

Economic issues

Theme:

Money, Ethics and Social Responsibility



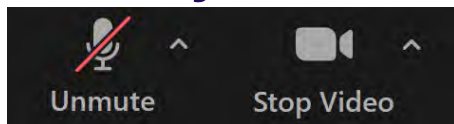
Before we start, please make sure...

- ✓ your name on Zoom is clear (use Latin letters)
- ✓ your camera is on and mic is off (unmute when needed)
- ✓ you are in a quiet area that helps you focus
- ✓ you have a notebook or a note app ready to take notes

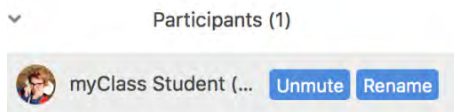


Zoom features

Check your audio and video settings

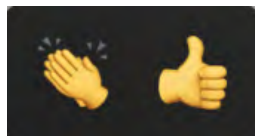
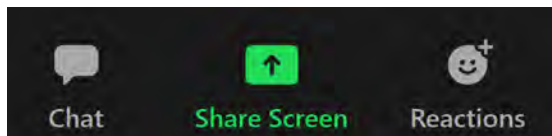


Use Latin letters for your name

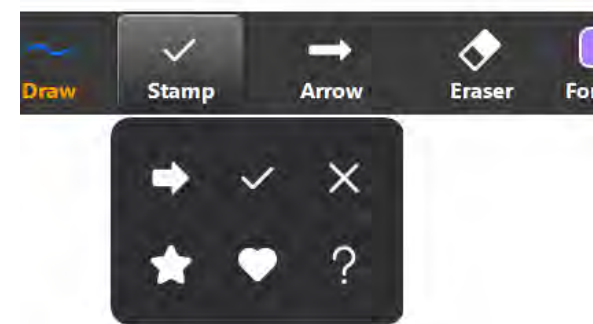
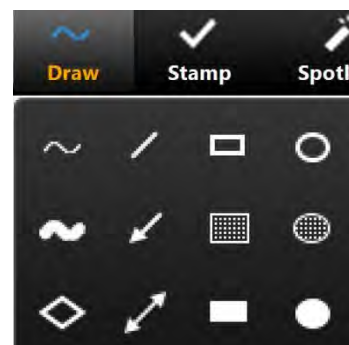


Ask questions in the Chat or use Reactions

Share Screen when the teacher asks



Use Annotate when a screen is shared

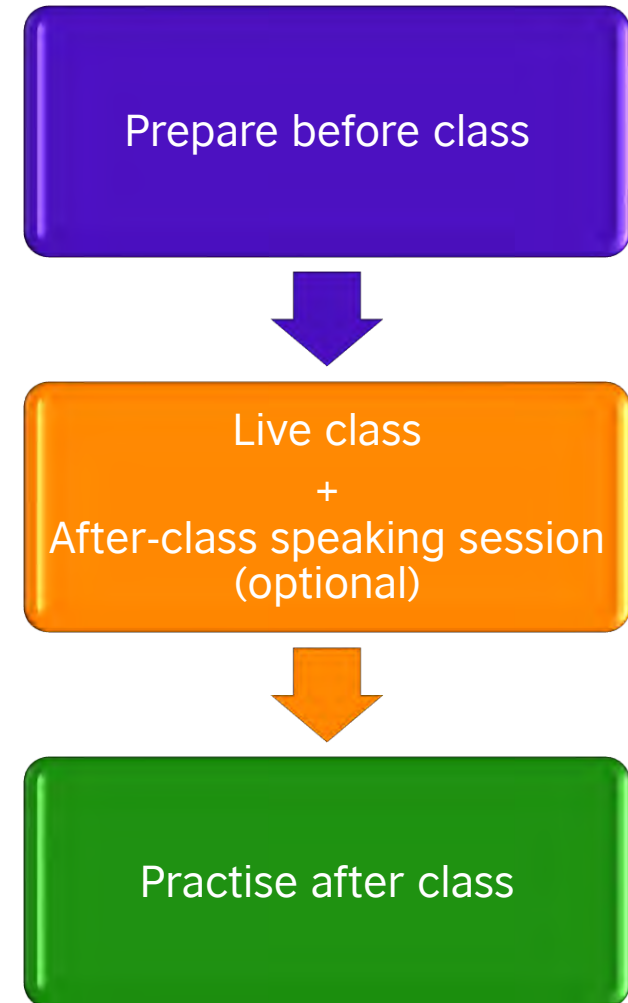


Use Save to make screenshots

Welcome to English Online

How does it work?

