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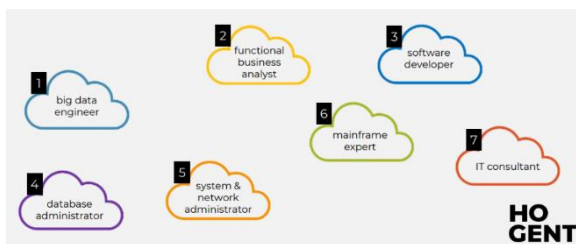
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# 1 Unit 1: IT job profiles

## 1.1 Bit by bit

Keywords for the following images:



White-collar worker/clerks (ambtenaar)	Programming languages	Servers
Colleagues	Coding	Databases
IT-consultant	Writing code	System- and networkadministrator
	Implement	

Fields and degrees you need to apply to any of these jobs:

Fields:

- Applied Information Technology
- Computer Science
- Computer Engineering

Degrees:

- Bachelor's degree / Bachelor of Science (BSc)
- Associate's degree (2 years)
- Master of Science (Msc)

Pages to check:

Page 17-18 ex 2

Some vocabulary

## 1.2 At a crossroads

Table with different situation to greet someone or close your mail:

	Greeting	Complimentary close
When you don't know the recipient	Dear Sir or Madam	Yours faithfully
When you know the male recipient	Dear Mr. Smith	Yours sincerely
When you know the female recipient	Dear Ms., Mrs., Miss Smith	Yours sincerely
When you don't know the gender of the recipient	Dear Sam Briton	Yours sincerely
If you don't know the name of the recipient	Dear all/Dear customer/...	Yours sincerely

### Formal ways to greet someone or close your mail:

Greeting	Complimentary close
Dear Tom	Many thanks
Hi Tom	All the best
Hello Tom	Take care
	Bye for now
	See you soon

### Writing polite mails:

- Add **please** to sentences
  - Could you please let me know when the next information session will take place?
- Use '**could**' or '**would like**'
  - I would like to inquire about the price of tickets.
- Avoid **imperatives**, even when adding please
  - Can you please send me more information on this product?

### Exchanging information:

- Requesting information
  - I would be grateful if you could ...
  - Would you be able to help ...?
  - Could you please send me ...?
- Replies
  - Thank you for your inquiry/email.
  - Thank you for your interest.
- Attachments
  - Attached please find ...
  - Please find attached ...
  - I am pleased to send you ...
- Giving good news
  - I am delighted to inform you that ...
- Giving bad news
  - I regret to tell you that ...

### Pages to check:

Page 19 ex 1      An e-mail

### 1.3 Return-on-data:

Top 9 most in-demand tech jobs of 2023, TechTarget	Top 5 in-demand tech skills for 2023, Forbes
<ol style="list-style-type: none"><li>1. Software developer, developer engineer or software engineer</li><li>2. Data scientist, data engineer</li><li>3. Artificial intelligence specialist, machine learning engineer</li><li>4. IT manager, systems manager, IT director, CIO, CTO</li><li>5. Information security analyst (cybersecurity)</li><li>6. Computer systems analyst</li><li>7. Computer network architect, systems and network administrator</li><li>8. Site reliability engineer (dev + technical troubleshooting)</li><li>9. DevOps engineer (e.g. automation tools, CI/CD)</li></ol>	<ol style="list-style-type: none"><li>1. Data Communicator/Storyteller = the ability to <b>communicate insights</b> in ways that are effective - meaning putting them in the hands of the right people at the right time. However, they must also be engaging, which is where the storytelling element comes in.</li><li>2. Cybersecurity</li><li>3. UX/UI Design due to the democratization of technology (everyone has to work with it)</li><li>4. Digital Marketing (attention economy)</li><li>5. Artificial Intelligence / Machine Learning</li></ol>

Data engineer is the most important job of all IT.

#### What is a data engineer?

he/she **manages and organizes data** and works it out if there are certain trends or inconsistencies that may have an impact on business goals.

#### What is big data?

Very large sets of data that are produced by people using the internet, and that can only be stored.

