

UNIT ONE: ENGLISH TENSES

I-THE PRESENT TENSE

1-Present simple

We use the present simple to talk about things in general. We use it to say that something happens all the time or repeatedly, or that something is true in general. We also use the present simple to express likes and dislikes

Ex1: The earth **goes** round the sun.

Ex 2: My father **leaves** in 2-Plateaux.

NB: To build the present simple we put in general **S** or **ES** at the end of the verb.
Therefore we say:

I speak - he speaks

We go -t she goes

They do - it does....

► We use do/ does to make questions and negative sentences:

Interrogative form	Negative form
Do I/we/you/they write ?	I/you/we/they don't write
Does she/ he/it drive?	he/she/it doesn't drive
Does she/ he/it smoke?	he/she/it doesn't smoke?

► Some adverbs of the present simple.

Always- everyday- every morning- often- usually- sometimes, rarely, scarcely etc....

► Warning: Modal verbs never take s or es. (Can, must, may, will, shall, could, might, should etc.)

She **can** speak English.

He **must**.

My grandfather **may**.

Exercise1: Complete the sentences using the following verbs:

Cause(s) connect (s) drink (s) live (s) open(s) speak (s) take (s)

Rise(s) flow(s) translate(s) make(s)

1. Mireille Agni very well.
2. I don't oftencoffee
3. The restaurantat 11.30 every morning.
4. My parents.....in a very small flat.
5. Reckless drivingmany accidents.
6. The Olympic Gamesplace every four years.
7. The Panama Canal.....the Atlantic and pacific oceans.
8. Sunin the east.
9. Bees.....honey.
10. An interpreterfrom one language into another.

2-Present continuous

a- We use the present continuous:

► When the action is going on at the moment of speaking.

It is raining .We are having English lesson.

My neighbor is writing the English lesson.

► When we talk about changes happening around now, especially with these verbs:

Get/ change/become/increase/rise/fall/grow/improve/begin/ start

Is your English getting better?

The population of the world is increasing very fast.

How can you build it? We use the verb (to) be (PRESENT SIMPLE) = **am /is / are + ING** of the initial verb without TO.

I am (=I'm)	speaking
He/she/it is (he's etc...)	working
We/ you/they are (we're etc...)	doing etc.

Exercise: Write the *present continuous tense* or the *present simple tense* of the verbs in parentheses.

1. The doorbell (ring) very often.
2. The belldoor (ring) now.
3. She (write) many letters to her parents.
4. Affoue is busy now. She (write) a letter.
5. Mr Abou (smoke) too much.
6. He (smoke) more than a pack of cigarettes every day.
7. Look! He (smoke) a cigarette now.
8. It (rain) a great deal during the spring months.
9. Look! It (begin) to rain.
10. Listen! Someone (knock) at the door.
11. The bus always (stop) at the corner.
12. The bus (stop) for us now.
13. I always (get) on the bus at this corner.
14. Mr and Mrs Richard (build) a new home on Second Avenue.
15. We (have) English lessons once a week.
16. You and I (have) our English lesson now.
17. Look! Kouamé (wave) to us from across the street.
18. Be quiet or you will wake the baby. She (sleep).
19. She (sleep) about fourteen hours a day.
20. Mr Souakouhi (speak) English with a strong foreign accent.

3-Present perfect simple

We use the present perfect simple:

► When we want to say that ‘something **has happened**’, this is a new information and it is in connection with now.

Ow! **I have cut** my finger.

Police **have arrested** two men in connection with the rape.

► We can use it with adverbs of time like **just, already, yet, recently, since, for etc....**

‘Are you hungry?’ No, I **have just eaten** Attieké.’

Already is used to say that something happened sooner than expected.

‘What time is Xavier coming?’ ‘He **has already come**.’

► We also use present perfect with **today, this evening, this year**. When these periods are not finished at the time of speaking.

I **have drunk** four glasses of soft drink **today**.

Have you **received** congratulations from your boss this year?

How can you build it? Verb have in present simple: have/has +past participle of the verb.

