

Project8: MANAGEMENT & EFFICIENCY

The plan of the seance

- Sequence 1
- Sequence 2
- Sequence 3
- Sequence 4



Sequence 1:

I. Reading Activities:

1. Read the conversation below and say if the follow-up statements are true (T) or false (F):

A job for Mehdi



Leila: Look at this ad! The job advertised sounds perfect for Mehdi

Paolo: Definitely! He always says he wants to do something different.

Leila: Yes, he really needs a change. He's been doing the same thing for six years now and he says he's not learning

anything new.

Paolo: **Why don't you** tell him to

apply for the job? **I think he's** a good candidate.

Leila: I'm not sure about that. I'm afraid he is not fluent in English .

Paolo: Well, **the best way to improve** English is to practise it.

Leila: You 're right but **I don't think he has** much time.

Paolo: **He should take** evening classes.

Leila: That's a possibility. Which school **would you recommend** for someone with a busy schedule like him?

Paolo: **I would advise him** to register at the Language Centre I'm going to myself. It's excellent.

Leila: That's a good idea. I'm going to tell him about it.

Paolo: **It would help if he mentioned** in his application letter that he's taking an English course.



Leila: Yes, **that could certainly help**. Thank you for the advice.
 Paolo: You 're welcome. I'll bring the school leaflets to you tomorrow.



True or False

1. Paolo thinks Mehdi is a good candidate for the job
2. Mehdi has a good command of English.
3. Mehdi has plenty of time.
4. Paolo recommends a school.
5. English is required for the job.

2-Read the advertisement for the job on the opposite page and answer the questions below:

1. What job is it for?
2. What qualifications, experience and personal qualities are required?
3. What do you have to do if you are interested in the job?



Website: www.jobs-on-line.com

Age range: 25 – 35

Location: Algiers

Qualifications:

- Degree in Physics or Electronics
- Prior experience in management
- Language proficiency in English, French and Arabic

We are a leading telecommunications company based in Algiers. We are looking for someone ambitious and energetic with at least five years experience in the telecommunication field to manage our sales operation in Africa. Fluency in English, French and Arabic is required.

Please e-mail your CV and application letter to: jobs@on-line.com

1.....

2.....

3.....

.....

3. Paolo makes five suggestions

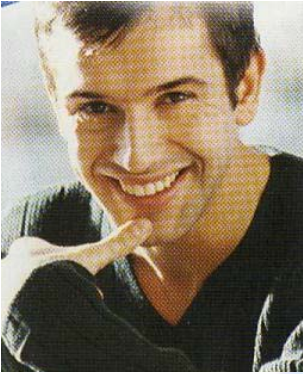
a) - Complete column –A- with Paolo’s suggestions.

b) - Complete column –B- with Leila’s responses.

c) - Complete column –C- with the reasons Leila gives when she rejects Paolo’s suggestions.

-A- Suggestions	-B- Leila’s responses	-C- Reasons
Why him to apply for the job? I he is a good candidate.	I not..... about that.	I’m afraid not in English.
Well, the to English is to practise it.	You	But I he much time.
He evening conversation classes.	That’s a	
I him to register at the language school I’m going to myself. a idea.	
It if he mentioned in his letter that he’s taking an English course.	Yes, certainly help.	

4 .a)-Mehdi, who has registered at the Language Center, has met other students. All of them need English for work. They tell us about their difficulties.



Mehdi: I need English for work but I don't have enough opportunities to practise it. I'd really like to speak more.



Malia: We often receive foreign visitors but I can't understand them.



Karima: I need English at work but I don't really have time to study because I have a very heavy schedule.



Nabil: My problem is speaking English on the telephone. I'm never sure I get the right message.



Tarek: My memory is awful! I find it difficult to remember new words.

4. b) - Now read the school advisor's

suggestion :

-Write each student's name before the corresponding solution: جميع الحقوق محفوظة

A- You should take our “exchanging information over the phone” course.



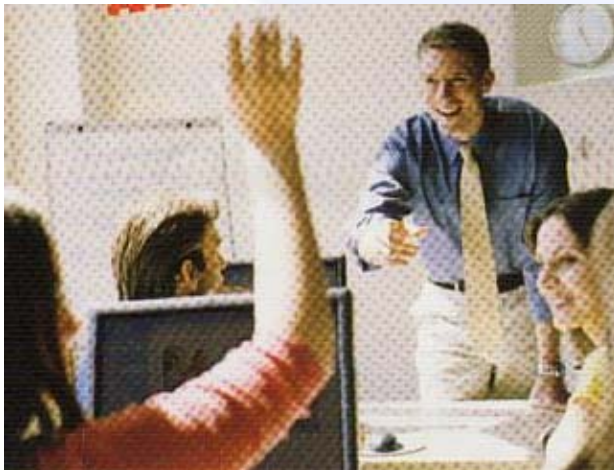
B- We’ve got a specific course where new techniques are used for improving memory. I would advise you to try it.

C- Why don’t you try a conversation class?



D - I would advise you to develop your listening skills and pronunciation thanks to our laboratory techniques.

