. I'll **juggle** around a few of your previous **commitments** and see what we can do.

appointment:	_____	n / v / adj / adv
conference call:	_____	n / v / adj / adv
apologies:	_____	n / v / adj / adv
late in the game:	_____	n / v / adj / adv
managing director:	_____	n / v / adj / adv
up-in-arms:	_____	n / v / adj / adv
see reason:	_____	n / v / adj / adv
board:	_____	n / v / adj / adv
proposal:	_____	n / v / adj / adv
consensus:	_____	n / v / adj / adv
matters arising:	_____	n / v / adj / adv
juggle:	_____	n / v / adj / adv
commitment:	_____	n / v / adj / adv



## VOCABULARY Talking about Negotiation

### The Contract

Matt: Hi Paulina. Do the **terms** of this **agreement stipulate** the payment **conditions**?

Paulina: **On the one hand**, they say that payment must be **received in full**. On the other, they haven't mentioned any **deadlines**.

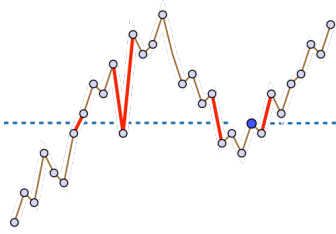
Matt: OK. Send the agreement to the legal **wonks** and see if they can find any **loopholes**. I don't trust these guys, and I don't want to give them any **slack**.

Paulina. You're such a **shark**. I love it. Do you think they'll **balk** at my inquiries?

Matt: Totally no chance. We're giving them such a **deal** with the product, they'd be fools to **pass** on this.

Paulina: I'm sure they'll have no objections. After, we have them **over a barrel**. We're the only supplier, and **they need us more than we need them**.

- terms: \_\_\_\_\_ n / v / adj / adv
- agreement: \_\_\_\_\_ n / v / adj / adv
- stipulate: \_\_\_\_\_ n / v / adj / adv
- conditions: \_\_\_\_\_ n / v / adj / adv
- on the one hand: \_\_\_\_\_ n / v / adj / adv
- in full: \_\_\_\_\_ n / v / adj / adv
- deadline: \_\_\_\_\_ n / v / adj / adv
- wonk: \_\_\_\_\_ n / v / adj / adv
- loophole: \_\_\_\_\_ n / v / adj / adv
- slack: \_\_\_\_\_ n / v / adj / adv
- shark: \_\_\_\_\_ n / v / adj / adv
- balk: \_\_\_\_\_ n / v / adj / adv
- deal: \_\_\_\_\_ n / v / adj / adv
- pass: \_\_\_\_\_ n / v / adj / adv
- over a barrel: \_\_\_\_\_ n / v / adj / adv
- need us more than we need them: \_\_\_\_\_ n / v / adj / adv



## READING Company profile and plans

### Super Mining

Super Mining is a mining and petroleum company with many areas of operation around the world. In addition to resource extraction, they manage oil pipelines, exploration, and sales. Last year, their total holdings were in excess of \$20 billion dollars, making the company the 6th largest of its type worldwide. It is based in Phlogistan, a wealthy European country famous for its unwelcoming attitude to foreigners.

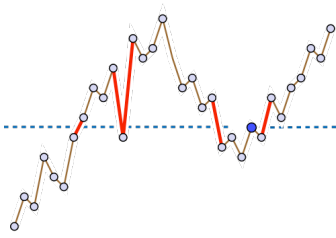
Since its founding in 1968, Super Mining has experienced relatively constant growth. With a few setbacks related to wars over territory, as well as political instability, Super Mining has proven itself to be resilient and flexible under extreme conditions. Their financial future appears positive, and their Board of Directors seeks to secure that with an aggressive expansion plan. They possess some of the highest extraction technology expertise in the world.

Their CEO, Phil Dolan, said “The future of oil is limited. The resources are finite; we are not making new oil. In order to remain competitive, we must secure territory in which we can locate and extract other high-value commodities, including diamonds, gold, and rare earth minerals.”

Some exploration missions in the north part of Canada have revealed the possibility for areas rich in resources. Though no details are certain, the area in question could hold very large deposits indeed. If permission is given, further tests will reveal the extent of the deposits.

The federal Resource Minister, Jacques Champignon, stated “This area could hold an excellent source of revenue for Canadians, as well as a fantastic guarantee of highly-skilled, well-paid jobs.” Not every person was pleased with the announcement, though. “What guarantees of safety will there be for workers and the environment? What can be done to ensure that this project is managed well?” responded the provincial premier of the area in question, Robin Justice-Blind.

The Prime Minister of Canada has stepped in. Their signature will guarantee that this project will go ahead, but elections are soon. In order for their party to stay in power, they must make the right decision for all of Canada. A meeting between the PM and Mr. Dolan is scheduled for next week. The agenda is shown below.



## SPEAKING

### Negotiation and presentations

#### Management and Ownership of the Resources:

- How will the resources be developed?
- What control will Super Mining have in this venture?
- How will capital be raised?

#### Management and Ownership of the Land:

- Who will own the land where the extraction takes place?
- What control will the Government of Canada have in this venture?
- How will the private landowners be compensated?

#### Finance - Profit:

- How will profit be made?
- What percentage of the profits will be reserved for future exploration?
- What percentage of the profits will be reserved for the local area?
- How will Canada profit from this venture?