I/we/you have (=I’ve etc.)	Finished Obtained
He/she/it has (= he’s etc.)	Been done

Exercise : Read the situations and write sentences. Use the following verbs:

Arrive/ break /fall/ go up /buy /improve/lose/ go /beat/ read

1-Jules is looking for his key. He can’t find it. He has lost his key.

2-Robert can’t write and his arm is in plaster. He.....

3-Last week the bus fare was 150 frs. Now it is 200 f. The bus fare

4-Mary’s English was not good. Now it is better. Her English.....

- 5-This morning I was expecting a letter. Now I have it. The letter.....
- 6-The temperature was 41 degrees. Now it is only 30. The.....
- 7-Sir Kone didn't have a car before. Now he gets a car. He.....
- 8-Sir Komoe is on vacation. He to Paris.
- 9-Tom has been beaten by a dog. He is not at work because a dog.....
- 10-I read a newspaper yesterday, but I.....today.

4- Present perfect continuous

We use the present perfect continuous for an activity that started in the past and still continue at the moment of speaking.

We **have been learning** English since 8 o'clock

To build present perfect continuous we take **have/ has +been+ verb+ ING**

I/we/they/you have (I've etc)	Been	Doing
He/ she/ it has (he's etc)		Waiting
		Speaking

Exercise 1: write a question for each situation.

1 You meet Sir Yuen as he is leaving the swimming pool.

You ask: (you/swim?).....

2 You have just arrived to meet a friend who is waiting for you.

You ask: (you/ wait/ long?).....

3 You meet a friend in the street. His hands and clothes are dusty.

You ask: (what/ you/do?).....

4 A friend of yours is now working at MTN. You want to know how long.

You ask : (how long/you/work/there?).....

5 A friend tells you about his job- he sells phones. You want to know how long.

You ask: (how long/you/sell/phones?).....

II. PAST TENSE

1- Preterit or past simple

We use the preterit or the past simple to talk about action or facts that are over and has nothing to do with the present situation.

Mozart **wrote** more than 600 pieces of music.

► We can use it with adverbs of time like **last week, last time, yesterday, ago etc...**

Last year I went to South Africa.

► When the period is precised by the speaker or the length of time is known.

Cote d'Ivoire gained her independence in 1960

How to build the preterit

► For regular verbs, we just add “**ed**” to the verb.

Work = worked ask = asked question = questioned invite = invited

Stop = stopped pass = passed astonish = astonished

► As far as irregular verbs are concerned there is no rule. The preterit depends on the verb.

GO = went come = came bring = brought set = set build = built

Seek = sought choose = chose shine = shone smell = smelt etc.

In questions and negatives. We use did/ didn't + infinitive (of the verb)

Affirmative	Question	Negative answer
I spoke	did you speak?	no, I didn't speak
She saw	did she see ?	no, she didn't see
They went	did they go?	No, they didn't go

Exercise: complete the sentences using the following verbs in the correct form, positive or negative

- 1-It was warm, so I.....off my coat. (take)
- 2-The film wasn't very good. Iit very much. (enjoy)
- 3-I knew Sarah was very busy, so I.....her. (disturb)
- 4-I was very tired, so Ithe party early. (leave)
- 5-The window was open and a bird.....into the room. (fly)
- 6-The bed was very uncomfortable. I..... very well. (well)
- 7-The hotel wasn't very expensive. It very much. (cost)
- 8-I was in a hurry, so I.....time to phone you. (have)
- 9-It was hard carrying the bags. They very heavy. (be)
- 10- Yesterday I to Adjamé-Forum to buy food. (go)

2-Past continuous

We use the past continuous together with past simple to express simultaneous actions that happened in the past.

Students **were talking** when the teacher **entered** the classroom

I **was watching** a football match when the children **arrived** from town.

To build the past continuous, we use the auxiliary be in past simple (was/were)+verb+ING.

Past continuous= was/wereing.

I/he/she/it	was	Playing
We/you/they	were	Dancing
We/you/they	were	Working etc

Exercise1: Use your own ideas to complete the sentences. Use the past continuous.

