

Business Advanced Salon Preparation Sheet

Business Advanced Salon List:

1. Breakfast Cereals.
2. Selling Off A Line Of Business.
3. Human Resources Management.
4. Advanced Business Design
5. Servicing A Debt.
6. Idioms, Quotations and Interjections.
7. Dealing With Mistakes.
8. Luxury Perfumes.
9. No Smoking.
10. Telephone Skills.
11. Email Skills.
12. Where Should I Put My Money?
13. A Year in Fashion.
14. Big Fish Don't Jump.
15. The Barbecue.
16. The Hohokum Virus.
17. Wall Street Blues.
18. Dirty Work.
19. Selling Your Soul.
20. Advertising.
21. Hard Times.
22. Corporate Culture
23. Presentation Skills
24. Office Work
25. Negotiating 1
26. Negotiating 2
27. Meetings Practice 1
28. Meetings Practice 2
29. Managing the Future
30. Customer Service 1
31. Customer Service 2
32. Case Study-Federal Motors
33. A big new feature film
34. Law and Order
35. What They Think of Us and What We Think of Them

Salon 1:

Review this vocabulary:

Manufacturer, wholesaler, well –known makes, readily available, cereals, breakfast cereals, market share, retailer's own name, awareness, brand image, delighted, the full range, guaranteed presence, inferior, profit margin, reputation, a retailer, a retailer's own brand, on the shelves, wheatflakes, to work at full capacity.

Think about buying at the supermarket:

Do you buy the supermarkets own-brand products or not?

Why ?

Why do some people make a different choice to you?

Think about why a shop might prefer to sell both branded and own-brand products:

What advantages does this have for the shop and the shopper?

Are there any disadvantages that you can think of for the shop or the shopper?

Salon 2:

Redundant – Where the job disappears usually because of company reorganization

Strike – Where employees refuse to comply with their contract of employment in response to what they consider are unfair or illegal management actions.

Sack (or fire) – Where an employee or employees lose their job(s) due to breaking their contract or employment conditions.

Compensation payments- Where an amount of money (or equivalent) is paid to reflect a financial loss already made.

Subsidiary- Where a company owns 51% or more of the voting equity shares of another company and so effectively controls it.

Productivity – This is total production divided by a useful base such as labour hours, number of people etc etc. It is a statistic to allow comparisons or set targets.

Salon 3:

Review this vocabulary:

Contributions, computer hardware, computer software, health insurance, IT, pay scales, pensions, personnel, recruitment, time-consuming, top-grade.

Think about the following;

What does an HR Department do?

Why are they necessary?

Which things connected with employees do they NOT do?

Why do many organizations choose to have someone else look after their HR function rather than have their own department “in-house”?

Think about the methods that HR Departments use to select the “right person for the right job”. Some of these methods are controversial; graphology, horoscopes, psychometric testing etc.

If a Company does not use the above methods or have an HR Department, does that mean it is under-performing?

Salon 4:

Summary: This lesson is designed as a companion for the Business Intermediate salon “Business Design”. In this lesson, a more specific business model is asked for although the nature of the lesson (design and presentation) is the same as the BI one.

Review this vocabulary: utilities, depreciation, occupancy

Brainstorm all of the considerations required when drawing up a design for a new line of business.

Salon 5:

Vocabulary

bankrupt: unable to pay what you owe

creditor: someone who has lent money to a business

institutional investor: big investor like a bank, an insurance company or a pension fund

receivership: the compulsory sale of the assets of a bankrupt company; when a company *goes into receivership* it is forced to stop doing business because of its financial difficulties

recoup: to regain, recover, get back

share: part of the capital of a company

shareholder: owner of shares

share issue: sale of shares to the public

subcontractor: person or company who does part of the work of manufacturing, construction or service provision for the main contractor

delay repayments: to stop repayments temporarily

toll: money paid by users of roads, tunnels or, in this case, a bridge

Salon 6:

You do not need to prepare for this class.

Salon 7:

Review this vocabulary:

a computer bug,
cancellation insurance,
depreciation,
a hotline,
on-site repair,
potentially,
a refund,
software,
faulty
policy

A company has to consider many things in setting an after-sales policy. Think about the following;

Money back guarantee, replacement – no questions asked, Do It Yourself DVD repair guide.....Can you think of any others?