#### Why do companies need a Data Engineer?

Many enterprises in different sectors such as marketing, healthcare, ... collect big data but they often lack the necessary expertise. This is where the Data Engineer comes in: **he effectively manages the overflow of data at a company.**

#### Meaning of three different words:

[Satori] is a transparent **data proxy** that analyses **queries** for data and builds a comprehensive view of what data you have, where it's located and how it's being used and provides tools to enforce security and **privacy policies** on data access.

- Data proxy:
  - Gateway between you and the internet (e.g. Firewall, web filter)
- Data query:
  - Keyword or command you use to look for data (in a DB)
- Privacy policies:
  - (sg. Policy) = guidelines that have been officially agreed upon by a group of people

#### Pages to check:

Page 26-27 ex 4: A Role play on how to have a conversation

Page 38-42: Skills lab

## 2 Unit 2: Developers

### 2.1 Typical developer

**What is the order for most skilled developers based on how you call them:**

Coder / Programmer / Developer / Software Developer

**Here are some descriptions for different sort of developers (bold is unqite):**

- **Coder**
  - **Is skilled in one coding language**
  - **Is a beginner in the field**
- **Programmer**
  - **Focusses more on one particular aspect of a project**
  - **Is equal to junior developer**
  - Is skilled in two to three programming languages
  - Writes clean, error-free codes
  - Has more algorithmic knowledge
- **Developer**
  - **Start to finish overseers of a project**
  - Is skilled in two to three programming languages
  - Writes clean, error-free codes
  - Has more algorithmic knowledge
  - **Is responsible for overall design of application**
- **Software Engineer**
  - **Is the most expert coder**
  - **Desings and implements the overall architecture of the application**
  - Writes clean, error-free codes
  - Has more algorithmic knowledge



### 2.2 Code war

**Pyhting vs Java:**

agreement	consequence	contrast	examples	conclusion
moreover	therefore	however	for example	in conclusion
furthermore	as a result	nevertheless	in other words	in brief
additionally	consequently	nonetheless		in short
	thus	although		
		albeit		
		on the other hand		

### Linking words:

- Are the glue
- Signpost (i.e. Signal) discourse and control communication
  - Show turns
  - Join ideas together
  - Show attitude
  - Add information
  - Summarize
  - Change topic
  - Express contrast
- Increase readability



### Programming vocabulary – talking about code:

Functions	- define a function (4) - call a function
Scripts	- run a script (7)
Statements	- execute a statement (8)
(a block of) code	- run through a block of code

### Programming paradigms (declarative and imperative):

	Declarative/imperative?	Programming languages?
Can be compared to asking a friend to fix your computer, you do not care how he does it as long as it works in the end.	declarative	C, C++, Java, Kotlin, PHP, Python, Ruby, Wolfram language
Can be compared to asking a friend to fix your computer, where the friend then explains meticulously what should be done to fix it	imperative	SQL, regular expressions, Prolog, OWL, SPARQL, ...

### What makes a website bad?

A bad website is one that fails to meet user expectations, hinders navigation, or presents a subpar user experience. These websites exhibit poor design choices, ranging from slow loading speeds and non-responsive layouts to cluttered interfaces and inconsistent branding.

### Which highlighted words express contrast and similarities:

Contrast	Similarities
more suited ... than but better ... compared to unlike	moreover




### Comparing and contrasting:

Adjective + er	More + adjective
Fast -> faster	Expensive -> more expensive

## Holding a meeting, things to say:

- Chair: the most important person
- Participants: the people who follow the meeting
- Taking notes/minutes: writing things down
- Take the floor: you now give someone the word
- Have the floor: you now have the word

## Extra woordenschat:

Participants	Actions	On the agenda
 <ul style="list-style-type: none"> <li>- chair</li> <li>- invitees</li> <li>- those in attendance / attendees</li> <li>- those absent without notice</li> <li>- those apologized from the meeting</li> </ul>	 <ul style="list-style-type: none"> <li>- to chair the meeting/ to preside over the meeting</li> <li>- to start the meeting</li> <li>- to adopt the minutes</li> <li>- to take notes / minutes</li> <li>- to draw up &amp; share the agenda</li> <li>- to move the meeting on</li> <li>- to take the floor</li> <li>- to keep track of time</li> <li>- to adjourn / close / end the meeting</li> </ul>	 <ul style="list-style-type: none"> <li>- date, time, location</li> <li>- attendance</li> <li>- adoption of the minutes</li> <li>- progress on current projects</li> <li>- new items of concern</li> <li>- (re)prioritization of current and future projects</li> <li>- AOB</li> </ul>

## Holding a meeting example:

### Holding a meeting

Welcome to the meeting on ...

