

The business Oscars

Level

Intermediate and above

Tasks

Discussing important factors in starting up a new company
 Matching titles to paragraphs in an article
 Reading an article about an awards ceremony
 Matching words to create collocations from the article
 Choosing and presenting a company to nominate for a business award

How to use the lesson

- 1 Find out if anyone in the class has ever wanted to start his / her own company. If yes, what kind of company? If no, why not? Tell students the lesson is about an 'award' for new companies – checking that students know this word. Hand out the worksheet and ask students to choose the most important factor. Allow students to compare their answers with a partner and justify their choice. Elicit feedback.
- 2 Ask students to match the headings to the paragraphs by scanning the article.

Answers

(a) – 4 (b) – 2 (c) – 1 (d) – 3

- 3 Ask students to read the article and list the awards. Are there any such awards in their country? Deal with any useful vocabulary such as: *ambitious / impressive / innovative*.
- 4 Ask students to look back at the article and match the words in exercise 4 to create collocations. Ask them to use some of the collocations to create sentences about their own company.

Answers

(a) *business strategy* (b) *customer focused* (c) *overseas markets*
 (d) *excellent growth* (e) *start-up costs*
 (f) *to provide training* (g) *to develop products* (h) *to create jobs*
 (i) *to increase turnover* (j) *to launch a scheme*

- 5 Divide the class into small groups. Agree the ground rules – e.g. any company is eligible for nomination. If possible, hand out an OHT for students to write up their three key points. After the presentations, hold a class vote for the 'Company of the year 2005'. Provide language feedback.

Related websites

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

<http://www.growingbusinessawards.co.uk/>

<http://www.businesslink.gov.uk/>

http://www.sophos.com/companyinfo/news/cbi_awards.html