Think about the advantages and disadvantages to the company of offering an after sales service.

Salon 8:

Review this vocabulary: an exclusive outlet, fashionable, an outlet, prestige, prestigious, profit margins, a resort, a subsidiary, turnover, unlawful, upmarket

A company must decide the best way to market and distribute its products. Think about why a company might choose to sell in only one named shop (at different locations) and refuse to sell other businesses products.

What are the advantages of such a policy to the business, retailers and customers?

Salon 9:

Review this vocabulary:

**Implement a ban,
passive smoking,
contributory factor,
life-threatening,
a “gentle” ban.**

Situation:

1) Think about the obligations that a business has to both its smoking and non-smoking employees. Make a list of as many as you can think of.

How do they conflict with each other?

2) Think about the costs for a business associated with allowing or disallowing smoking at work. Make a list of these.

In your opinion which is the cheapest for the company ?

3) What can businesses do to encourage people to stop smoking, especially at work?

Salon 10:

Think about

In this class you will learn more about talking on the telephone in English. Beforehand, you should think about:

- How you would introduce yourself on the phone.
- How you would ask for someone.
- How you would reply when someone is not available.
- How you would ask who is on the telephone.
- How you would connect someone.
- How you would take a message.

You may want to think about what language would be polite in each situation and what language would be impolite.

Also consider

For this class you should also think about what will make you a better listener.

Salon 11:

Think about

In this class you will learn more about writing e-mails in English. Beforehand, you should think about:

- Subject headers. What are these? What are the most common ones used?
- How can you express intonation and emotion when writing an e-mail?
- Acronyms. What are these? Do you use any online? If yes, which ones?

Also consider

For this class you should also think about what steps you would take when preparing for and writing an e-mail.

Salon 12:

Summary: This lesson brings up specific vocabulary related to investment opportunities as well as the economy. The second part of class is a role-play where the Three Gorges Project in southern China is analyzed.

Vocabulary:

hydroelectricity, feasibility, archaeologist, sociologist, economist, environmentalist

Do you invest?

What kinds of investments do you think are the best? The safest?

How much do you know about the economy?

How much do you know about the Three Gorges Hydroelectric Project in China?

Is it a good idea?

Salon 13:

Vocabulary

Review the following vocabulary (if you don't know it is ok as your teacher will explain to you in the class, but try find out first on your own):

thriving, fashion house, spring collection, wholesale customers,
outgoings, to shoot up, fabric, overdraft, gloomy, to cost an arm and a leg,
recession, to ship, credit controller, installments, to slash, to lay off, to scale back,
to re-mortgage

Think about

Imagine that you run a fashion business (designing and selling clothes). What is unique about your business as compared to other businesses (e.g. making and selling stationary)? What challenges do you think you will face? Do you think this is a good business to be in? Why or why not? What is most important to you when you buy clothes?

Also consider

Do you think a company can grow too quickly? What is a cash flow problem? Have you ever experienced such a problem at your work, or in your own company? What is the best way to finance increased costs: existing profits, overdraft, bank loan, other type of loan, pay your suppliers late? Do you think its fair to pay suppliers late? Have any of your customers done this to you? What has been your company's (or your) policy in this situation?

Salon 14:

Vocabulary

Review the following vocabulary (if you don't know it is ok as your teacher will explain to you in the class, but try find out first on your own):

press conference, deadline, tycoon, aide, contractors, botched negotiations, completion date, intransigence, local planning authorities, industry insiders, standstill, to turn sour, liquidity, financial backers, court case

Think about

How important is reputation to a company? Can you put a monetary value on a company's reputation? What can a company do if there is some damage to its reputation? Do you think the price of a company's shares can be affected by rumour alone? What can a company do in such a situation where market rumours have led to a fall in the stock price?

Also consider

Do you think that doing business in Hong Kong is the same as doing business in mainland China? Do you think that if a businessman is successful in Hong Kong that he is guaranteed of success on the mainland? If you think yes, why do you think so? If you think no, what are the reasons for your opinion?