E



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..... - The best way to study English and work at the same time is to take evening classes.

5. Fill the table below by

a) completing column –A- with each student’s problem.

b) completing column –B- with the corresponding suggestion .

c) completing column –C- with the expected result .

Students Names	- A - Problems	- B – Suggestions	- C-Expected results
Eg Mehdi	- doesn't have enough opportunities to speak English.	- He should take a conversation class.	- After a few weeks, he will be capable of speaking English.
.....	- doesn't understand foreign visitors.	She..... her.....skills and	She will be able to deal with
.....	c- His is talking on the telephone .	- Hethe 'exchanging information over the telephone' course.	- He to speak with foreigners on the phone.
.....	- He can't..... words. http://www.onefd.edu.dz	- He a specific course where techniques are	- He..... to memorize new English

		used to	vocabulary.
		memory.	
.....	She..... time to study because she has a.....	She.....evening classes.	She to study.

II. Mastery of Language



1. For making strong suggestions, use:	For making positive responses, use:	For making negative responses, use:
You should + stem I would advise you to	- That's a possibility. - That's a good idea. -You're right.	- I don't think that's a good idea. - I'm not sure about that. - No, that's out of question.

<p>2. For suggesting other possibilities, use</p>	<p>Examples</p>
<p>Why don't you + stem The best way to</p>	<p>-Why don't you take evening classes? -The best way to learn a language is to practise.</p>

III- Word Power:

- Pronunciation and definitions:

1- Fill Table -1- by :

A) Writing the phrases corresponding to the phonetic transcriptions.

B) Matching each phrase with the corresponding definition.

Phonetic transcription	Phrase	keys	Definitions
1. tə bi 'keɪpəbl ɔv	To be capable	1. c	a- to be prepared to do something.
2. tə bi kɔnfəs ɔv	b- to be eager todo something.
3. tə di:l wi...	c- to be skillful and effective.
4. tə hæv 'kɔnfɪdɪns ɪn	d- to be aware
5. tə bi 'ɪntərəstɪd ɪn	e- to do business with someone
6. tə bi 'redɪ fɔ:	f- to have belief in your ability to do things well.

IV- Vocabulary Building.

2. Rewrite the phrases from Table-1- and find out the corresponding noun.

Column –A- (phrases)	Column –B- (nouns)	Phonetic transcription
Eg. To be capable of	Capability	,keɪpə'bɪlɪti
1. to.....	`kɔn fənsnis
2.....	di:l
3.....	`kɔnfɪdɪns
4.....	`ɪntərəst
5. to be ready for	ˈreɪdɪnɪs

3- Now, complete the following sentences with the correct form of the phrase or the noun

1- All participants in learning English.
All of them share a common..... in English.

2-We've beenthat company for years.
We've just signed a new contract.

3- Are the candidates the final interview?

4- The army was standing by in for an attack.

5- Do you think he is managing the sales operation?

-Well, I have in his management abilities.
Now, the operation depends mainly on the computer
graphics.....

6- I think hisof the problems will help him find the appropriate
solutions.

- That's true. He is..... the problems the
company is facing.

V. Writing Activities

-Which language would you like to speak fluently?

-Why do you want to learn a foreign language?

-What difficulties do you meet when learning a language?

-What are the solutions that help you overcome these difficulties?

.....