You need to complete all three parts to get the most out of English Online.



After-class speaking session

Stay back after class for 5 or 10 minutes to talk to your classmates from around the world.

This extra speaking practice will help you...

- improve your conversation skills
- practise using language learnt in class
- support and help your fellow students
- practise using English in a natural context
- become a part of a global learning community



After-class
speaking
sessions

Lesson objective

Aim

Taking part in a role-play and reaching a decision.

Language

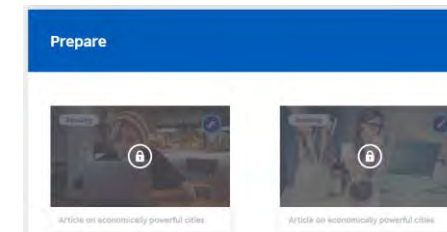
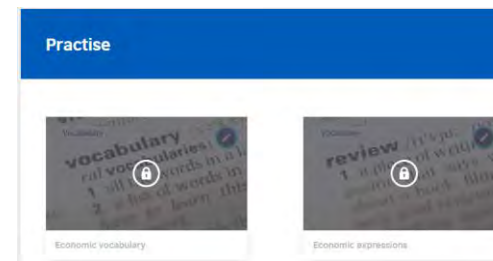
- Economic lexis – pre-lesson activity
- Phrases for listing alternatives and making proposals.

Skills

- Reading an article on economically powerful cities. – pre-lesson activity

Task

You will discuss information in favour of one city and against two others and discuss the merits of each in groups, reaching a decision as to which is the best one for a company to move to.



Lead in

Discuss in small groups.

- 1 How important is the national economy in your daily life?
 - 2 What would you do to improve your country's economic outlook?
 - 3 What is your main concern about the global economy today?
- 2** Which do you think are the ten most economically powerful cities in the world today? Why? Tell your group.



Language focus 1

Discuss with your partner how well the city you live in (or the capital city of your country) does according to these six key determinants for growth.

Give examples of where the city has strengths or weaknesses.

- a the legal and political framework
- b economic stability
- c the ease of doing business
- d the financial and information flow
- e convenience as a business centre
- f liveability

Language focus 2

Work in pairs, making sentences from the words and phrases below.

- ‘A number of EU countries have received **bailout packages** in the last decade.’
- ‘The **recession** is affecting this country in many ways ...’

*skills shortage / the housing market / organised labour / GDP / the service sector /
deregulation / quality of life / privatisation / standard of living*

Language focus 3

You will be using these phrases in the task. Work with a partner to add other phrases to the three categories.

listing options	stating alternatives	proposing a solution
There are a number of alternatives in this case. We can ...	I think that we can clearly see that we can either ... or ...	Based on the information we have, the answer is ...
We have been considering a number of different possibilities ...	If it comes down to X or Y, then ...	If we keep that in mind, I suggest we ...
Other considerations could include a, b, c ...		What we suggest is to ... we would then be able to ...
There are a number of practical implications we need to discuss ...		Taking all these points into consideration, we would recommend ...

Task



Task Preparation

Talk to a partner. Which of the Top Ten Cities do you think would be best if you were working overseas? Give reasons.

- 1 London
- 2 Tokyo
- 3 New York
- 4 Hong Kong
- 5 Chicago
- 6 Los Angeles
- 7 Seoul
- 8 Paris
- 9 Shanghai
- 10 Toronto

Task

1. Imagine that you work for a company that manufactures clothing. It was set up in a small country but has expanded and now wants to move to a better location. Three possible destinations have been shortlisted: Seoul, Mexico City and London. You have been asked to present the case for one of these cities. In your group, look at the card I will send you in the chat. Prepare what you are going to say, arguing in favour of the first city presented on your card and against the other two.

Consider both economic and other reasons.

3. Now work in different groups and discuss the issues with the other two members of your group, reaching a final decision.

Feedback

I would like to choose South Korea. This country should be chosen as it fits our needs the most.

Mexican customers are used to using from abroad.

Mexico city is classified as the one with the highest investment returns and low-cost labour what should help your business to start up.