- 1- Kouakou phoned his mother while we.....
- 2- The doorbell rang while I.....
- 3- The television was on, but nobody.....
- 4- I met Hope and Mary at the airport last week. They.....

- 5- We had a chat while they
- 6- When I arrived to the station, John.....
- 7- Someone took my picture when I
- 8- Last night Ange broke a plate when she
- 9- (At 9 o'clock last month) We.....
- 10- (At 7.40 yesterday morning) we

III. FUTURE TENSE

1- Future simple

We often use will in the following situations

► *Agreeing* to do something

Examiner: can you tell the next candidate to come in?

Candidate: Sure, **I will tell** him/her.

► *Promising* to do something

Thank you for lending me the money, **I will pay** you back next week.

I will not tell anyone what happened. I promise.

We use Shall I....? shall we.....? to ask somebody's opinion.

Shall I open the door? (=do you want me to open the door?)

Shall we go now? 'Just a minute. I'm not ready yet.'

Where shall we wait for you?

To build the future simple we use the modals will and shall + verb (infinitive)

Future simple = **Will or shall + verb**

I/we	shall	Come
You/he/she/they	will	Ask

Exercise: Complete the sentences with will ('ll) + the following verbs:

Be/ come /get/ like/ live/ look / happen /meet/ pass/allow

- 1- Don't worry about the exam. I'm sure you.....
- 2- Why don't you try on the shirt? It.....
- 3- You must meet Julia sometime. I think you.....her.
- 4- It's raining. Don't go out. You wet.
- 5- Do you think people longer in the future?
- 6- Listen carefully, I.....never.....to go around with me.
- 7- Goodbye. I expect we.....again before long.
- 8- I've invited Assa to the party, but I don't think she.....
- 9- When the new bridge is finished (yopougou-plateau) my journey to workmuch Shorter.
- 10- I'm sorry about what happened yesterday. Itagain.

2- Future continuous

► We use the future continuous to say that the speaker or the person(s) will be in the middle of doing the action.

This time next year, I'll be on holiday. I'll **be eating** my favourite meal.

Don't call me between 8 and 10 pm. I'll **be learning** my lessons.

► When we talk about complete actions in the future.

The government **will be making** a statement about the event later today.

To build the future continuous, we make have: Will/shall +be + verb +ing

I/we You/he/she/they	shall be will be	coming asking
-------------------------	---------------------	------------------

IV-CONDITIONAL TENSE

1-Conditional first form

► We use the conditional first form when we imagine a situation or action, when giving advice.

It would be nice to buy new clothes but we can't afford it. (imagine)

You should apologize because you abused her. (advice)

► When we talk about things that happened regularly in the past.

Whenever Sir Tra is angry, he would go for cycling.

My children would play here during the holidays,

To build the conditional first form, we use: would/should + verb (infinitive)

I /you/he/she/it/ we/ they would come

I /you/he/she/it/ we/ they should come

2.-Conditional second form

► We use the conditional second form to say that we did not achieve an action with "if" in certain cases.

I would have called my uncle but I lost his number. I would have called my uncle if I had his number.

► When narrating a past fulfilled action depending on the first one.

They helped me a lot. I don't know what I **would have done** without their help.

To build the conditional second form, we use

WOULD + HAVE + Past participle of the verb

SHOULD + HAVE + Past participle of the verb

Ex1- I would have bought a car.

Ex2- I should have bought a car.

V-USE OF FOR –SINCE- AGO

1-FOR (duration) : used to say how long something as lasted. Une durée positive

Il est employé pour indiquer qu'un fait se déroule ou s'est déroulé pendant une certaine durée : for months, for years, for days. C'est le temps du verbe qui indique si l'action est terminée ou pas.

Doctor Yuen lived there for seven years : Dr Yuen y a vécu pendant 7 ans

I have been living here for seven years : Je vis ici depuis 7 ans.

She has been driving for three months ; elle conduit depuis trois mois.

2- SINCE (beginning) : used to say when something started. Le point de départ d'une action, du commencement.

Dr Yuen has had a computer since 2006 : Docteur Yuen a un ordinateur depuis 2006.