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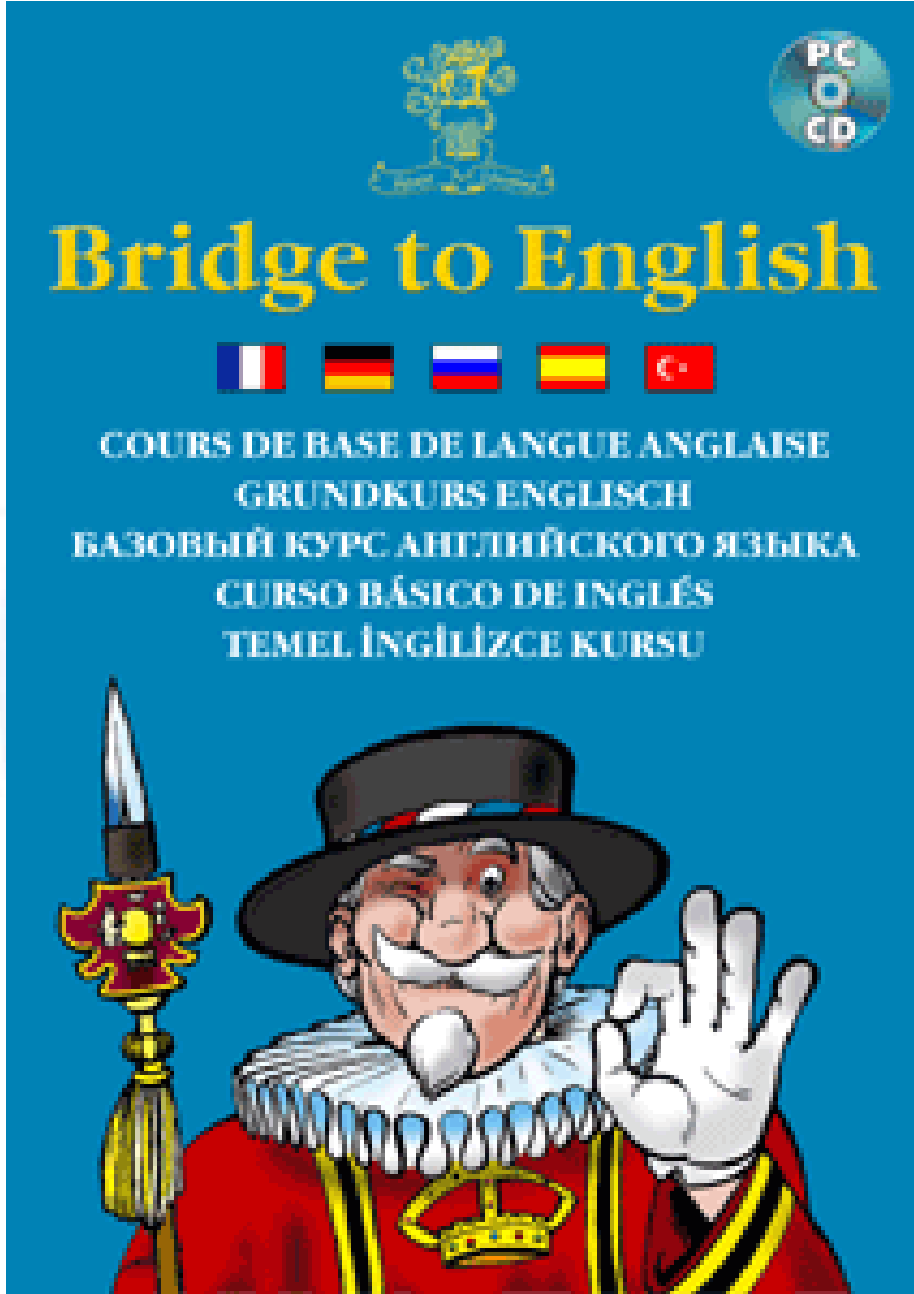
.....

.....

.....



- Sequence 2:



I. Reading Activities:

Read the text:

IN-tuition, the language centre

1. How many sentences in the passive form are there in the text ?

IN-tuition
Language Training Solutions

Learn English
for Life

www.in-tuition.com.dz

The Language Centre

International House
ALGERIAN AGENT

IN-tuition is the language centre designed for people who want to learn English or improve their language abilities. It also provides specific programmes for people who need to improve their English for study or professional objectives.

Audio visual methods are used with a wide range of pedagogical material.

Classes are organized in small groups to ensure fast and effective progress.

- Besides the classroom lessons, the courses are held in the highly equipped computer laboratory from where you can access the world's largest on-line language schools.

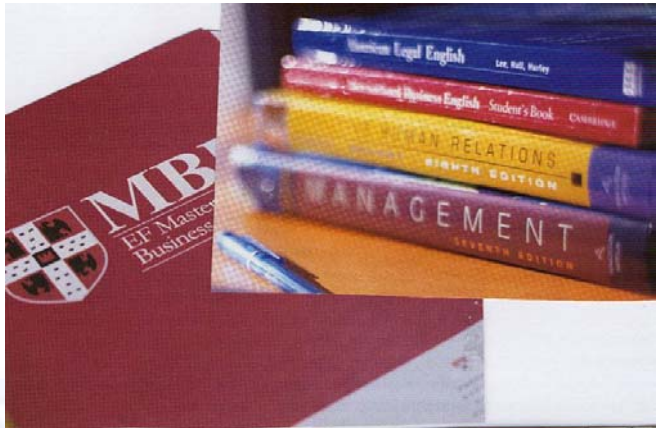
The school also organizes linguistic and trips to the United Kingdom and the USA.

IN-tuition is run by a young dynamic and enthusiastic couple. Both Gayle and Sofiane think that the key of success is to offer the best quality learning programmes. "We are performant because we've managed to build both a team spirit and to motivate people as individuals."

By continually developing teaching methods and using modern up-to-date audio-visual material, IN-tuition has become the Algerian leading Language Centre. The future sounds bright for IN-tuition.

2. a)-Study the following examples:

- They designed the Language Centre for people who want to learn English.
- The Language Centre **was designed** for people who want to learn English.



- The school sent teachers to the USA for a four-week training program.
- Teachers **were sent** to the USA for a four-week training program.

- They will hold a meeting next week.
- A meeting **will be held** next week



2. b) - Turn the following sentences into the passive:

1. University Professors developed an efficient learning system.

An efficient learning system.....
.....



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2. They deliver a course certificate to each student at the end of the session.

- A course certificate.....

3. They will introduce

exam preparation classes soon.

Exam preparation classes

4. Last year they equipped the school with a language laboratory.

Last year the school.....

5. The school regularly organizes linguistic trips to England and to the USA.

Linguistic trips.....