WELCOME TO A MEETING! I'M ALMOST OUT OF WORDS SO I'LL KEEP THIS SHORT. JUST WANNA TOUCH BASES.

FIRST, A FEW UPDATES.

THE FIRST ITEM ON THE AGENDA IS ...

ACCIDENT DURING THIS MORNING'S CARPOOL HAS COME TO AN END ABOUT 90 MILES OUTSIDE OF TOWN.

PROFITS ARE UP. SALES, ANY LUCK FIGURING OUT WHO OUR CUSTOMERS ARE?

NOPE. MONEY KEEPS APPEARING, BUT WE HAVE NO IDEA HOW OR WHY.

OH, AND ONE LAST THING—

Let's move on to the next item on the agenda: ...

THANKS!

JUST DID!

Let's get started.

I'd like to start the meeting ...

Does anyone have anything to add?

Do you agree?

XXX has the floor.

If I might butt in there ...

I suggest we deal with that later ...

Could you elaborate on that?

If there are no (further) comments, we can adopt the minutes of the last meeting.

This concludes the meeting.

the chair explicitly states phases / actions

HO GENT

## Declarative vs imperative:

- Declarative: C, C++, Java, Ruby, Python
- Imperative: SQL



### Tools to use when you can't see:

- Screen readers
- A really good IDE (Integrated Development Environment)
- Github

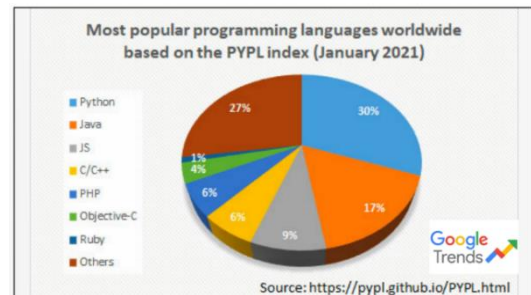
### Pages to check:

- page 48-49 ex 3 and 1      Linking words
- page 51-52 ex 2      Vocabulary
- page 53      A website for blind people
- page 56-57      Vocabulary
- page 58-61      A rollplay for holding a meeting





## 2.3 Case study

### Developers: front-end, back-end and full stack:

- Front-end: works on the UI.
- Back-end: works on the UX/systems
- Full stack: works on both



### Most popular coding languages:

	Syntax	Community and ecosystem	Popularity?	Learning curve?	Use cases
	Verbose (stress on object-oriented programming)	Extensive libraries and frameworks	Popular	Steep -> complex syntax	Enterprise applications / android app development
	Concise and expressive (OOP and functional prog.)	Strong ecosystem iOS, macOS, watchOS, ...	Popular for Apple	More beginner-friendly: cleaner syntax	iOS, macOS, watchOS, tvOS app development
	Flexible and forgiving syntax (OOP & functional)	Extensive libraries and frameworks	Popular	Relatively easy to start with	Web development, building interactive websites
	Clean & readable, emphasis on code readability	Extensive libraries and frameworks	Highly popular	Simple and readable	Web development, data analysis, machine learning



## 2.4 The Debate

### How a debate works:

**The debate**

Motion/claim	Arguments	Proper conduct
<ul style="list-style-type: none"> <li>state opinion</li> <li>can be accepted, passed, defeated, rejected</li> </ul>	<ul style="list-style-type: none"> <li>provide arguments to support your claim</li> <li>evidence + impact</li> <li>linking words</li> </ul>	<ul style="list-style-type: none"> <li>uphold rules of the debate</li> <li><b>listen</b> to each other</li> <li>take turns</li> <li>agreeing &amp; disagreeing</li> </ul>

**'soften' the action when**  
- disagreeing  
- interrupting

often through **apologetic statements**

I am sorry to interrupt ...  
I'm afraid I disagree ...  
I agree (but only) up to a point ...

**HO**

- 10' - Find 2-3 arguments to support your viewpoint. Which evidence can you find? Write down key arguments.
- Call around to others working on the same scenario and exchange viewpoints (always 2-3 in a call). Use phrases to
  - build your argument
  - express agreement and disagreement
  - delay response
  - ask the other to repeat their argument
  - hold the floor

Try to use each of the phrases on the checklist at least once.

