

## A tale of two companies

### Level

Elementary

### Tasks

Comparing which make of computer students use at work and at home

Completing a time-line by scanning an article about two companies

Finding business words in the article from their definitions

Creating a time-line for a company history or product and presenting it to the class

### How to use the lesson

- 1 Ask students which make of computer they think is the best. Write some suggestions on the board. Pre-teach the word 'reliable'. Hand out the worksheet and let students compare the makes of computers they use /own. Encourage students to say why they like the computers: e.g. cheap / reliable / easy to use etc.
- 2 Ask students to complete the time-line with the missing dates and events by scanning the article.

#### Answers

*IBM* introduced personal computer – **1981**

*Legend* established to distribute foreign brand PCs – **1984**

1994 – ***Legend designed, manufactured and distributed its own computer***

2003 – ***Legend renamed itself Lenovo***

- 3 Students read the article again for general understanding. Check the vocabulary in exercise 5. Ask students what they think will happen in the PC market.
- 4 Ask students to look back at the article and find the words from their definitions.

#### Answers

(a) *expertise* (b) *reputation* (c) *pioneer* (d) *brand* (e) *deal* (f) *consulting*

- 5 Working in small groups or pairs, students draw a timeline for their own company or another they know well, or for a particular product. They should try and include some of the words in the box. If possible, they can research information on the Internet, or from company brochures. Once they have finished, ask each pair / group to present their timeline to the class (using an OHT, if available).

### Related websites

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

<http://www.lenovogrp.com/>

<http://www.ibm.com/us/>

[http://en.wikipedia.org/wiki/Home\\_computer](http://en.wikipedia.org/wiki/Home_computer)

<http://news.bbc.co.uk/1/hi/business/4078301.stm>