3-AGO (duration) : used to say when a past action, event happened. Il exprime le temps écoulé depuis la fin de l'action. Il est utilisé avec le prétérit ou past simple.

they moved here ten years ago : ils ont emménagé ici il y a dix ans.

EXERCISE I : fill the blank with ago/ for/ since

1. She has been driving.....January 1st .
2. She has been driving.....three months.
3. She bought her car 3 months.....
4. She hasn't seen him.....he was a small boy.
5. I have been there several times.....it opened.
6. It was ages.....that I saw Flora.
7. Côte d'Ivoire has been a republic.....1960.

II- Put the verbs into the correct form

- 1- Things are not so good at work. The company **(lose)** money.
- 2- Please don't make a noise. I **(try)** to concentrate myself.
- 3- The Olympic Games **(take)** place every four years.
- 4- I won't tell anyone the secret. Hope **(promise)**.
- 5- I (take) my final exam when the light **(go)** off.
- 6- The teacher put a candidate out because when we **(be)** taking our exam, his phone **(ring)**.
- 7- Lady Hope (hire) a car to visit her friends if she **(have)** money.
- 8- Congratulations my dear Laurentia, you **(do)** a great job.
- 9- Lady Divine **(born)** in 2015 at nineteen hours.
- 10- Her father **(teach)** English and her mother **(be)** a nurse.

11- Her father always (**wake up**) at 5h 30, (**take**) his bath and (**go**) to work.

11- She (**love**) sweets and (**dislike**) proper foods.

V- COMPARATIVES AND SUPERLATIVES

I-Comparatives

1-Superiority

a-Short adjectives : Adj+er+than

ie : Sir Yuen is taller than Mr Karamoko

b- Long adjectives : more+Adj+than

ie : Abidjan is more beautiful than Korhogo.

2-Equality

a-Short and long adjectives : as+Adj+as

ie : She is as short as her mother. He is as intelligent as her father.

3-Inferiority

All adjectives (short/long) : less+Adj+ than

ie : Yamoussoukro is less big than Abidjan.

There are irregular comparatives such as :

Bad/ worse than/the worst. Good/better than/ the best. Far/farther or further than

Old/elder or older than. Little/less than/ the least

B-Superlatives

1-Superiority

a-Short adjectives : the+adj+est

ie : Abidjan is then biggest town in Côte d'Ivoire

b-Long adjectives : the+most+adjective

ie : Hotel Ivoire is one of the most beautiful hotel in Abidjan.

2-Inferiority

Short /long adjectives : the+least+adjective

ie :The least tall student can be the most intelligent of the class.

VI-ACTIVE /PASSIVE

1-Active

We use an active to express what the subject (s) does. In others words, the subject performs the action.

ie : Divine speaks English fluently

My teacher is eating a cake.

2) Passive

We use a passive to say what happens to the the subject.

Ie : English is spoken by Divine fluently.

A cake is being eaten by my teacher.

Il arrive que l'on utilise la tournure impersonnelle.

1.*On a volé* sa voiture → His car has been stolen

2.*Il est interdit* de fumer → Smoking is forbidden

UNIT TWO: NUMBERS AND FIGURES

I- NUMBERS

A. Cardinal numbers

This is the number of elements in a mathematical set; it denotes a quantity but not the order.

1 one	2 two	3 three
4 four	5 five	6 six
7 seven	8 eight	9 nine
10 ten	11 eleven	12 twelve
13 thirteen	14 fourteen	15 fifteen
16 sixteen	17 seventeen	18 eighteen

19 nineteen	20 twenty	21 twenty-one
22 twenty-two		
30 thirty	70 seventy	101 one hundred and one
40 forty	80 eighty	102 one hundred and two
50 fifty	90 ninety	147 one hundred and forty-seven
60 sixty	100 (one) hundred	
200 two hundred	300 three hundred	
1000 (one) thousand	2005 two thousand and five	
6,491 six thousand four hundred and ninety-one		
10,000 ten thousand	1,000,000 one million	
1,000,000,000 one billion		

Note: Always put "and" after hundred and a hyphen between tens and units when writing.