I`ve heard what you said but Mexico has a big problem with corruption.

It is one of the countries with the 5 per cent of economic growth. I think we should have production located in different parts of the world to maintain it 24 hrs a day.

Review

Card B

Advantages of Mexico City / disadvantages of London and Seoul

Mexico City	London	Seoul
<ul style="list-style-type: none">• While most of the rest of the world has suffered since the 2008 financial crisis, Mexico's economy has proved to be very stable and is going strong.• The exchange rate of the Mexican peso against other currencies has historically been very low.• Mexican consumers are used to products, advertising and services from other countries (especially the US), which makes it easier to launch a business in the country.• Foreign companies can establish themselves in Mexico and stay owned and managed by foreign nationals.• The regulatory business environment in Mexico is heading towards the average performance of high income OECD economies.• The low cost of labour has long been one of the main advantages of Mexico.• Mexico has the most free-trade agreements (17 agreements with 49 countries) of any country in the world.	<ul style="list-style-type: none">• Income tax is very high (40% at the top end).• There are far too many rules – it sometimes seems that more things are prohibited than are allowed. That's why it's been called a 'nanny state'.• There are more CCTV cameras than anywhere else, which makes it seem like Big Brother is watching you all the time.• High cost of living - rent, utilities and public transport are high compared to most places in the world.• UK has 'worst quality of life in Europe' (The Guardian) - one in 10 people in the UK have thought about starting a new life abroad.• The accounting regulations and disclosure requirements applicable to UK companies are extensive, detailed and complex.• The weather is terrible.• It's difficult to go out at night (especially in cities and towns on the weekend) without feeling threatened by the drunken behaviour of many people.	<ul style="list-style-type: none">• With the euro area in recession, relatively slow growth in both China and the United States, and a slump in Japanese imports, Seoul is not doing well. Exports are falling.• Korean consumers have heavy personal debt so the internal market can't absorb the losses.• Economic growth won't last forever.• Anyone who doesn't speak Korean will be at a great disadvantage as they'll miss both subtle clues to levels of respect directed toward her or him, and the hierarchy established among the Koreans with whom the business is conducted.• If you don't understand how Koreans think and act you won't be able to truly capitalise on business opportunities with Korean contacts.• South Korean business is dominated by a collection of industrial groups (chaebols) whose corporate organisation is unique to Korea, and which are very difficult to penetrate.• Traditional attitudes towards women mean that business life can be very difficult for Western women in Korea.• From a Western point of view the Korean legal system is far less predictable than in Europe or the US.• 50% of all Koreans share the same surnames: Pak or Park, Lee, Choi, and Kim, which can be very confusing for foreigners.

Advantages of Seoul / disadvantages of Mexico City and London

Seoul	Mexico City	London
<ul style="list-style-type: none">• South Korea is one of the world's wealthiest nations and one of the few developed economies that was able to avoid recession after the 2008 crisis.• The South Korean economy surged ahead with the record surplus of US\$70.7 billion in the end of 2013, up 47 percent growth from 2012, amid uncertainties of the global economic turmoil, with major economic output being exports of technology products.• South Korea is one of only two countries which has recorded five decades in a row of economic growth in excess of 5%.• When faced with adversity or hardship the South Koreans are masters of change and rebuilding. If things aren't working, they just change them and they have proved capable of doing this very effectively and quickly.• South Korea has re-invented itself as the cultural centre of Asian culture.• English is spoken by many educated Koreans, and due to strong trade and military relationships with the US, the use of English is often well-received.• Seoul has the most bandwidth-per-person of any city in the world, and the digital network in South Korea is the most technologically advanced in the world.	<ul style="list-style-type: none">• Not all products or services will be well received in Mexico.• Bureaucracy in Mexico is very complicated compared to other countries.• In Mexico there is not the same sense of urgency as in some other countries, e.g. you might have to wait weeks for a reply to an email.• The word "no" doesn't seem to be in a Mexican's vocabulary. They will never say it directly, which means you can get the wrong idea about how a business transaction went.• Mexican labour laws are not favourable to employers – they are very protective of employees and it can be difficult to fire anyone.• Mexico has a problem with crime; especially drug crime.• Corruption – among politicians, police officers and businesspeople – is widely reported.	<ul style="list-style-type: none">• Income tax is very high (40% at the top end).• There are far too many rules – it sometimes seems that more things are prohibited than are allowed. That's why it's been called a 'nanny state'.• There are more CCTV cameras than anywhere else, which makes it seem like Big Brother is watching you all the time.• High cost of living - rent, utilities and public transport are high compared to most places in the world.• UK has 'the worst quality of life in Europe' (The Guardian) - one in 10 people in the UK have thought about starting a new life abroad.• The accounting regulations and disclosure requirements applicable to UK companies are extensive, detailed and complex.• The weather is terrible.• It's difficult to go out at night (especially in cities and towns on the weekend) without feeling threatened by the drunken behaviour of many people.