- First you have your opinion on something
- After you need to provide arguments in order to support your opinion
- Now you discuss and debate further to pick your conclusion or not

### Vocabulary for holding a meeting:

<p><b>Building an argument</b></p> <ul style="list-style-type: none"> <li>- I'm in favour/against because...</li> <li>- I'd like to start by saying</li> <li>- First of all, ...</li> <li>- In my opinion</li> <li>- The way I see it</li> <li>- As far as I'm concerned</li> <li>- From my point of view</li> </ul>	<p><b>Agreeing</b></p> <ul style="list-style-type: none"> <li>- I agree with you (up to a point, but)</li> <li>- This is exactly what I think</li> </ul>	<p><b>Delaying strategies</b></p> <ul style="list-style-type: none"> <li>- So your question is ...</li> <li>- Let me think about that and get back to you</li> <li>- That is a difficult question to answer</li> <li>- That's an interesting point. However, have you thought about...</li> </ul>
<p><b>Holding the floor</b></p> <ul style="list-style-type: none"> <li>- Sorry, I haven't finished yet</li> <li>- Might I just continue</li> </ul>	<p><b>Disagreeing</b></p> <ul style="list-style-type: none"> <li>- I'm afraid I don't agree</li> <li>- In my opinion, we should</li> <li>- Contrary to your point of view</li> <li>- I beg to differ</li> <li>- But what about</li> </ul>	<p><b>Asking to repeat</b></p> <ul style="list-style-type: none"> <li>- Sorry, I didn't quite catch that</li> <li>- Sorry, can you repeat that?</li> </ul>

**HO GEN**

### Pages to check:

page 65-70

Skills lab

## 3 Unit 3: Network Speak

### 3.1 Network speak

#### What does a network engineer do?

- Designs, builds, implements & maintains the computer networks organisations or business use: intranet, extranet, phone, LAN, MAN, WAN, GAN
- Maintenance, monitoring, troubleshooting & innovation of these critical systems.
  - Job satisfaction
  - Lifestyle & pay
  - Flexibility
  - Potential for growth
  - Variety of work

#### Vocabulary:

Word	Defenition
<b>Router</b>	Hardware device designed to receive, analyse and move incoming packets to another network.
<b>Switch</b>	A hardware device that filters and forwards network packets, but is often not capable of much more
<b>To map something out</b>	To plan something in detail
<b>To configure</b>	
<b>Ring topology</b>	Network configuration where device connections create a circular data path
<b>Mesh topology</b>	
<b>Hub</b>	Most basic networking device that connects multiple computers or other network devices together
<b>Backbone</b>	Portion of a computer network that is capable of carrying the majority of traffic on the network at high speeds. It often connects large networks or companies together.
<b>Bandwith</b>	When referring to a data connection, this is the total maximum transfer rate of a network cable or device. The more a computer has, the faster it can send and receive information.
<b>Bottleneck</b>	When too much data enrtrs one source and causes a computer or network to slow down or become unresponsive

#### Types of nextGen Technologie?:

- 4G
- Defense mechanisms?
- Cloud
- Servers
- ..
- ..



### 3.2 Backbone of an organization

#### What are the benefits of implementing IT in healthcare:

- Improving patient care and experiences
- Real-time information exchange
- Flexibility for patients and clinicians

#### What is athenahealth:

A company that focuses on health records and allows you to share them easily

#### What phrase is used to confirm a request to meet?

I would happily attend

#### What phrase is used to find a suitable meeting time?

At your earliest convenience

#### Confirming and making arrangements:

<b>Request</b> I'd like to book an appointment. I need to book an appointment.	<b>Declining a request to meet</b> Thank you for your offer to meet us but ...
<b>Polite request</b> Can I book an appointment? Could I book an appointment?	<b>Accepting a request to meet</b> I appreciate your offer to demonstrate...
<b>Opening statement</b> Following your email inquiry, ...	<b>Delaying a request to meet</b> Please get back to us in a few months.
<b>Stating your purpose</b> I'd like to arrange a time to present ... Could we arrange a time to ... Could we arrange a demonstration of ...	<b>Suggesting specific meeting times</b> Are you available on...?
<b>Request a convenient meeting time</b> When would be a suitable time for us to meet you?	<b>Saying a date/time is convenient</b> Friday, 10/10 at 10 a.m. suits me fine.
<b>Suggesting a suitable meeting time</b> Please let me know when you are available to meet me.	<b>Discussing where to meet</b> I'll meet you in our reception at 8 a.m.
	<b>Confirming arrangements</b> OK, I'll meet you at 7 a.m. on 10/10 at ...
	<b>Closing</b> I look forward to meeting you.