II. Mastery of Language

-TENSES	ACTIVE	PASSIVE
1. PRESENT SIMPLE	<ul style="list-style-type: none"> -The employer advertises the post They sort the applications 	<ul style="list-style-type: none"> - The job is advertised. - The applications are sorted
2. PAST SIMPLE	<ul style="list-style-type: none"> - They organized a training course last week. - They sent teachers to the USA for a four week program. 	<ul style="list-style-type: none"> A training course was organized last week. - Teachers were sent to the USA for a four week program.

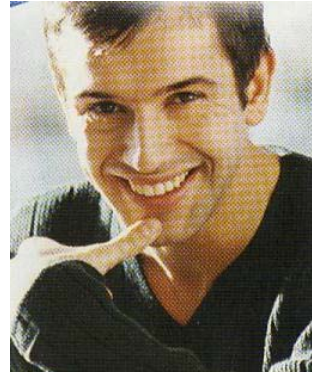
3. FUTURE	They will hold a meeting next week. - They will start new classes soon.	- A meeting will be held next week. - New classes will be started soon.
IN SHORT :	Present simple: Object becomes Subject + is/are + past participle Past simple : Object becomes Subject + was/were + past participle Future : Object becomes Subject + Will be past participle	

1. Read Mehdi's application letter and answer the following question:

- Do you think he is a good candidate for the job?
- Justify your answer.

e-mail: jobs@online.com
object: - job application
reference: - B254

Name : Mehdi Bensiahmed



Dear Sir,

I am writing to apply for the post of Sales Director advertised on your website. I am 29 years old, with a degree in Physics (speciality Electronics) from the University of BabEzzouar (1999). I have been working as a Regional Director for a private company for six years.

I am fluent in French and Arabic, and I am currently following an intensive course in English.

I am hard-working and ambitious, and after a number of years with the same company, I would appreciate the opportunity of a new challenge.

I am looking forward to hearing from you.

Yours faithfully,
Mehdi Bensiahmed

I think Mehdi He is

.....
.....

2.A) Here is the usual procedure for recruiting a new employer.
- Complete the gaps with expressions from the box:

Makes a final selection	Advertises the post	Invites five candidates for an interview	Offers the post to the chosen candidate
Makes a short list	Invites ten candidates for an interview		Sorts the applications

1- First, the employer **advertises the post.**

2- Next, he/she..... the.....and.....
 tenfor an.....

3- After that, he/she..... a..... and
 candidates for a second.....

4- Then, he / she..... a.....

5- Finally, he /she..... the to
 the.....

2.B) Turn the sentences from activity 1.A) into the passive:

Eg: - First, the job is advertised

2-Next, the applications and ten candidates
 for an interview.

2- After that, a short list..... and five candidates
 for a second interview.

3- Then, a final selection.....

4- Finally, the post.....to the chosen candidate.



III. Pronunciation

There are three ways to pronounce “s” at the end of words.

1. Write the following words in the correct column:

Puts – mistakes – products – pays – purchases – sells – plans – services –
 arranges – recruits – manufactures – invoices – dispatches – organizes –
 advertizes – deals – places.

/s/	/z/	/ɪz/
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IV. Writing Activities

-Guidelines for a summary:

- Read the text and underline the key words.
- Write a short statement that gives only the main information.
- Read again your summary and suppress any secondary elements.

1. Read a summary of the text IN-tuition

IN-tuition is a language school of English that uses audio-visual methods and is equipped with a modern computer laboratory. It also organizes linguistic trips to the United Kingdom and the USA. The quality of teaching is achieved through constant improvement.

2. Now, Go through sequence three.

- First, read the text : **Total Quality Management .**
- Then, do the follow-up activity
- Finally write a summary of the text.

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• Sequence 3:

I. Reading Activities:

Mehdi has been chosen for the post of Sales Director.

He is attending training on Management. A consultant is explaining the principles of Total Quality Management (TQM).

1- Say if the follow- up statements are true or false.

- Correct the false ones

Total Quality Management



“T. Q. M is a management philosophy. Its main principle is quality and the key to quality is simple. You should do a job right first time.

Most companies do jobs approximately. Consequently, they make mistakes they have to fix later. This will involve higher costs and more time. In a T. Q. M

organization, it's cheaper to do the job right the first time. So what does "doing the job right" mean?

-It means no waste materials, no wasted time, no wasted space, no waste at all. It means you have to get rid of outdated processes. It's a constant and never ending process which involves everyone in the company."

