



Yelsha Dwi Pasca

**ENGLISH FOR SPECIFIC
PURPOSES
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Barang siapa dengan sengaja melanggar dan tanpa hak melakukan perbuatan sebagaimana dimaksud dalam pasal ayat (1) atau pasal 49 ayat (1) dan ayat (2) dipidana dengan pidana penjara masing-masing paling sedikit 1 (satu) bulan dan/atau denda paling sedikit Rp.1.000.000,00 (satu juta rupiah), atau pidana penjara paling lama 7 (tujuh) tahun dan/atau denda paling banyak Rp.5.000.000.000,00 (lima miliar rupiah).

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FOREWORD

This book includes practical materials of Business English. Taking into account the topics presented and the urgent need to introduce business technologies in modern scientific, educational and industrial context. Business English will help students to activate and extend your knowledge of English and gain the necessary confidence and skills to use it for your own purposes. It encourages you to think about language creativity. There are opportunities for individual, pair and group work and private study at home. This book includes a wide range of activities and approaches designed to appeal to different personal learning styles.

The course consists of six units, each containing the same component sections which cover various types of activities.

1. Unit 1: Introduction into Business English
2. Unit 2: Recruitment
3. Unit 3: Writing CV and Letter of Application
4. Unit 4: Job Interviews
5. Unit 5: Business Etiquette
6. Unit 6: Giving a Successful Presentation.

Each unit has a separate section on Speaking, Writing, Reading, and Vocabulary, but the order of the sections varies from unit to unit. Each section focuses on a particular area of language use, but also integrates and practices other skills.

In reading sections the passages have been chosen for their intrinsic interest. They are drawn from a variety of sources: newspapers, magazines, letters, literature and the Internet. The purpose of reading exercises is to help and

encourage you to read without stress, for enjoyment, and for specific information.

Almost every unit has some speaking activities. Sometimes you will be asked to focus on accuracy, other times on fluency. These activities provide the opportunity for students to interact in pairs and groups, using language in a freer, more relaxed and more creative way.

There are a wide range of exercises to master your writing skills. The book provides fairly detailed guidelines, particularly in the early units and it is advisable that these are discussed fully in class, and that students are given the opportunity for planning, on an individual or group basis, before the writing stage.

This book uses a variety of learning strategies to introduce new words, to provide opportunities to use words you already know, and to encourage you to use words generatively. There is a detailed unit vocabulary at the end of this book.

The author would like to express special thanks to my beloved husband and my lovely son who give me supporting full of love to finish this book. Also all people who help me with kind support.

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UNIT 1:

INTRODUCTION INTO BUSINESS ENGLISH

Business English is a part of English for specific purposes and can be considered a specialism within English language learning and teaching or a variant of international English. Many non-native English speakers study the subject with the goal of doing business with English-speaking countries or with companies located outside the English-speaking world but which nonetheless use English as a shared language or lingua franca. Much of the English communication that takes place within business circles all over the world occurs between non-native speakers. In cases such as these, the object of the exercise is efficient and effective communication.

English is recognised as the most internationally popular language, which makes it the most dominant language in the business world. Even if you have a good level of basic English, learning business English will give you the chance to demonstrate a wider professional vocabulary which can result in new opportunities in your career.

Studying business English allows you to develop English language skills that are useful in an office or other business environments. By understanding the communication skills needed in the workplace, you can gain the confidence to build strong relationships with your colleagues and clients. Improve your English for the workplace and learn about business topics to help you work more effectively and make the most of career opportunities.

Business English communication skills are essential for getting ahead at work. Improving your professional business vocabulary and knowledge will help you work more effectively and open up new career opportunities. Business English is the type of English used in business contexts, such as international trade, commerce, finance, insurance, banking, and many office settings.

Exercise 1. Explain the following words and make up sentences with either of them:

1. to mind one's own business;
2. bad business;
3. dirty business;
4. personal business;
5. business hours;
6. monkey (funny) business;
7. annual business;
8. to be in business;
9. to be out of business;
10. booming business;
11. to build up business;
12. business competition;
13. business corporation.