#### Writing with dates:

I'll see you on Monday.  
Can you confirm that by Tuesday?  
I'm going to meet our new client in February.  
I'm meeting my colleague at 11 a.m. on Monday.

#### Diplomatic language use (using tentative language):

- Use past tense of modals: could, would, might
- Add adverbs: perhaps, maybe, just, a bit/a little, quite
- Add adjectives: a small ... ; a slight ...
- Tentative phrases: it seems ... ; it appears ...
- Turn into negative question  
you say the quotation is too expensive? isn't the quotation too expensive? Wouldn't
- Use tag questions: the quotation is quite expensive, isn't it?

#### Use one (or more) of the following options:

past tense of modals	adverbs	adjectives
tentative phrases	negative question	tag question

### When to use which term for arrangements:

Part of timetables and programs	Present simple
Happens in the future, you've already decided and arranged to do it	Present continuous
You intend to do it, but unclear whether you've made arrangements	Going to
Spur of the moment decision	Will

### Pages to check:

page 81 ex 5                      Working with dates in a mail

### 3.3 Unveiling the hidden giants

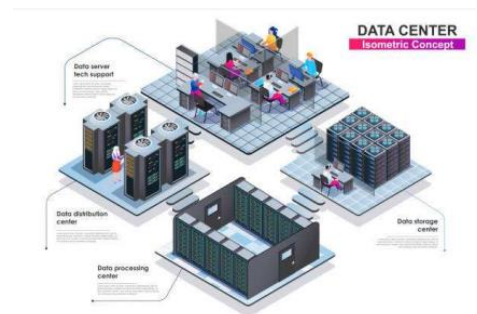
#### Pages to check:

page 84 ex 2                      Vocabulary

### 3.4 Content delivery networks

#### What is a data center?

A large group of networked computer servers typically used by organizations for the remote storage, processing, or distribution of large amounts of data.



### Pages to check:

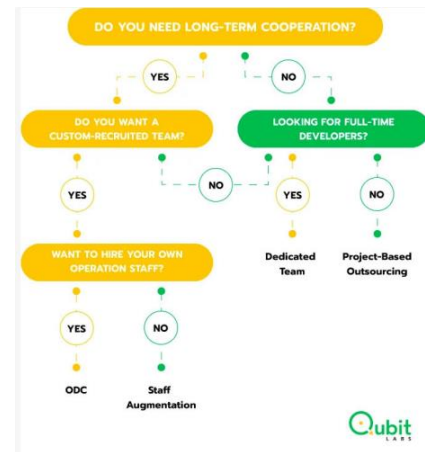
85-88                      Question about a text + vocabulary  
93-96                      Skills lab

## 4 Unit 4: Outsourcing

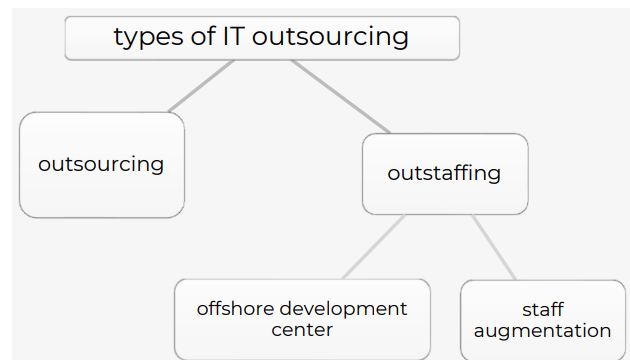
### 4.1 A developer of the world

#### What is outsourcing?

- Company contracts out
- non-core non-core business processes/operations (less critical work, services, or projects) for cheaper pay to
- third-party or specialized service provider (individual or firm)