Hundred (100) - Thousand (1,000) - Million (1,000,000) - Billion (1,000,000,000) [anglais américain] / milliard [anglais britannique, moins fréquent]. Les dizaines et les unités ajoutées à hundred and thousand sont précédées de "and".

Exercise 1:

Write in full letters and pronounce the following numbers:

- 1- 103.....
- 2- 2,875.....
- 3- 10,003.....
- 4- 3,008,001.....
- 5- 750,999,321.....
- 6-999,008,033,555.....

Exercise 2: Write in numbers:

1. Eight thousand, two hundred and ninety-four:
2. Twenty-six thousand, eight hundred and thirty-four:

3. Five hundred and sixty-three thousand, nine hundred and thirteen:
4. Four thousand and fifty:
5. Seven million, eight hundred and forty-four thousand, seven hundred and fifty-five:

B. Ordinal numbers

These are numbers designating place in an ordered sequence.

1 st first	18 th eighteenth
2 nd second	19 th nineteenth
3 rd third	20 th twentieth
4 th fourth	21 st twenty-first
5 th fifth	22 nd twenty-second
6 th sixth	23 rd twenty-third
7 th seventh	24 th twenty-fourth
8 th eighth	25 th twenty-fifth
9 th ninth	40 th fortieth
10 th tenth	100 th hundredth
11 th eleventh	150 th hundred and fiftieth
12 th twelfth	300 th three hundredth
13 th thirteenth	1000 th thousandth
14 th fourteenth	
15 th fifteenth	
16 th sixteenth	
17 th seventeenth	

C. Fractions

1. A fraction is part of a whole.

$\frac{1}{2}$ a (one) half	$\frac{2}{3}$ two-thirds
$\frac{1}{3}$ a (one)-third	$\frac{1}{5}$ one-fifth
$\frac{1}{4}$ one (a) quarter	$\frac{3}{4}$ three-quarters
$\frac{5}{9}$ five-ninths	$\frac{11}{17}$ eleven-seventeenths

3 $\frac{1}{4}$ three and a (one) quarter 7 $\frac{7}{11}$ seven and seven-elevenths

Note:

1. Use "and" between the whole number and the fraction
2. Put "s" on the denominator when the numerator is greater than one.

D. Decimals

66.234: sixty-six point two three four

208.87510: two hundred and eight point eight seven five one zero

Note:

1. We use "a point" to represent decimals.
2. No comma in the decimal part of the number.
3. When spelling out, mention the figures one by one.

E. Percentages

A percentage refers to "**out of hundred**"

9%: nine percent

1.06%: one point zero (oh) six percent

100%: (one) hundred percent

Some Arithmetical signs:

(+) Plus (Sign of Addition) (-) Minus (Sign of Subtraction)

(X) Sign of Multiplication (\div) Sign of Division

(<) Sign of Less than (=) Sign of Equality (>) Sign of Greater than

So we say:

$4+5 = 9$ (4 plus 5 equals 9) $7-6 = 1$ (7 minus 6 equals 1)

$12:3 = 4$ (12 divided by 3 is 4) $2 \times 9 = 18$ (2 multiplied by 9 equals 18)

$3 < 5$ (3 is less than 5) $8 > 4$ (8 is greater than 4)

UNIT THREE

BASIC CONCEPTS

1- What is commerce?

Commerce in its broadest sense, is the wide and complex field of economic activity concerned with the buying and selling of goods and their movement from producer to consumer.

What is Trade?

Trade is the essential part of commerce; it includes only the buying and selling of goods.

3- What are the different branches of commerce?

Commerce includes trade and certain specialized activities auxiliary to trade. Industry may also be considered as a branch of commerce, since the manufacturer who buys raw materials from the producer and sells the finished articles is a trader. Commodity exchanges and stock exchanges, where goods and securities are bought and sold, may equally be regarded as an integral part of commerce.

4-What are the auxiliaries of trade?

