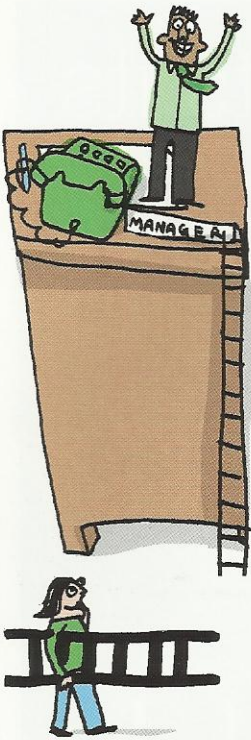


1 Building a career



1.2 Vocabulary Education and career

Brainstorming

- 1 Think of as many good reasons as possible for studying business.
- 2 The letter below discusses reasons for attending business school. Choose one verb for each of 1–10 to complete the letter with the correct collocations.

Dear Sonia,

You asked my advice about going to business school. Well, don't miss out on a wonderful opportunity to (1) **gain/boost/make** knowledge and to (2) **make/acquire/do** skills which will serve you for a lifetime. As well as (3) **gaining/receiving/improving** your employability and (4) **having/boosting/making** your future earnings, you'll (5) **get/have/obtain** lots of fun (6) **going to/doing/getting** parties and (7) **doing/making/learning** friends. If you choose a good school you'll (8) **enhance/receive/learn** tuition from experienced professors and (9) **obtain/do/make** practical experience that will really (10) **enhance/obtain/gain** your CV. In your shoes, I wouldn't hesitate for one moment!

- 3 Look again at the list you made in 1. Are any of the ideas in the letter to Sonia the same as yours? Which phrases would you add to your list?
- 4 With a partner, decide which collocations in 2 relate to professional rather than personal experience. Use them to write sentences about yourselves that you could use in a job interview.

Funding

- 5 Read the extract below about how to pay for studies. Choose a verb from the box to complete each gap.

obtain finance borrow support win subsidize arrange

If you're not lucky enough to be married to a millionaire or to have parents with very deep pockets, you may be wondering how to (1) _____ the next step in your education. Customs vary from country to country; one of the most popular solutions is to (2) _____ a student loan, sometimes interest-free or tax-deductible, that is only repayable when you are in full-time work. Many students who are unable to (3) _____ money from friends or family prefer to (4) _____ themselves by working part-time, and some are able to (5) _____ grants from local government or to (6) _____ scholarships from their universities. If you're already in work, try persuading your employer to (7) _____ your studies – in some countries companies are bound by law to contribute towards further education.

Discussion

- 6 What are the advantages and disadvantages of the methods of financing your education mentioned in the article? Which ones would you use?
- 7 Work with a partner. You are going to read about a businesswoman named Jacky. Ask questions to exchange information and complete the description of her education. Student A should turn to page 110. Student B should turn to page 112.
- 8 Talk about your education. Was it different from your parents' education? What sort of education would you like your own children to have?

Action verbs

9 Complete the CV with appropriate action verbs from the boxes. Then use them to write sentences for your own CV.

contacted
recruited
exceeded
met
presented
trained

chaired
designed
managed
drew up
motivated
implemented

2002–2004 Sales manager, Way2Go Travel, UK

- 1 _____ corporate clients by phone and 2 _____ incentive travel programmes to Boards of Directors
3 _____ and 4 _____ new sales reps
5 _____ sales targets for every month and 6 _____ annual objectives by twenty per cent

2004–2007 Sales and marketing manager, Hondo Holidays, Texas

- 7 _____ sales materials and 8 _____ innovative advertising campaigns
9 _____ and 10 _____ a team of 40 telesales operators
11 _____ a working party and 12 _____ proposals for a new e-commerce division

Career stages

10 Decide which verbs from the box can refer to people who ...

- 1 are currently enjoying having no work
- 2 lost their jobs due to poor company performance
- 3 are making positive career moves
- 4 are leaving a job they were unhappy with
- 5 are making a geographical change
- 6 lost their job due to disciplinary problems

to be laid off to quit to be on assignment to be promoted to be suspended
to be resting to be made redundant to be transferred to take a sabbatical
to give in your notice to be dismissed to join a company

Listening for gist

11 1:02 Listen to six speakers talking about career changes. Use expressions from 10 to describe each situation.

12 Work with a partner. Discuss the situations below.

What would you do if ...

- 1 you were promoted to a job you knew was too difficult for you?
- 2 you were made redundant after 25 years' service?
- 3 you were unfairly dismissed for harassing an employee?
- 4 you gave in your notice the day before the firm announced a 33 per cent salary increase?
- 5 you were transferred to Alaska?
- 6 you were on sabbatical for a year?

Listening and discussion

13 1:03–1:05 Listen to three people talking about career choices. Make notes on the problems they face. Discuss what you would do and why. Then compare your answers with page 110.

Internet research

Search for the keywords "action verbs for resumes cvs". Update your CV using dynamic action verbs and phrases.




1 Building a career

1.4 Speaking Giving reasons in interviews

Listening and discussion

1  **1:07** Listen to eight interview questions. Which of these questions about personal choices are reasonable interview questions? Give reasons.

Listening

2  **1:08–1:09** Ruth and Anaïs applied for the same job with Banco Agricolo. Listen to two extracts from their interviews and complete these statements with Ruth or Anaïs.

- 1 _____ chose to study business because it pays more than languages.
- 2 _____ chose to study business to prepare for a career as an international manager.
- 3 _____ chose the Franklin School of Business mainly for the quality of its programmes.
- 4 _____ chose the Franklin School of Business mainly to be with her boyfriend.
- 5 _____ has not prepared or organized her ideas.
- 6 _____ presents well-prepared and well-organized ideas.
- 7 _____ gives vague and sometimes irrelevant reasons.
- 8 _____ gives appropriate, precise and well-structured reasons.

3 Put the expressions you have just heard in the appropriate group, as in the examples:

Introducing a point: 1, ...

Seeing both sides: 3, ...

Combining reasons: ...

Adding ideas: 2, ...

- 1 *Firstly ...*
- 2 *Besides,*
- 3 *On the whole ..., however ...*
- 4 *As regards choosing business ...*
- 5 *It not only prepared me to work ..., but it also means that ...*
- 6 *In addition, a business degree always gets attention ...*
- 7 *As far as my choice of business school is concerned,*
- 8 *It's true that the big names ..., but on the other hand, newer schools like Franklin ...*
- 9 *For one thing, they have better facilities, and for another, they're less expensive.*
- 10 *What's more, their curricula are ...*

4 With a partner, use expressions for combining reasons and adding ideas to complete these answers to interview questions. What were the questions?

- 1 Mainly for the variety. I _____ get out of the office a lot, _____ I meet a lot of different people. _____ the salary was much better than anything else I was offered!
- 2 Well, it's very close to what's known as the 'Plastics Valley'. _____ to lots of jobs, there are very good communications. _____, it's one of the most beautiful areas in the country.
- 3 Several reasons really. _____, it really relaxes me after a hard week, and _____, it keeps me fit. You can't beat badminton for a good workout; and _____, it's a great way to meet people.