#### Types of outsourcing:



#### When planning to do outsourcing, you need to look at a couple of factors:

- **English language proficiency**
  - Written & oral communication important for daily discussions and project brainstorming
- **Cost reduction**
  - Reduce cost of development without compromising quality
- **Cultural fit**
  - Look for a match in mentality
  - Communication methods
  - Business customs
  - Work ethics
- **Ease of collaboration**
  - Time zone differences
- **Reliable vendor pool**
  - Market with a stellar reputation and a wide range of experienced vendors

#### Reasons to outsource?

- **1/3** companies in the EU is looking for programmers (Erni)
- **50%** of companies in the EU have difficulty recruiting IT developers due to shortage of skilled professionals
- **83%** of SMEs in Austria complain about difficulty of finding qualified experts (EY)
- **48%** of UK companies outsource software development overseas (YouGov)

### Difference between the waterfall and V-model process:

- Waterfall
  - Linear and sequential
  - All requirements should be clear from the beginning onwards
- V-model
  - Sequential manner in V-shape
  - Verification and validation
  - Model next-phase only start after the completion of the first phase

### Outsourcing – overcoming the cultural gap:

Cultural compatibility	Cultural adaptability
2 cultures are able to co-exist successfully	1 culture is willing to change in order to suit different conditions



### Pages to check:

104 ex 2

Question about a text

## 4.2 Hofstede

### Power framework:

Word	Definition
<b>Power distance</b>	Focuses on inequality in a society. It's the degree to which people with less power in a society accept the fact that power is distributed unequally.
<b>Individualism versus collectivism</b>	In most societies the interest of the group is more important than the interest of a single person. In a minority of societies the interests of one person prevail over the interests of the group.
<b>Uncertainty avoidance</b>	How does a society deal with not knowing what is going to happen in the future? The lower your score, the more relaxed you are as a society.
<b>Tenderness versus toughness</b>	A society can stress achievement, heroism, assertiveness and material rewards. As opposed to this a society can also be more cooperative, modest and care for the weak.
<b>Long-term orientation versus short-term orientation</b>	On the one hand, a society can oppose societal change and value the norms and traditions they've always had. On the other hand, a society can take a more pragmatic approach in which they encourage thrift and efforts in modern education in order to prepare for the future.
<b>Indulgence versus restraint</b>	A society can feel that they are free to do what they want, can do fun activities with friends, ... . Some societies feel that doing what they want is wrong because of social norms and prohibitions.

## 4.3 Corporate culture

### What is the difference between corporate culture and culture?

- Corporate culture:
  - The principles and values that should inform the behavior of all the employees of the company. For most companies innovation is a key value, followed by integrity and respect.
- Culture:
  - Specific traditions to each country

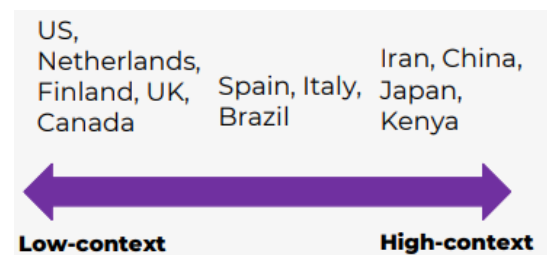
## Why is it important to know the cultural differences when doing business with another business?

Other businesses and countries have other ways of leaving and therefor the small things like gestures can mean a whole other thing that can be a whole different meaning.

### 4.4 Communication is key

#### Low-context vs High-context:

- **Low:**
  - Favor **written communications**
  - E-mails/texts/online messaging
    - quick frequent messages revolving around basic questions
  - Typical of individualistic societies
  - precise, simple and clear
- **High:**
  - Prefer **oral communications**
    - Longer forms of communication
    - Typical of collectivist societies
    - Messages are often implied
  - sophisticated, nuanced and layered



#### What do you need to find out before meeting professionals from other countries?

- Something about their country
- Political situation
- Cultural differences
- The role of women in business
- The economy
- Competitors
- The market
- Which topics are good for small talk
- Which topics to avoid
- Attitudes towards foreigners and their conventions

#### How communication can be improved:

- Establish clear communication protocols (e.g. Go around the table)
  - **Eliciting ideas**
- Everyone needs to offer pros and cons during a debate (thus spreading responsibility)
  - **Surfacing disagreement**
- Use positive framing for critical feedback
  - Address the entire team e.g.
  - **Giving feedback**



