

Business Wisdom

Level

Intermediate and above

Tasks

Discussing the term 'mass collaboration'

Putting the stages of a flow chart into the correct order

Reading the transcript of a business programme about a new initiative on the Internet

Identifying words in the transcript from their definitions

Doing a fluency task arising from the transcript

How to use the lesson

- 1 Hand out the worksheet and ask students in pairs to discuss what they think the term 'mass collaboration' means. Elicit students' answers. Tutor note: mass collaboration is where individuals come together and cooperate to solve a problem. The term was described by Don Tapscott in his book *Wikinomics* and includes ideas such as 'sharing' and 'acting globally'. Mass collaboration projects typically take place on the internet.
- 2 Ask students to look at the flow chart and reorder the stages. Students scan the article to check their answers.

Answers

(e) (b) (d) (c) (a)

- 3 Students read the whole article about the Business Wisdom initiative. Students can summarise what they learn about this initiative. Find out what they think about the idea. You may wish to look at any useful vocabulary, such as: *concept / host / break down / talent / convinced*.
- 4 Ask students to find the words in the transcript from the definitions.

Answers

(a) *far-fetched* (b) *brainchild* (c) *authorities* (d) *peers* (e) *consultancy*

- 5 Students to work through the three stages of the task in small groups. First, divide the class into small groups who write down details of their problem. In the second stage, ask students to write a solution to a problem and fold the paper over before passing it along to the next group. Finally, each group reads all the suggestions they receive and chooses the best one to announce to the class. Finish the lesson by providing language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://en.wikipedia.org/wiki/Wikinomics>

http://business.timesonline.co.uk/tol/business/related_reports/business_wisdom/

http://en.wikipedia.org/wiki/Don_Tapscott