Exercise 2. Choose three words which you consider the most important ones in any business from the list below. Explain your answer:

money	business
promotion	customer
challenge	result
respect	profit
team spirit	prestige

Exercise 3. Read the text about business and answer the questions below:

Business is an organized approach to providing customers with the goods and services they want. The word *business* also refers to an organization that provides these goods and services. Most businesses seek to make a *profit* - that is, they aim to achieve *revenues* that exceed the costs of operating the business. Prominent examples of *for-profit businesses* include Mitsubishi Group, General Motors Corporation, and Royal Dutch/Shell Group. However, some businesses only seek to earn enough to cover their *operating costs*. Commonly called nonprofits, these organizations are primarily nongovernmental service providers. Examples of *nonprofit businesses* include such organizations as social service agencies, foundations, advocacy groups, and many hospitals.

Business Operations

A variety of operations keep businesses, especially large corporations, running efficiently and effectively. Common business operation divisions include (1) production, marketing, (3) finance, and (4) *human resource management*.

Production includes those activities involved in conceptualizing, designing, and creating products and services. In recent years there have been dramatic changes in the way goods are produced. Today, computers help monitor, control, and even perform work. Flexible, high-tech machines can do in minutes what it used to take people hours to accomplish. Another important development has been the trend toward *just-in-time inventory*. The word *inventory* refers to the amount of goods a business keeps available for *wholesale* or *retail*. In *just-in-time inventory*, the firm stocks only what it needs for the next day or two. Many businesses rely on fast, global computer communications to allow them to respond quickly to changes in *consumer demand*. Inventories are thus minimized and businesses can invest more in product research, development, and marketing.

Marketing is the process of identifying the goods and services that consumers need and want and providing those goods and services at the right price, place, and time. Businesses develop marketing strategies by conducting research to determine what products and services potential customers think they would like to be able to *purchase*. Firms also promote their products and services through such techniques as advertising and *personalized sales*, which serve to inform potential *customers* and motivate them to purchase. Firms that market products for which there is always some demand, such as foods and household goods, often advertise if

they face competition from other firms marketing similar products. Such products rarely need to be sold face-to-face. On the other hand, firms that market products and services that buyers will want to see, use, or better understand before buying, often rely on personalized sales. Expensive and durable goods - such as automobiles, electronics, or furniture - benefit from personalized sales, as do legal, financial, and accounting services.

Finance involves the management of money. All businesses must have enough capital on hand to pay their bills, and for-profit businesses seek extra capital to expand their operations. In some cases, they *raise* long-term *capital* by selling ownership in the company. Other common financial activities include granting, monitoring, and collecting on credit or loans and ensuring that customers *pay bills* on time. The financial division of any business must also establish a good working relationship with a bank. This is particularly important when a business wants to *obtain a loan*.

Businesses rely on effective human resource management (HRM) to ensure that they hire and keep good employees, and that they are able to respond to conflicts between workers and management. HRM specialists initially determine the number and type of employees that a business will need over its first few years of operation. They are then responsible for recruiting new employees to replace those who leave and for filling newly created positions. A business's HRM division also trains or arranges for the training of its staff to encourage worker productivity, efficiency, and satisfaction, and to promote the overall success of the business. Finally, human resource managers create workers' compensation plans and benefit packages for employees.

Exercise 4. Discuss the following questions:

1. Give definition to the word 'business'.
2. What is the difference between for-profit and non-profit organizations? Support your answer with relevant examples.
3. What is production?
4. Specify the notion of 'just-in-time inventory'.
5. What is marketing?
6. Define such business operation as finance.
7. What does the HRM involve?

Exercise 5. Discussion. How do you see your future profession? Please answer the following questions:

What kind of work are you interested in:

1. well paid work
2. interesting work
3. work in a large and famous company
4. quiet work
5. work in an industry which has future prospects
6. prestigious work
7. a kind of work such as not to sit the whole day in the office
8. to travel a lot

Please, discuss advantages and disadvantages of your future profession:

1. Do you think that your future profession is prestigious?
2. Do you think it will be still prestigious and well paid by the time you graduate?
3. How difficult is it to find a good work in your field?
4. Is there a competition in your group?

5. Do you think that competition among your coeds is a good stimulus to study well or it just makes communication between you more difficult?

Exercise 6. Do the questionnaire, and then compare your answers with a partner:

How do you rate as entrepreneurs?