### Opinion piece:

- **Topic and theme**
  - What is the primary focus of my opinion piece?
  - What is the point I'm trying to make? Why is it important?
  - **topic is usually mentioned in your first paragraph**
- **Openings**
  - Why should the reader be interested in what I have to say?
  - What is the foundation for my argument?
  - **Use hooks: Anecdotes/quotations/metaphors /rhetorical questions/surprising facts/...**
- **Research**
  - How can I back up my opinion with additional research?
- **Endings**
  - How am I going to answer the statement made in my introduction?
  - How am I going to call the reader to action?
  - **Everything should tie together in the end**
- **Voice**
  - Who am I writing to?
  - **Is it conversational, descriptive, informative, informed, observant, ...?**

### Use hooks:

- **Anecdote**
  - At a certain point, my boss asked me to develop software that would detect when the diesel engine was being tested, and then it had to change performance to improve results. I considered this to be unethical and refused.
- **Quotation**
  - "To live is the rarest thing in the world. Most people exist, that is all." – Oscar Wilde
- **Rhetorical question**
  - How many developers have been asked to program something unethical?
- **Surprising fact**
  - Did you know that there are 7106 living languages worldwide?

### Final checklist:

- **Clarity**
  - Is it to the point? Is your opinion clearly expressed?
- **Coherence/unity**
  - Use of linking words, one topic per paragraph
- **Voice and tone**
  - Who is your audience?
- **Consistency of your opinion**
  - Does it make sense? Are there any contradictions?
- **Sources**
  - Have you used sources?

### Modal verbs:

Possibilities	Certainty	Abilities	Permission	Requests	Obligations	suggestions
can could be able to may might	must should shall	can could be able to	can could may	could would will	must had to	should could

### Conditionals:

	Conditional clause	Main clause
<b>Zero conditional (cause-effect)</b>	Present simple If water <u>reaches</u> 100 degrees,	Present simple it <u>boils</u> .
<b>First conditional (likely possibility)</b>	Present simple If I <u>study</u> for the exam,	Will + infinitive I <u>will pass</u> .
<b>Second conditional (unlikely possibility)</b>	Past simple If I <u>won</u> the lottery,	Would + infinitive I <u>would buy</u> a Ferrari.
<b>Third conditional (hypothetical situation in the past)</b>	Past perfect If I <u>had drunk</u> less last night,	Would + have + PP I <u>would have gone</u> to class today.

### Pages to check:

page 122-124

Skills lab

## 5 Unit 5: CSR (Corporate Social Responsibility – Maatschappelijk Verantwoord Ondernemen)

**What is CSR-loop for a company (for a bottle of water)?**

Oil rig → Refinery → Factory → Store → Consumer → Landfile

**Lead-in: what is CSR?**

## 6 Unit 6: Innovation

### 6.1 Questions from the contentslide

#### What is the industrial revolution?

- Now we are in 4.0 because of the automation, interconnectedness and data change
- 3.0 was because of the internet 1968/9
- 2.0 was because of the 'lopende band' in the 1870
- 1.0 was because of the Steam Engine 1760 - 1780

#### Name advantages and disadvantages of 5G?

- Advantages
  - It's faster and is going to be used for self-driving cars.
  - Lane splitting → bespoke (customized) network (the radiation is focused more on one device)
  -
- Disadvantages
  - Costly infrastructure
  - Operators will have to share it
  - A lot of maintenance

#### Explain what disruption is?

#### Link industrial revolution to disruption:

#### Give examples of disruptive technologies and explain why they are disruptive:

### 6.2 Industry 4.0

#### Check the following pages:

pg. 155 ex 1 and 2

pg. 156 ex 2

pg. 159 ex 5

pg. 160

pg. 176-178

### 6.3 Disruption

#### Check the following pages:

pg. 163 ex 1

pg. 164 ex 2

#### Innovation and destructive:

- Innovation: making a new product
- Destructive (cannibalism): your new product is so great that older products/enterprises might go bankrupt.

### Reading a memo:

- State the problem
- Explain to the reader why they should feel concerned.
- Focus on the result you want to obtain
- Expand on what you want the reader to do and when they have to do it