- a- Transport**, which is the work involved in moving goods from their place of manufacture to their place of consumption.
- b- Banking**, which provides money to meet the needs of industry and trade, and holds it in trust for the bank's customers
- c- Insurance**, which covers possible risks.
- d- Warehousing**, which provides storage for goods.
- e- Advertising**, which makes goods known to the public.

5- What are the main branches of trade?

- a- Home (or Domestic) Trade**, which is carried on inside a country.
- b- Foreign (or Overseas) Trade**, which is carried on with foreign countries, and involves transit trade when goods cross one country on their way to another.

5- What are the two categories of home trade?

a- Wholesale Trade, in which goods are sold in large quantities. The wholesaler is a middleman who buys goods in bulk from the producer or manufacturer and holds them ready to sell the retailer.

b- Retail Trade, in which goods are sold in small quantities or by the piece to the consumer. The retailer keeps goods in stock from which the final customer can meet his immediate requirements.

6- Which are the two categories of foreign trade?

a- Import Trade: the trader who imports goods from a foreign country is an importer

b- Export Trade: The trader who exports goods to a foreign country is an exporter.

II-MARKET AND MARKETING

1- What is a market?

It is a place where goods are bought and sold and where transactions for buying and selling are arranged. The term market also refers to the mass demand of the potential buyers of a commodity or service.

2-What is Marketing

It is the coordination of the complex series of business activities directing the flow of goods and services from the producer who has created them to the consumer who uses them. Marketing includes all the different techniques used to sell a product or develop a service. It likewise involves the auxiliaries of trade: transport, financing, insurance, Warehousing and publicity.

3-What is market research?

It is the collection, recording and analysis of information necessary to the successful distribution of a product or service. It may include specialized techniques such as cost analysis and feasibility study

III-ADVERTISING

1-What is advertising?

It consists of messages disseminated through paid media to make people favorably aware of a product, brand, service institution, or point of view. It may be purely informative but usually seeks to influence prospective buyers and persuade them to buy the product advertised. It is invaluable, often expensive.

2-The media

The main mass media used for advertising are television and radio, the national and local press, and posters on hoardings, public transport, etc. Of these, television is undoubtedly the most expensive, but it reaches the largest number of people (national coverage in many cases).

IV- PUBLICITY

What is Publicity?

It is a business of launching and keeping the names of commodities firms, services or individuals constantly before the public. It involves market research, sales promotion, advertising and public relations.

V- What is Accounting?

Accounting may be defined as a series of processes and techniques used to identify, measure and communicate economic information that users find helpful in making decisions.

VI- What is a Bank?

A bank is a financial institution where individuals or organisations keep their money and which offers other services such as loans and transfers. We can have different types of banks (commercial, merchant, investment, development banks etc...)

Banks offer a wide range of accounts and savings plans. A **current account (checking account (US))** enables its holder to pay in or withdraw at will and to make payments by cheque or by bank card. A current account does not normally earn interest and may be liable to bank charges. **Deposit accounts**, investment accounts, etc. are all types of savings accounts which earn varying amounts of interests.

VII- CHEQUES

What is a Cheque?

A cheque is a written order to a bank to pay on demand a stated sum of money. It bears the name of a person to whom it is to be paid.

What is the drawer?

The drawer is the person signing the cheque. It is from that person's account that the money will come.

What is the drawee?

The drawee is the bank on which the cheque is drawn.

What is the payee?

The payee is the person to whom the cheque is made payable.

The different types of cheques

1- The Order cheque

Made payable to "Mr Kouakou or Order", and the cheque requires endorsement by the payee.

2- Bearer cheque

Made payable to "Mr Kouakou or Bearer", this cheque does not require endorsement.

3- Crossed cheque

The crossing of a cheque prevents it being cashed across the counter of a bank. It must not be paid to anyone other than a banker, so that the holder must pay it into his bank account.

VIII-COMPUTERS

What is a computer ?

A computer is an electronic machine which can be used to make a very quick calculation, to store, and give back information and to develop and edit texts.

We have two types of computer : desktop and laptop

What can you use a computer for ?

We use it to design (robot), to play (game), to edit, to write, to read (texts) and to calculate

Is it important to know how to use computer ? Why ?