Salon 15:

Vocabulary

Review the following vocabulary (if you don't know it is ok as your teacher will explain to you in the class, but try find out first on your own):

multinational, to mix socially, subsidiary, request the pleasure of your company, RSVP, in full swing, admin., blazer, a running vest, behind his back, to command respect

Think about

Think about your values and beliefs. Why do you hold such values and beliefs? Why do you think, act and feel the way you do? Does everyone think, act and feel this way? How about all Chinese people? How do you feel if someone has different values and beliefs (e.g. that children should be independent of their parents after age 21)?

Also consider

Have you ever been to a party with people of different nationalities? Have you ever been to a work party with people of different nationalities? Did you ever go out with Western people socially? Were you afraid that you would make some mistake or offend someone by accident?

Salon 16:

Review this vocabulary:

fraud, scheme, antidote, offshore account, tamper, hostage, kidnap, terrorist, virus

What do you know about computer viruses?

How much do you know about computer related crime?

How much independence are you given in regards to making decisions in your workplace?

Are you good at making decisions in a crisis situation?

Do you agree with negotiating with terrorists?

How much is a human life worth?

Salon 17:

Vocabulary

Review the following vocabulary (if you don't know it is ok as your teacher will explain to you in the class, but try find out first on your own):

Wall Street, blues, investment bank, a long-term bet, fund manager, pension fund, Harvard, to turn round, bankruptcy, to plunge, the Mid-west, to bail out

Think about

Have you ever bought any stocks or bonds? Have you ever been to the casino? Do you think buying stocks/bonds is much like gambling? Have you ever “thrown good money after bad”? Where do you think the best place to invest your money is?

Also consider

Have you ever had to take a big risk in your life? What was the biggest risk you ever took in your life? Do you see yourself as a risk-taker or do you generally like to avoid risk? Do you think success only comes to those who are willing to take big risks? When you have to make a difficult choice how do you decide on the best option?

Salon 18:

Summary: The class introduces students to ethical dilemmas. Placing one’s own interests in relation to the wider relations is examined. As well, the student is introduced to western trade unionism.

Review this vocabulary: toxic emissions, allegations, recycle, commute, rush hour, the Green movement, redundancy, bureaucracy

How serious is environmental damage in China?

If you had to choose between your job and the environment, which would you choose?

What do you know about trade unions?

Would you be willing to go on strike to force change in your workplace?

Salon 19:

Vocabulary

Review the following vocabulary (if you don’t know it is ok as your teacher will explain to you in the class, but try find out first on your own):

hottest, an act, music critics, to rave about, brilliant, gig, venue, recording deal, major label, stable, rights to, to drag on, music publisher, guys, publishing deal

Think about

Have you ever been tied to a contract that you felt was unfair? What did you do about it? Do you think people should be allowed to get out of exploitative contracts (such as employment contracts), or that they should have read them more carefully in the first place? Are most contracts win-lose, or are they win-win?

Also consider

When you are faced with a dilemma how do you find a solution? Think about some traditional and some creative ways that you could arrive at a solution to a problem? Can you think of a time where you found an unusual solution to a problem that nobody else had thought of before?

Salon 20:

vocabulary:

Prestigious	fierce competition	initial	rough version	chateau
Life jackets	snap your fingers	cabin crew	cellar	expense claim
Undercut	rival	masseur	beautician	unparalleled
Luxurious	niche	hub		

Reading the following passage before the class

Problem

Jane Long was under pressure. The Bryant Long advertising agency was desperate to win the prestigious contract with Albion Airlines - but there was fierce competition from several other top agencies. As Bryant Long's creative director, Jane knew that her creative department had to come up with some brilliant ideas very, very quickly.

She decided to give her creative teams just 24 hours to deliver rough versions of their initial ideas. To help them focus on Albion's requirements, she gave all of them this summary of the advertising brief:

Salon 21:

Vocabulary

Glossy	Up-market	Commission	Close a deal
Prestigious	Soften up	Reap	Glare

Reading the following passage before the class

Problem

Recession had hit the advertising telesales team at Bluebird Publications hard. No one wanted to buy advertising space in Bluebird's range of glossy up-market lifestyle magazines any more. Even the telesales team leader, Rob Grewal - the company's number one salesperson - was finding it difficult to close more than one or two deals a week. As each salesperson's income depended entirely on commission from business that he or she personally generated, competition between salespeople was fiercer than ever.