1. T. Q .M implies high quality services and products.
.....

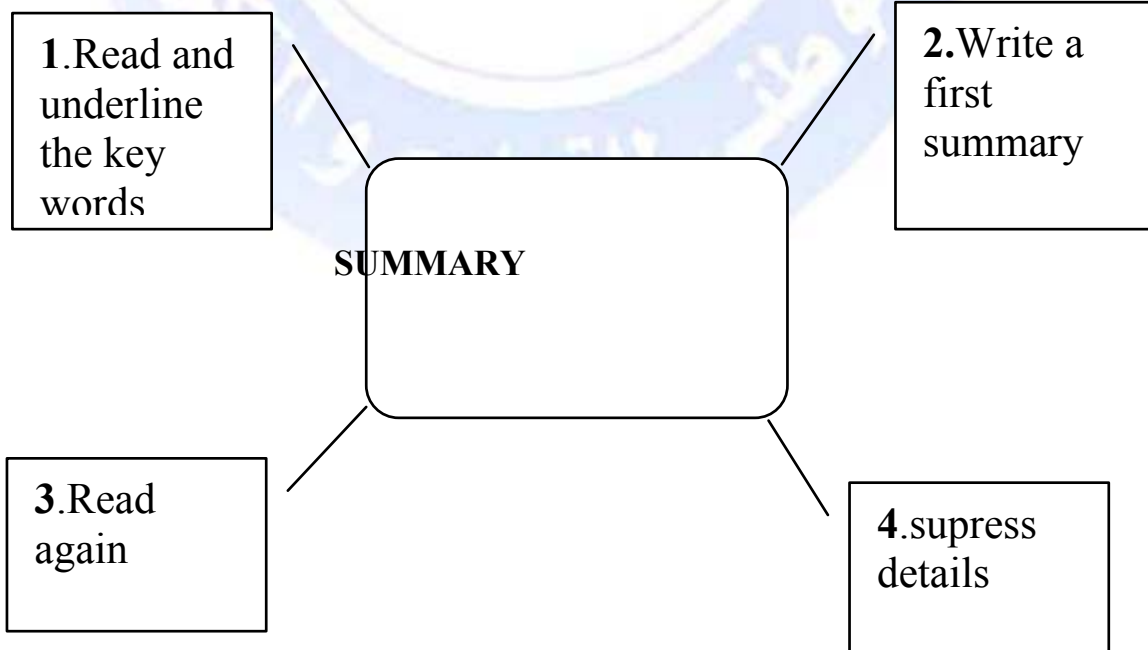
2. "Doing the job right" means doing the work approximately
.....

3. "Doing the job right" helps you save time and money.
.....

4. Developing new work systems can bring improvements.
.....

5. Only managers are concerned by the results.
.....

2-Now go through the different steps of writing a summary and summarize the text: Total Quality Management



Summary:

.....

.....

.....

.....

.....

II . Mastery of Language

Mehdi is reading the company regulations before meeting his staff.

1. Read the regulations.

-Would you like to work in a company with these regulations? Why or Why not?

.....

.....

.....

- 1- Everyone is expected to be in the office ten minutes before it opens.
- 2- All phones are to be answered within three rings.
- 3- No personal calls.
- 4- Formal clothes are to be worn.
- 5- No food or drink in the office.
- 6- No smoking.
- 7- A short break is a good break.
- 8- Delay and absence are bad for business and for you.

2. Rewrite the company regulations in the imperative as in the examples -1- and -3-.

Eg.1. Be punctual

2.within three rings.

Eg. 3. Don't make personal calls.

4.clothes.

5.

6.

7.short breaks only.

8.

3.a)- Look at the notes Chelsea has taken after listening to voice mail instructions on a telephone answering machine.



3-To

4-To.....

5- To

-Use the imperative	Examples
-for giving orders	- Be punctual. - Do not smoke in the office.
-for giving instructions	- To leave a message, speak after the tone.

III. Word Power

1. You can form adjectives by adding suffixes to some words:

eg : energy - energetic
attract - attractive
interest - interested

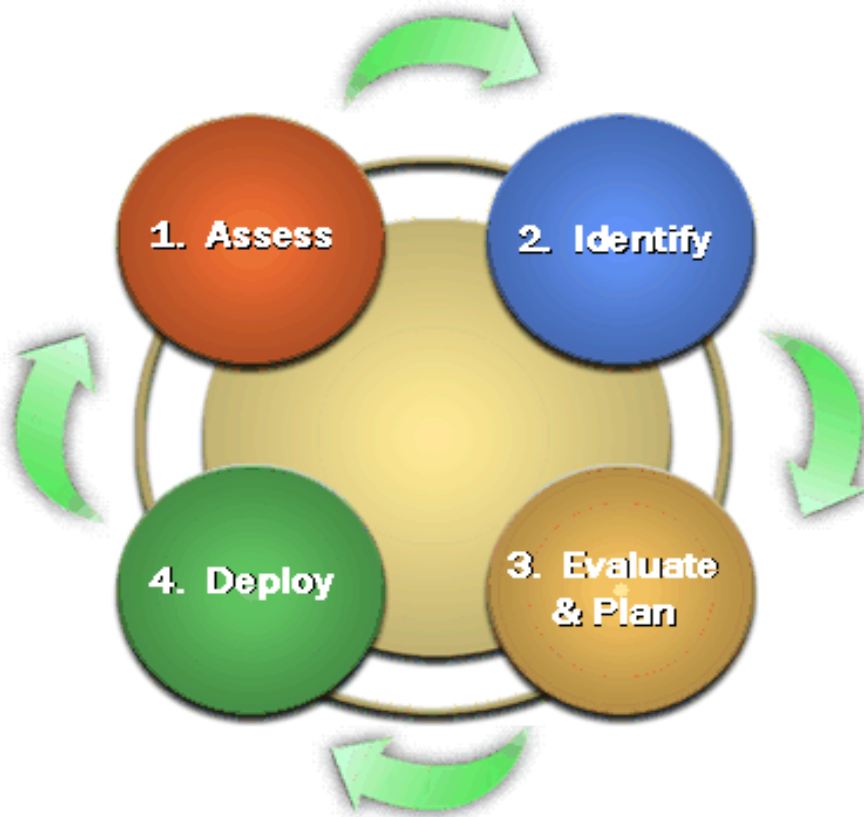
Build more adjectives by adding the correct suffixes to the words in the box:

vision - enthusiasm - economy (2 possibilities) – imagine – motivate – specify
linguist – create – profession – qualify - culture – administrate - produce -

-ic	-ive	-ed	-al
energetic	Attractive	interested	Personal
1.....	1.....	1.....	1.....
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2.....	2.....	2.....	2.....
3.....	3.....	3.....	3.....
4.....	4.....		4.....

2. Consider the management strategies illustrated by the diagram below .



Which two suffixes do you need to add to the five verbs to build nouns?

- -.....

-Write the corresponding nouns below:

- 1. to assess
- 2. to identify
- 3. to deploy
- 4. to evaluate
- 5. to plan

IV- Pronunciation

Learn two rules of pronunciation and then practice :

1- h at the beginning of a word is pronounced.

eg: a hen, - a hill , - a horse , a hundred

He had a **heavy** **hammer** in **his** **hand**.

Exceptions: -h is silent in the following:

honest, - honour, - hour

1. -k is silent in words starting with -kn

eg: knife, - knee, - to know, - to knit,- to knock

/naif/ /ni:/ /nou/ /nit/ /nck/

V. Writing Activities

How could you personally use the principles of TQM (Total Quality Management) in everyday life?

(at home, in class at work etc...

In which way do these principles help you?

.....

.....

.....

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.....

• Sequence 4:

I. Reading Activities:

An order

The Sales Director (S.D) is discussing with a customer.



1. a) - Find out if the following-up statements are true or false.

b) - Correct the false ones.

S.D: - Good morning Mr Smith, Have a seat please.

Mr Smith: - Good morning Sir. Thank you very much for the brochure you sent to us. We are interested in your products and we'd like to place an order for 1000 phones. Which discount could you offer?

S.D: - I think I could give you a 20% discount

Mr Smith: - Would you increase our discount if we paid in advance?

S.D: - I'm afraid that wouldn't be possible.

Mr Smith: - What about the delivery time?

S.D:- Well, we have everything in stock so if you order today, I can get everything to you within eight days.

Mr Smith: - Oh, excellent. Is delivery included in the total price?

S.D: -Yes, we could agree to that.

Mr Smith: - Fine, I'll send a fax to confirm.

S.D: -Thank you Mr Smith. I look forward to receiving your confirmation for the order.

a) The Sales Director agreed to reduce the price by 20%

.....

b) It is possible to get a higher reduction.

.....

c) The order will be delivered one week after the order.

.....

d) The customer must pay for delivery.

.....

e) He will send an e-mail for confirmation.

.....

2. Choose the correct answer:

A) How would you call this discussion?

- a) a conversation.
- b) a negotiation.
- c) a dialogue.

B) The Sales Director and the customer are trying to

- a) reach an agreement.
- b) prepare a sale.
- c) examine an order.

C) To place an order means:

- a) to make a request for goods.
- b) to do business.
- c) to estimate the price for goods.

D) A discount is

- a) a product.
- b) an advertisement.
- c) an amount of money taken off the normal price.



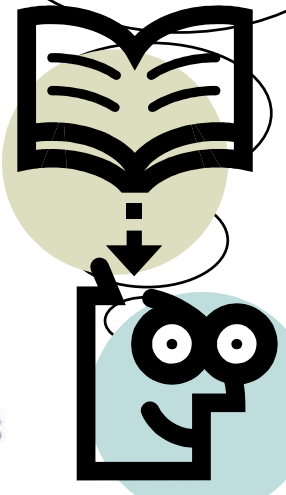
E) During the business conversation,
both S.D and Mr Smith use:

- a) the past tense.
- b) conditional form.
- c) the present form.