Computer is very important in the modern world. It has become the first companion of modern individual at home, at work and everywhere. Computer today helps any worker to succeed in his careers.

What are the different parts of a computer ?

1-the screen : it allows you to see anything in it (text, pictures, videos etc.)

2-the menu : it gives you a choice of things to do.

3-a keyboard : we use it to type words and tell the computer what to do.

4-the mouse : we use it to move the curser

5- the Central Processing Unit (CPU) or Unit system

6- Hard drive : it stores information. It is the main part of a computer

7-CD or DVD-drive : It allows you to play DC or DVD

8- USB socket : the hole that permits to connect pen drives or any device that can be connected that way (keybord, printer, mouse, phone, etc.)

Electronic materials that work with computer (be connected)

The printer, the photocopier, the fax (machine), external drive (CD or DVD), mobile phone, camera, USB drive or flash drive, external hard drive, router, MP3, webcam, headset, tablet are items that can be combined with computer.

Words that derive from computer use and useful definitions

To computerize : to provide computer or computers to do the work of something,
to store information on a computer.

Computer literacy ; the ability to use computer well.

Computer literate : a person who is able to use computers

Password : a series of letters or numbers that you must type into the computer or
computer system to be able to use it.

Computer literacy : the ability to use computer well

Computing : the fact of using computers

Computer science : the study of computer and how they can work

USB : Universal Series Bus

RAM : Random memory access

DVD : Digital Versatile Disc

PDF : personal Document Format

UNIT FOUR: TEXTS STUDY

TEXT N°1 : THE FIRST RULE OF INVESTING

Bill Barnes: In the next few minutes we would like to give you an overview of investment possibilities and certain rules of successful investing. For example, everyone knows that there are secure investments and risky investments. If you are concerned about losing money you should make more secure investments.

Javier Estevez: But if you want to make a lot of money, you should buy something more risky, like Internet stocks, right?

Bill: Compared with more traditional stocks Internet stocks are positing high rates of return. But how much you make depends on how much you have invested in the first place. Even in Internet stocks, no one's going to get rich with a few thousand dollars.

Curtis Mannerly: I think we are all agreeing that even the Internet can't change certain rules of investing.

Bill: The first of which is: it takes money to make money.

A-Comprehension quiz

- 1 People concerned with losing money should make what kind of investments?
 - Internet stock investments
 - Risky investments
 - Secure investments
- 2 What kind of returns are Internet stocks posting?
 - Very low returns
 - The same returns as traditional stocks
 - Very high returns
- 3 What are Internet stocks?
 - Secure investments
 - Traditional stocks
 - Risky stocks
- 4 What will Bill and Curtis not cover in their presentation?

- Investment possibilities
- Rules of investment
- Negotiating skills
-

5 What's going to get rich investing a few thousand dollars?

- Internet stock investors
- Secure stock investors
- No investors

B-Variation

Learn how to express the same idea another way.

- 1 In the next few minutes we would like to give you an overview of investment possibilities and certain rules of successful investing
 - We can all agree
 - During this presentation
 - Thank goodness it's over
- 2 For example, everyone knows that there are secure investments and risky investments
 - During the course of this meeting
 - It's common knowledge
 - Throughout this presentation
- 3 Compared with more traditional stocks, Internet stock are posting high rates of returns
 - Profitable dividends
 - Poor dividends
 - High overages
- 4 But how much you make depends on how much you have invested in the first place
 - In the next few minutes
 - Originally
 - Before the hour is us
- 5 I think we can all agree that even the Internet can't change certain rules of investing
 - During this presentation
 - In the course of this meeting
 - It's common knowledge

TEXT N°2: NEGOTIATIONS: A-WIN-WIN SITUATION

Jerry: Cost overruns are forcing us to find savings. What we need from you as some help in doing that.

Javier: Well, I understand your proposition, but let me put my cards on the table: we've committed to delivering the computers. Scaling back isn't an option. We've already factored the profits into our forecasts.

Melissa: I wonder if we can cut our costs and still meet your earnings expectations.