#### Other Economic Issues:

- How many jobs will be created by this venture?
- What rate of pay will be given to the workers?
- Who will be responsible for worker training?

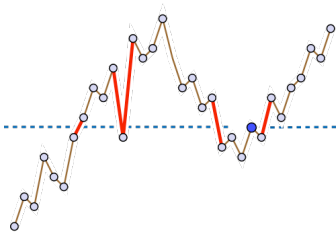
#### The Environment:

- What protections will be in place?
- What if there is a chemical spill?
- What about storms, terrorism, war, or catastrophe?
- Who will pay for the cleanup in the event of a disaster?

#### Other Issues:

- Other issues will come up during the negotiations. How will they be dealt with?

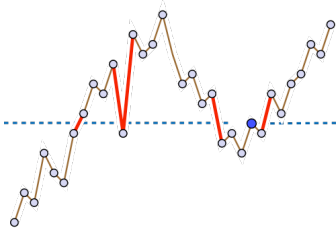




## SPEAKING *Fitting in with corporate culture*

How can we decide if someone will fit in at work or not? Below are some common personality characteristics of workers. Discuss them, and, with your partner, rank them in order of importance.

- social skills
- familiarity with technology and work machines
- management experience
- sense of humour
- ability to work overtime
- confidence
- desire to exceed goals
- understanding of company business
- ability to plan the company's future activities
- world cultural information
- finished higher education
- desire for wealth
- good health; rarely sick
- strong family encouragement
- skills in motivation and encouragement
- ability to divide jobs among workers
- good looks



## READING Personal Characteristics of Successful Marketers



In this article by Jessica Shambora, some characteristics of successful marketing executives are discussed.

<http://goo.gl/8tQYHW> or <http://cnnmon.ie/viYiQC>

Cross out ideas that do not appear in the article:

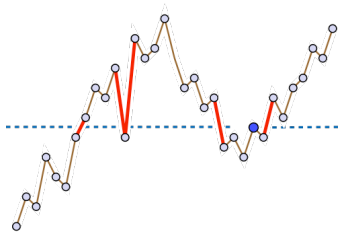
- - Personality traits
- Internet design improvements
- New customer service contact methods
- Tracking success rates of new business methods
- Collaboration with clients
- New worker evaluations

## WRITING Creative Marketing Ideas

Continuing with Ms. Shambora's article listed above, some real-world examples of some successful techniques are listed.

Five examples of small business marketing techniques are discussed. Write them here:

- 1.
- 2.
- 3.
- 4.
- 5.



Next, please match the idea with the company that used it:

- |                                     |                       |
|-------------------------------------|-----------------------|
| 1. give away product                | 1. Armenta Collection |
| 2. be very friendly                 | 2. PropelGrowth       |
| 3. web publicity                    | 3. Pixability         |
| 4. associate products with emotions | 4. LEFKO Renovations  |
| 5. help people                      | 5. Atlassian          |

## READING Promoting your own ideas



This article, by Vicki Elmer, shows us some of the problems that can occur when people advertise themselves.

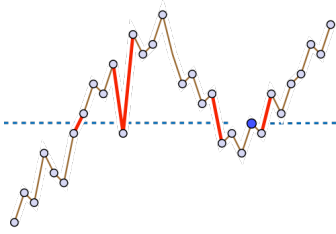
<http://goo.gl/OytpD> or <http://bit.ly/tjnPWc>

1. James Alexander mentions a problem with a friend on LinkedIn. What did the friend do that made him annoying?
2. Do recruiters sometimes search other examples of a candidate's writing or ideas? If no, why not? If yes, where?
3. What happened to the Smith & Wesson executive?
4. Is exaggeration on the resumé a problem?
5. Should you promote yourself digitally on many sites, or just a few?

### Helpful vocab:

to seek = to hunt or search  
 to boost = to raise or increase  
 to nix = to cancel or stop  
 staying power = ability to remain popular

credential = certification or degree  
 slogan = saying or phrase  
 core belief = main idea or philosophy



## SPEAKING Create a marketing project and describe it

Develop a marketing strategy to promote the advantages of both foreign interns, and you specifically, in the workplace. This marketing strategy will be shown to the owner of a company that works in your field.

Your strategy will answer two key questions:

1. Why should this company hire ESL interns, instead of regular workers or Canadian interns?
2. Why should the company hire you specifically, instead of other candidates?

There are many possible formats for this project. In the past, we have seen posters, plays, podcasts, memorized speeches, lessons, videos, websites, blogs, radio shows, TV programs, banner ads, and more. Be creative - advertising is so common these days that it really takes effort to stand out from the rest.

There are also some restrictions. Every student must choose a unique format, and work individually. No assignments are to use PowerPoint or a similar slide-creation/presentation program. All of the work presented must be written by the student - plagiarism or quotations are not allowed.

Some suggestions for success:

1. Pay attention to the details.
2. Look professional, both with the project and the presenter.
3. Be original and memorable.

### Evaluation:

Your assignment will be evaluated based on the Written Content and the Marketing Strategy you develop. Refer to the Marking Scheme for details on how your assignment will be graded. Please consult your teachers and the Internship Coordinators throughout the course to make sure you are on the right track with your plans for your assignment.

This assignment will be presented on Thursday of Week 4.