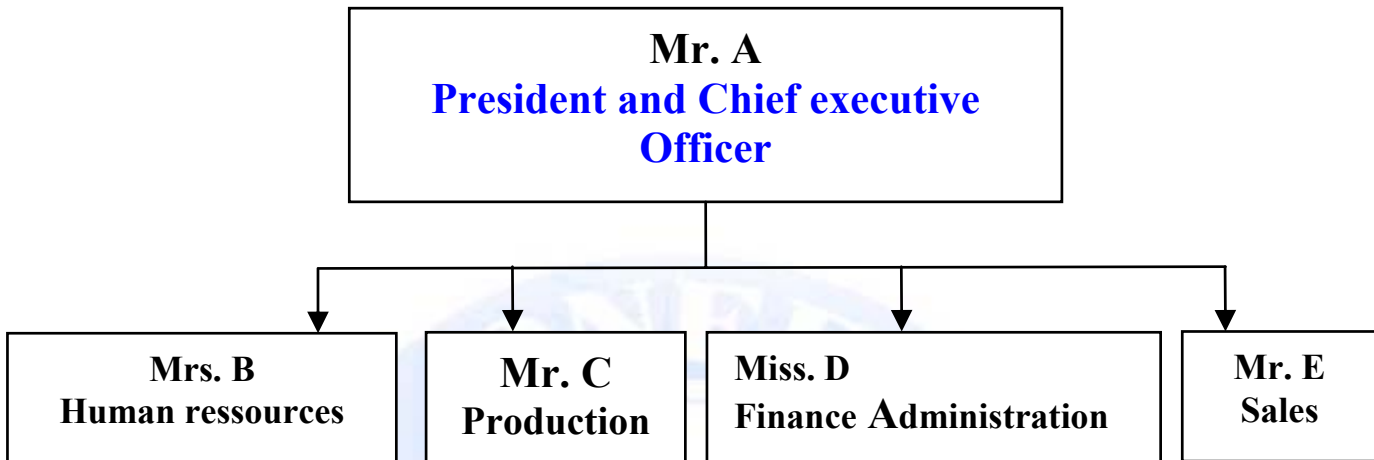
3) List all the phrases used for negotiating:

- a)-
- b)-
- c)-
- d)-
- e)-

Remember: Mehdi is a sales manager. He works for a company.	a/an + job for + employer
He is responsible for sales He is in charge of sales	To be responsible for To be in charge of



4.A) - Study the executive management organization of the company:



-B) Now, complete the following statements with the missing words:

eg.- Mr A is the ...**President**... and ..**Chief**... Executive Officer.

1. **B, C, D** and **E** are executive managers. They all worka telecommunication company.
2. **B** is Human Resources.
3. **C** is in Production.
4. **D** is in Finance .
5. **E** is Sales.

II. Word Power

1. A) Study the organization of the different company departments:

1.B) Each of the following pictures represents one of the different company departments.

- Write the correct name of the correct department under each picture:

Human Ressources	Production	Sales	Finances
- training	- production	- marketing	buying
- staff	- packaging	- sales	customer Accounts
\	-distribution	- after-sales service	financial services
- recruitment	-quality	- advertising	
	- maintenance		



a).....

b).....



c).....



d).....



e).....

**2. Answer the following questions:
- Which department**

Eg: a) puts the products in boxes?

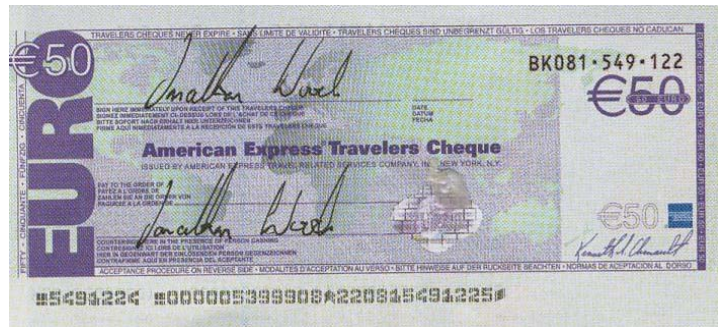
....packs



a) places advertisements in magazines, newspapers etc.

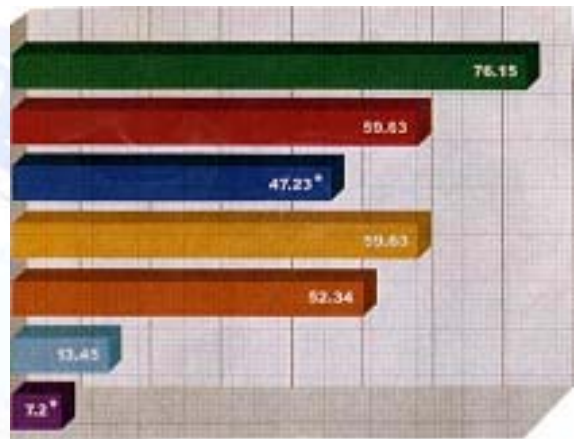


c) purchases supplies?



.....

d) sells the product to customers?



.....

e) arranges courses for the staff ?



.....

f)- manufactures the products ?



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g)- deals with clients' problems and complaints?

.....