Advantages of London / disadvantages of Seoul and Mexico City

London	Seoul	Mexico City
<ul style="list-style-type: none"> • The UK business environment is considered by many to be one of the world's most sophisticated and, as such, it is an attractive proposition for businesses of all sizes. • The UK is one of the largest of the world's markets. • Several legal structures are available for carrying out business in the UK. • The UK claims to be the world focus of legal services and the high international regard for law in the UK means it is the best place to negotiate contracts, arbitrate or mediate disputes. • The official language is English, which is recognised as the 'global language'. • Gross Domestic Product (GDP) increased by 0.8% in the first quarter of 2014, compared with growth of 0.7% in the fourth quarter of 2013. • The UK is home to Europe's largest share market and one of the biggest in the world. • In the event of insolvency, there is a strong rescue culture in the UK. • If financial assistance is required to establish a company in the UK, there are several options available. • The UK's corporation tax on businesses will be reduced to 20% from April 2015. By this time, the UK is expected to have the lowest corporation tax in the G8 countries and joint lowest in the G20. • A key element of UK business is the protection of new ideas provided by intellectual property rights. • Employment rules in the UK are designed to make sure that there is no unfair treatment or discrimination of employees and they can work in safety and comfort. 	<ul style="list-style-type: none"> • With the euro area in recession, relatively slow growth in both China and the United States, and a slump in Japanese imports, Seoul is not doing well. Exports are falling. • Korean consumers have heavy personal debt so the internal market can't absorb the losses. • Economic growth won't last forever. • Anyone who doesn't speak Korean will be at a great disadvantage as they'll miss both subtle clues to levels of respect directed toward her or him, and the hierarchy established among the Koreans with whom the business is conducted. • If you don't understand how Koreans think and act you won't be able to truly capitalise on business opportunities with Korean contacts. • South Korean business is dominated by a collection of industrial groups (chaebols) whose corporate organization is unique to Korea, and which are very difficult to penetrate. • Traditional attitudes towards women mean that business life can be very difficult for Western women in Korea. • From a Western point of view the Korean legal system is far less predictable than in Europe or the US. • 50% of all Koreans share the same surnames: Pak or Park, Lee, Choi, and Kim, which can be very confusing for foreigners. 	<ul style="list-style-type: none"> • Not all products or services will be well received in Mexico. • Bureaucracy in Mexico is very complicated compared to other countries. • "In Mexico there is not the same sense of urgency as in some other countries, e.g. you might have to wait weeks for a reply to an email. • The word "no" doesn't seem to be in a Mexican's vocabulary. They will never say it directly, which means you can get the wrong idea about how a business transaction went. • Mexican labour laws are not favourable to employers – they are very protective of employees and it can be difficult to fire anyone. • Mexico has a problem with crime; especially drug crime. • Corruption – among politicians, police officers and businesspeople – is widely reported.

After-class speaking session

You can talk about any topic that interests you!

Use these questions as a guide, if needed.

- What advice would you give to the mayor of your city/town in terms of improving the local economy?
- What industries/businesses do you think would be a positive addition to your city/town?
- Are there any industries/businesses that you'd like to see disappear from your city/town? Why/why not?
- Would you like to live in London, Mexico City or Seoul?
- What concerns you: global, national or local economy?

For help, contact:

support.englishonline@britishcouncil.org

Dos

- ✓ Treat everyone with respect
- ✓ Keep your camera on and participate
- ✓ Let others share ideas too
- ✓ Listen to everyone
- ✓ Click 'Leave' if you cannot stay back

Don'ts

- ✗ Don't take pictures or record
- ✗ Don't share personal details
- ✗ Don't let your children be visible onscreen