1. Are you a self starter?
 - a. I only make an effort when I want to.
 - b. If someone explains what to do, then I can continue from there.
 - c. I make my own decisions. I don't need anyone to tell me what to do.
2. How do you get on with other people?
 - a. I get on with almost everybody
 - b. I have my own friends and I don't really need anyone else.
 - c. I don't really feel at home with other people.
3. Can you lead and motivate others?
 - a. Once something is moving I'll join in.
 - b. I'm good at giving orders when I know what to do.
 - c. I can persuade most people to follow me when I start something.
4. Can you take responsibility?
 - a. I like to take charge and to obtain results.
 - b. I'll take charge if I have to but I prefer someone else to be responsible.
 - c. Someone always wants to be the leader and I'm happy to let them do the job.
5. Are you a good organizer?
 - a. I tend to get confused when unexpected problems arise.
 - b. I like to plan exactly what I'm going to do.
 - c. I just like to let things happen.
6. How good a worker are you?
 - a. I'm willing to work hard for something I really want.
 - b. I find my home environment more stimulating than work.

- c. Regular work suits me but I don't like it to interfere with my private life.
- 7. Can you make decisions?
 - a. I am quite happy to execute other people's decisions.
 - b. I often make very quick decisions which usually work but sometimes don't.
 - c. Before making a decision, I need time to think it over.
- 8. Do you enjoy taking risks?
 - a. I always evaluate the exact dangers of any situation.
 - b. I like the excitement of taking big risks.
 - c. For me safety is the most important thing.
- 9. Can you stay the course?
 - a. The biggest challenge for me is getting a project started.
 - b. If I decide to do something, nothing will stop me.
 - c. If something doesn't go right first time, I tend to lose interest.
- 10. Are you motivated by money?
 - a. For me, job satisfaction cannot be measured in money terms.
 - b. Although money is important to me, I value other things just as much.
 - c. Making money is my main motivation.
- 11. How do you react to criticism?
 - a. I dislike any form of criticism.
 - b. If people criticize me I always listen and may or may not reject what they have to say.
 - c. When people criticize me there is usually some truth in what they say.
- 12. Can people believe what you say?
 - a. I try to be honest, but it is sometimes difficult or too complicated to explain things to other people.

- b. I don't say things I don't mean.
 - c. When I think I'm right, I don't care what anyone else thinks.
13. Do you delegate?
- a. I prefer to delegate what I consider to be the least important tasks.
 - b. When I have a job to do I like to do everything myself.
 - c. Delegating is an important part of any job.
14. Can you cope with stress?
- a. Stress is something I can live with.
 - b. Stress can be a stimulating element in a business.
 - c. I try to avoid situations which lead to stress.
15. How do you view your chances of success?
- a. I believe that my success will depend to a large degree on factors outside my control.
 - b. control.
 - c. I know that everything depends on me and my abilities.
 - d. It is difficult to foresee what will happen in the future.
16. If the business was not making a profit after five years, what would you do?
- a. give up easily.
 - b. give up reluctantly.
 - c. carry on.

Key to the questionnaire:

1. a=0	b=2	c=4	9. a=2	b=4	c=0
2. a=4	b=2	c=0	10. a=0	b=2	c=4
3. a=0	b=2	c=4	11. a=0	b=4	c=2
4. a=4	b=2	c=0	12. a=2	b=4	c=0
5. a=2	b=4	c=0	13. a=2	b=0	c=4
6. a=4	b=0	c=2	14. a=2	b=4	c=0
7. a=0	b=4	c=2	15. a=0	b=4	c=2
8. a=2	b=4	c=0	16. a=4	b=2	c=0

44 or above

You definitely have the necessary qualities to become the director of a successful business. You have a strong sense of leadership, you can both organize and motivate and you know exactly where you and your team are going.

Between 44 and 22

You may need to think more carefully before setting up your own business. Although you do have some of the essential skills for running business, you will, probably, not be able to deal with the pressures and strains that are a part of the job. You should perhaps consider taking some professional training or finding an associate who can compensate for some of your weaknesses.

Below 22

Managing your own business is not for you. You are better suited to an environment where you are not responsible for making decisions and taking risks. To operate successfully you need to follow well defined instructions and you prefer work that is both regular and predictable.