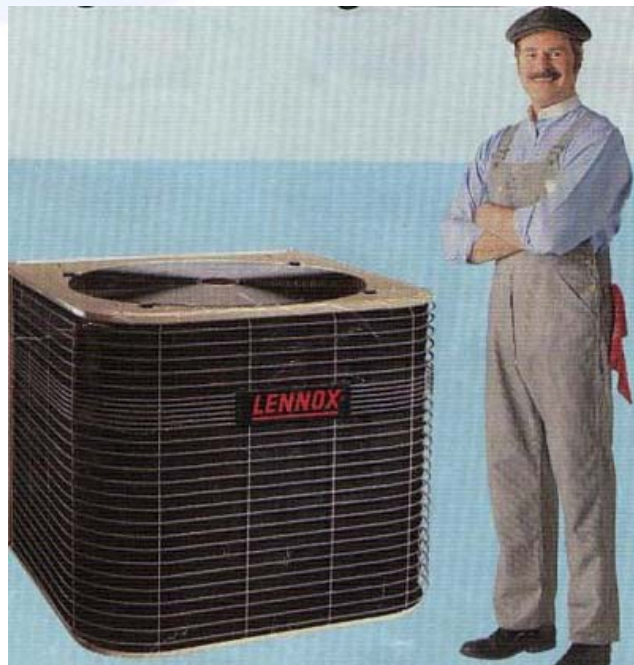


h)- dispatches the products and sends them to customers?

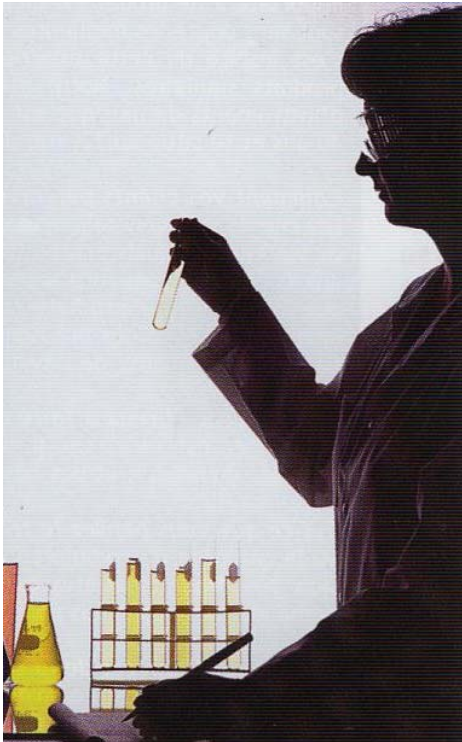
.....



i)- repairs the machines and equipment?



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j)- organizes control system to prevent mistakes?

3. Look at this list of words

A) Match pairs of words, as in the examples, to build compound nouns.

Nouns	Noun		Compound noun
1. quality	a) industry	1+e	Quality control
2. assembly	b) organization	...	
3. production	c) programme	...	
4. balance	d) operation	...	
5. business	e) control	...	
6. managing	f) centre	...	
7. human	g) line	...	
8. sales	h) manager	8+d/j	Sales Operation/ Sales Director
9. training	i) processes		

10. telecommunication	j) director	...	
11. executive	k) sheet	...	
12. management	l) resources	...	

3 B- Supply the blanks with the correct compound word corresponding to the correct definition:

Example:

-The one in charge of a company: The Managing Director

1. The process of organizing and controlling the work of a company:

.....

2. A department in charge of recruitment, training and staff.

.....

3. The process of checking goods as they are produced to make sure they are good.

.....

4. A written statement of money.

.....

5. The one whose job is to make decisions in a company.

.....

6. A row of people doing a specific job in a factory.

.....

7. A special room in a hotel equipped with fax machines, computers, telephones etc.

.....

8. planned teaching activities for a particular job.

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.....
9. The person in charge of sales in a company

.....
10. A series of actions taken for making or increasing things.
.....



COMPOUND NOUNS

We often use two nouns together (noun + noun) to mean one thing, one person, one idea etc

mobile + phone = mobile phone

assembly + line = assembly line

compound + noun = compound noun

The first noun is like an adjective. It tells us what kind of thing, person, idea etc it is.



An assembly line

III. Review

1. Suffixes

-The letters at the end of a word often indicate what type of word it is.

a)- Find the correct suffix from the box for each noun:

Suffixes: -ee ; -ism ; ship ; -er ; -ment ;
-cy ; -ience ; -ance

1. partner..... 2. manage..... 3. efficient.....
4. absent 5. expert..... 6. perform.....
6. employ...../.....

b)- Build more nouns with suffixes and write them in the correct column.
Not all the columns are to be provided.

invest – improve – liberal –excellent – assistant – proficient – obedient – develop
– responsible – maintain –efficient – rapid –confident – commit – advertise –
present – chairman – fluent -

- ship	-ment	- ism	ence	-y	-ance
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2. Prefixes

-The prefix comes in front of words :

“-re” indicates the repetition of an action .

“- in” indicates a negative meaning .

- Add the correct prefix “-re” or “-in” to the following words:

locate solvent exact active make expensive correct
 competent new ability organize adequate structure
 appropriate consider convenient direct construct estimable
 create

-re	-in
Relocate	Insolvent

IV. Writing Activities

Two persons are discussing the price of a car.



“A” wants to sell his car. “B” would like to buy it but he thinks it is too expensive.

Write the conversation between A and B. Use the relevant phrases for negotiating.

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V-Realization of the project

Topic One:

- Write about a problem your friend has.
- Suggest appropriate solutions to him / her.