Javier: I'd propose a lease agreement. Rather than own the computers, and pay a lot up front, you rent the system, and pay a lower monthly fee. But the total cost over the term of the agreement will be higher, so my company actually makes more in the long run.

Jerry: Sound like a win-win situation.

Javier: It helps us both meet up our priorities.

Melissa: It's a deal! You know Javier, for a computer guy, you're a pretty good business man.

A-Comprehension quiz

- 1 What's forcing the rag coop to find saving?
 - Increased sales
 - Increased profits
 - Cost over runs
- 2 What are Javier's suggestions?
 - Not delivering the computers
 - Scaling back the order
 - A lease agreement
- 3 Who does the lease agreement benefit?
 - Melissa's stores
 - Javier's company and Melissa's store
 - Javier's company
- 4 How much will a lease agreement cost up front?
 - A lot of money
 - The same as buying the computers
 - Less than buying the computers

5 How does Javier's company benefit from the lease agreement?

- The company makes more money in the short run
- The company make more money in the long run
- The company scales back its profits earnings

B-Variation

Learn how to express the same idea another way.

- 1 We've already factored the profits into our forecasts
 - Calculated
 - Lined up
 - Specified
- 2 I'd propose a lease agreement
 - Follow
 - Link
 - Suggest
- 3 Rather than own the computers, and pay a lot up-front, you rent the system and pay a lower monthly fee
 - Deliver
 - Finished
 - Leased
- 4 But the total cost over the term of the agreement will be higher, so my company actually makes more in the long run.
 - Partial
 - Incomplete
 - Overall
- 5 Sounds like a win-win situation
 - An expensive solution
 - A mutually beneficial arrangement
 - A fashion show

UNIT FIVE COMMUNICATION

ESSAY SUBJECTS

- 1- THE ADVANTAGES AND DISADVANTAGES OF E-COMMERCE.**
- 2- HAS GLOBALIZATION SUPPRESSED THE BORDERS BETWEEN COUNTRIES?**
- 3- STATE TAXES: A TOOL FOR DEVELOPMENT OR AN OBSTACLE TO DEVELOPMENT IN DEVELOPING COUNTRIES?**
- 4- HIPC INITIATIVE FOR AFRICAN COUNTRIES, HOPE OR DESPAIR?**
- 5- GOOD GOVERNANCE AND CORRUPTION.**
- 6- THE IMPORTANCE OF INVESTMENT IN A COUNTRY.**
- 7- CFA OR ECO? THE DILEMMA OF AFRICAN COUNTRIES ABOUT A NEW CURRENCY.**
- 8- AFRICAN COUNTRIES AND THE UN CAPITAL DEVELOPMENT FUND (UNCDF)**
- 9- IMPORTANCE OF ADVERTISING IN THE ECONOMIC DEVELOPMENT OF A FIRM.**
- 10- THE DIFFERENT TYPES OF BANKS AND THEIR CONTRIBUTION TO THE DEVELOPMENT OF A COUNTRY.**
- 11- DISCUSS THE INFLUENCE OF RADIO AND TELEVISION ON THE CULTURAL AND ECONOMIC LIFE OF A COUNTRY.**
- 12- HOW WOULD YOU PROTECT OUR ENVIRONMENT FROM POLLUTION CAUSED BY INDUSTRIES?**
- 13- DISCUSS THE ADVANTAGES AND DRAWBACKS OF THE HIPC PROGRAMME.**
- 14- IN WHAT WAYS DOES AGOA ELIGIBILITY BRING HOPE TO OUR AGRICULTURE, INDUSTRY AND COMMERCE?**
- 15- IMPORTANCE OF TRANSPORT IN THE DEVELOPMENT OF A COUNTRY.**

16- IMPORTANCE OF TOURISM IN A COUNTRY.

17- HOW TO MAKE TOURISM MORE COMPETITIVE IN THE WORLD OF BUSINESS?

18- ECONOMIC IMPACT OF COVID-19: EXAMPLE OF CI.

19- WORLD TRADE ORGANIZATION.

20- SOCIAL IMPACT OF COVID-19 ON THE POPULATION