

Teacher's notes Unit 2 Corporate image

Level: Advanced

The slides in this PowerPoint presentation focus on:

Corporate image (Slide 1)
Corporate social responsibility (Slide 3)
Time management (Slide 4)
Paired Comparison Analysis (Slide 5)
Management delegation style (Slide 6)
Product image (Slide 8)

In addition, the other slides provide the answers to longer tasks found in the Teacher's Book so you can give feedback more quickly and easily.

Slide 1: McDonald's products photo on page 18 of the Student's Book

This photo of McDonald's products is provided so you can introduce the topic of *The Big McMakeover* text on page 19 of the Student's Book before opening the book.

As a lead-in, ask your students what they know about the company.

[5 minutes]

Slide 2: Future forms grid on page 20 of the Student's Book

This is provided so you can provide quick feedback to your students and highlight language points easily.

[5 minutes]

Slide 3: Corporate social responsibility

This is provided so you can introduce the theme and/or give your students an example of the kind of statement companies make about CSR to go with the reading texts on pages 22 and 23 of the Student's Book. It could be used at any point as you go through Module 2.3.

Ask your students to suggest words that could fill the gaps and to answer the questions below:

Missing words

1 dedicated / committed
2 growth

- 3 impact / effect
- 4 motivated / empowered
- 5 standards
- 6 reputation
- 7 responsible

Questions

1 In paragraph 1 what phrase is used to set a target that is not quantified?

Answer: *kept to a minimum*.

2 Which industry sector do you think ABC Enterprises operates in?

Answer: this is difficult to say but clearly from paragraph 3 we learn that the wellbeing and training of the workforce is very important, so it could be something like the car industry where quality of work is very important. CSR statements tend by their very nature to be all-embracing and general.

3 In paragraph which words means *tries hard*?

Answers: *strives*, which is a more formal way of expressing this idea. It is not a word you would expect to hear in everyday speech.

4 What can you say about the overall style and content of the statement?

Answer: the style is formal and, as is suggested by the answers to questions 1 and 2, a bit vague.

As a follow-up, students can then look for other examples of CSR statements as their Internet research and report back to the class at your next meeting.

[10 minutes]

Slide 4: Cartoon strip from page 24 of the Student's Book.

This is provided day-by-day so you can give your students the opportunity to tell the story over the week, and to come up with language that is used to describe the two people's moods and feelings during the working week, for example *bad-tempered, fed up, relaxed*.

[5 minutes]

Slide 5: Paired Comparison Analysis from page 24 of the Student's Book

This is provided so that you can explain how Paired Comparison Analysis works rather than your students having to do Internet research to find out how this model works before doing exercise 5 on page 24.

Follow these steps to use the technique:

Write down the options you are going to compare. Give each option a letter and mark the options as columns and rows on the grid. The cells in the grid where an option would be compared with itself cannot be written in, as are the cells where a comparison would be repeated. The grid has space for eight options but can be extended if needed.

In the remaining cells compare the options in the column with the ones in the rows. In each cell write down the letter of the more important option and score the difference on a scale of 0 to 3. When you are finished, add up the scores for each option, the one with the highest score is the most desirable option.

If you visit the *mindtools* website at <http://www.mindtools.com> you will find worked examples of this model in action.

[10 - 15 minutes]

Slide 6: Management delegation style chart on page 25 of Student's Book

This can be used at any point as you go through page 25 of Module 2.4.

With the Student's Books closed, ask your students to plot where these managers would appear on the chart:

Great Leader
Good Leader
Reluctant Leader
Insincere Delegator
Typical Manager
Micromanager

[5-10 minutes]

Slide 7: Model answer to easyJet press release on page 27 of the Student's Book

This model answer is found on page 31 of the Teacher's Book and is provided so you can give quick feedback to both Tasks 6 and 7 on page 27 of the Student's Book.

Answers to Task 6 are in blue. Answers to Task 7 are in red.

Slide 8: Photos of electronic devices to go with the Discussion on page 28 of the Student's Book

These are provided so you can apply the factors listed on page 28 that influence choice to three electrical products. The photos show an Apple ipod nano, a Blackberry mobile phone and a car navigation unit.

Acknowledgements:



The **Business**

Andi Watson/ Copyright Guardian News & Media Ltd 2007 (cartoon)

Corbis

Getty Images

Photolibrary

The publishers would like to thank the following for permission to reproduce their photographs:

Website materials used may contain links for third party websites. We have no control over, and are not responsible for, the contents of such third party websites. Please use care when accessing them.