Everybody agreed it was the worst possible time for young Duncan Black to join the department – particularly since it was Duncan's first job and he seemed to lack the obvious qualities needed to succeed as a salesperson. But after only two days in the office, Duncan put down his telephone and smiled to himself. He had just closed a deal for a twelve-month order for full colour double page adverts in Bluebird's most prestigious publication. It was worth as much commission as many of the others earned in six good weeks. Rob Grewal was amazed; it was the sort of deal he dreamt about.

'Which company is it, Duncan?' he asked. 'Who's it with?'

'Paxham's Menswear,' said Duncan. 'Paxham's?' exclaimed Grewal. 'But everyone in this office has tried to get Paxham's a hundred times. Paxham's don't buy advertising space! It's against their corporate policy.'

In the pub that lunchtime, Grewal raged against young Black's good fortune. 'What does that kid know?' he shouted. 'We've all been softening up Paxham's for years. I've spent hours of my life on the phone to their marketing department. Then that kid comes along and reaps the reward for all our hard work with just one five-minute phone call. Times are hard for all of us, aren't they? I say we split his commission between everyone in the office. It's only fair.'

A few of the telesales people nodded their heads in agreement. Others looked uncomfortable. 'Come on, Rob,' said one of them. 'A year ago, when you had all the luck, no one asked you to share it with them, did they?'

Grewal looked at him coldly. 'In my case,' he said, 'it wasn't luck. I got where I am by hard work.'

When they returned from lunch, Duncan Black was not yet back at his desk. So, when Black's telephone started ringing, Rob Grewal answered it. '... Sure,' said Grewal. '... Sure, you don't need to speak to Mr. Black. I can take your order. I'm Mr. Black's boss. Now, what would you like? ... A full colour back page? ... Certainly... If you can fax through confirmation of that, with 'Order taken by Mr. Grewal' at the bottom of the letter, that would be great... Thank you, it was a pleasure doing business with you.'

As Grewal put down the telephone several of his colleagues looked at him suspiciously. 'You're not going to claim the commission on that order, are you?' asked one of them.

'Of course,' said Grewal.

'But, that was Duncan's client,' said another. 'Duncan has done all the work to get that business. It should be his commission. Come on, we're a team. We have to trust each other.'

Grewal smiled at the other telesales people. 'I don't care who did the work,' he said. 'I took the order, so I say that's my commission. He should have been back from lunch on time.'

'Now, listen, Rob said one of the older salespeople, 'we're all upset about that Paxham order. But that's life, isn't it? It's no reason for you to steal one of Duncan's other clients.'

Grewal glared at his colleagues. 'It's my commission,' he repeated. 'And I'm the team leader. So, what are you going to do about it?'

Salon 22:

Think of an experience you've had working with a terrible leader. What suggestions would you offer him/her for improvement?

Think of an experience you've had working with an excellent leader. What have you learned from this person and the way he/she interacts with others?

Salon 23:

This class looks at how to make a presentation in English.
Consider the following:

- Have you ever had to make a presentation before?
- When was it?
- Where was it?
- What was it for?
- How long was it for?
- How many people were there?
- What was the purpose of the presentation?
- How did you feel?
- What did you need to prepare prior to the presentation?
- Did you use any materials or visual aids during the course of the presentation?

Salon 24:

This class looks at the type of people who work in offices and office stereotypes.
It also looks at what is important in a job and the issue of problems in the workplace.

- Who do you work with?
- What type of people work in their offices?
- Are they old or young?
- Are they experienced in what they do or are they recent graduates?
- Do you get on with most of your colleagues?
- Do you socialize with them outside of working hours?
- How would you describe the working atmosphere in your office?

The lesson also looks at values and worth in the work place.
What factors are important to you when you choose a job?

What problems do you often encounter in the workplace?
What is stress?

Salon 25:

Review this vocabulary:

in-house, to outsource, brochure, hygiene, to tender, catering

Think about negotiating styles in China.
Do you know anything about Western styles of negotiating?
What are some of the differences between the two?

Review these words before the class:
offer/request/confirm/clarify/suggest/promise/refuse/advise

Salon 26:

Review this vocabulary:

Balcony, scuba diving, run-down, ferry, majestic, plumbing, typhoon

Think about the considerations involved in buying a hotel.

What is a trade-off?
What is a compromise?

Salon 27:

Review this vocabulary: formal, informal, agenda, hypermarket, town hall

If you were the chairperson of a meeting, what would you say and how would you open the meeting?

In a formal situation, what kind of vocabulary would be appropriate?
An informal one?

What is a hypermarket?
Do you do your shopping at these types of places?
Can you think of any disadvantages of these types of businesses on the local society?

Think about small, local governments making decisions about the local community.
Think about your concerns as a citizen in a small town.

Salon 28:

Summary: The class is designed to teach students how to close a meeting. Two role-plays are included – the first is a formal meeting regarding budget cutbacks while the second meeting is a more lighthearted meeting, “closer to home” for students. As well, students are invited to analyze a company’s budget.

Review this vocabulary:

budget, out-source, subsidy, subscription, sponsorship, canteen

What is a budget?

What are budget cutbacks?

In the event of cutbacks, which department should be cut first?

Salon 29:

No preparation sheet.

Salon 30:

Review this vocabulary:

parrot/pigeon, to make ends meet, Norwegian, to nail, to deny, striped, fluffy, fancy, satisfaction, to persist, to rip somebody off

Think about customer service in establishments in China (convenience stores, supermarkets, restaurants).

Is it good?

If it isn't, then why?

Can you think of ways that it could be improved?

Think of the worst customer service you have ever received. What made it so bad?

Salon 31:

Summary: The class is designed to introduce students to the basics of good customer service. Mini role-plays plus a longer role-play are used to involve students in the practice of customer satisfaction.

Review this vocabulary:

employee theft, liability insurance, legitimate, lump sum, empathy, sympathy

What is a customer?

What are customers' needs?

How do you make a customer happy/satisfied?

Salon 32:

Summary: This lesson is designed as an extension of Business Advanced Private Classes 1 and 2. The student examines a case study concerning Federal Motors. The actual nature of the class depends largely on the teacher/class size.

Review this vocabulary:

Latin, vacuum, dynamic, restoration

Salon 33: **Vocabulary**

amateur: inexperienced, unpaid, unqualified, non-professional
ambitious: having a strong desire for success
backing: support, funding, help, assistance
big-budget: costing a lot of money; needing a lot of investment
box-office hit: film which a lot of people go and see
cast: actors in a film
context: background, environment, situation, setting
dynamic: energetic, enthusiastic, active, forceful
feature film: big, important, major movie
film director: person who supervises the whole planning, production and financing of a film
film producer: person who supervises the whole planning, production and financing of a film
insight: the ability to understand the mind and thinking
location: place (outside the studio) where parts of a film are actually made
movie: American English for a film, also widely used in the UK
over-ambitious: trying to do more than is actually possible
plot: story, what actually happens in a film
rights: permission to use something which belongs to someone else; here, permission to use the story from a novel in a film
screenplay: text, the words spoken in a film
screenwriter: person who writes the screenplay
takings: the money paid by audiences to see a film
up-and-coming: becoming more famous, increasingly successful

Salon 34:

Summary: The lesson is designed to introduce students to Western law. Vocabulary, case studies and discussion material is provided to develop the student's abilities with the topic.

Review this vocabulary:

crime, criminal, prison, jail, to sentence, consensus, to execute, death penalty, capital punishment, probation, retribution, court, case, judge, jury, defense, prosecution, robbery, compensation, embezzlement, theft, shoplifting, graffiti, psychiatrist, vandalism

Do prisons work?

What punishments fit what crimes?

Do you agree with the death penalty?

Are crime levels in China going up or going down? Why?

Salon 35:

Summary: The lesson is designed to look at culture both from Chinese and foreign perspectives. The actual direction of the class will depend largely on the teacher but the focus is to examine culture in a business context.

Review this vocabulary:

flattery, initiative, credibility, chauvinistic

Think about Chinese culture in both social and business contexts. How does it differ from your impression/knowledge of foreign one's?

If you were to select activities that would introduce foreigners to your country's society at ALL levels, what would they be?

How much do you know about foreign culture? Habits? Peculiarities?