

ENGLISH

FOR

BUSINESS



Ni Putu Yeni Yuliantari, S.Pd., M.Pd

Prof. Dr. Dra. Ni Made Indiani, M.Si.

ENGLISH

for

BUSINESS

Ni Putu Yeni Yuliantari, S.Pd., M.Pd
Prof. Dr. Dra. Ni Made Indiani, M.Si.

UNHI PRESS
2024

ENGLISH FOR BUSINESS

PENULIS:

Ni Putu Yeni Yuliantari, S.Pd., M.Pd
Prof. Dr. Dra. Ni Made Indiani, M.Si.

DESAIN SAMPUL & TATA LETAK:
Japa.id

ISBN: 978-623-7963-64-6

Cetakan Pertama, September 2024.

UNHI PRESS

Jl. Sangalangit, Tembau, Penatih, Denpasar Timur. 80238
(0361) 464700/ 464800
unhipress@unhi.ac.id
www.unhi.ac.id

FOREWORD

We extend special thanks to Ida Sang Hyang Widhi Wasa for the blessing and grace so we can publish a book entitled "English for Business."

We also express our gratitude to those who supported the smooth progress of this textbook from the writing process to printing, including our parents, our colleagues, the publisher, and many others whom we cannot mention individually.

The material in this book has been compiled from relevant sources for the Business English course. All English skills— Listening, Speaking, Reading, and Writing—are addressed, tailored to the appropriate level of ability.

Our textbook, titled "English for Business," has been developed to the best of our ability to provide readers with valuable information and knowledge about English in the business and economic fields.

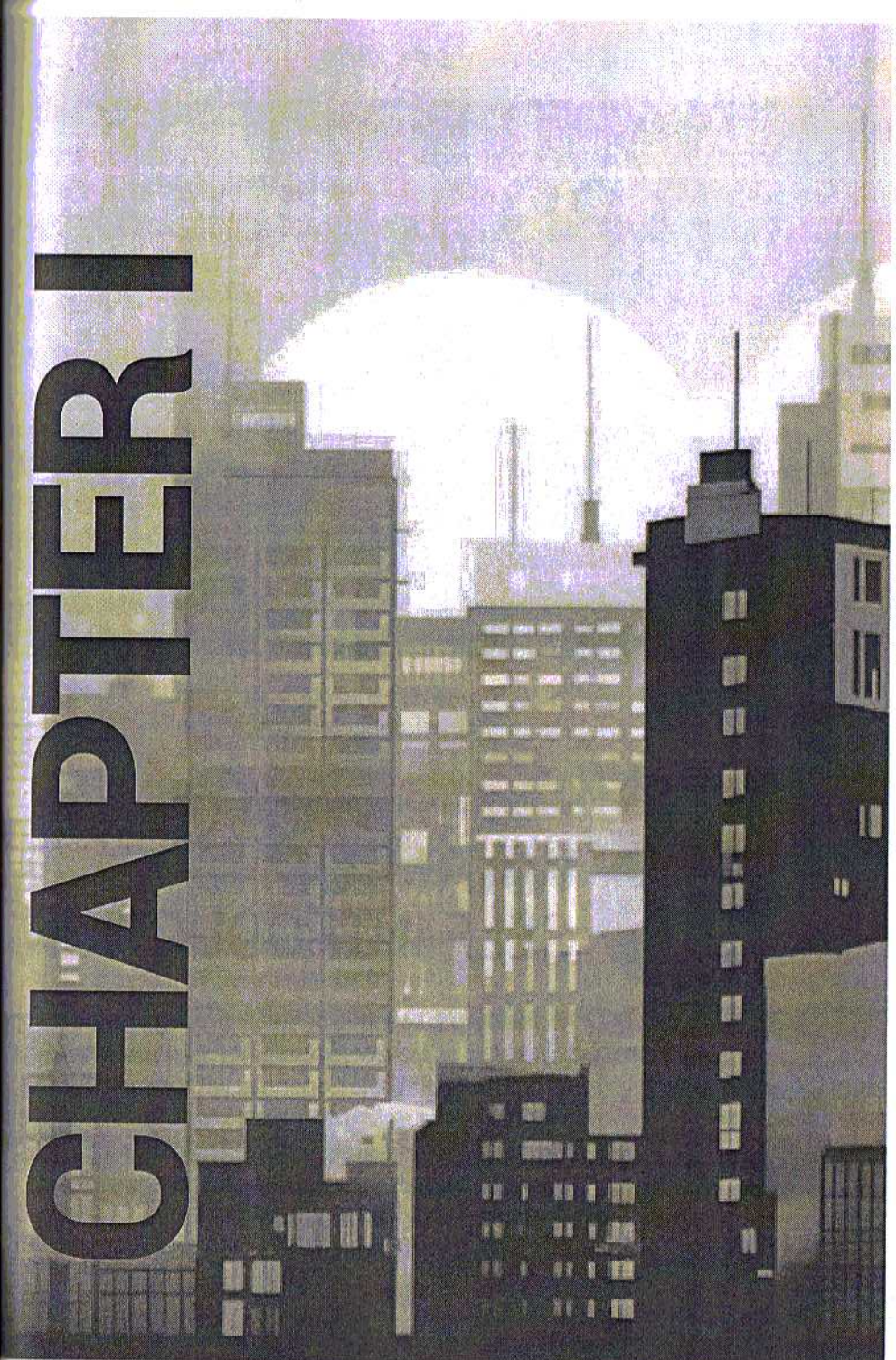
We are aware that there are still many omissions and errors, and that this book is far from perfect. Therefore, we kindly ask readers to provide suggestions regarding this textbook so that we can continue to improve its quality.

We deeply hope that by reading and comprehending this book readers can understand the information and gain insights into the field of business and economics.

CONTENTS

CHAPTER I - INTRODUCTION	1
1. Warm up	1
2. Listening	2
3. Reading	4
4. Speaking	7
CHAPTER II - MANAGEMENT	11
1. Warm up	11
2. Vocabulary	13
3. Reading	14
4. Writing	16
5. Speaking	16
CHAPTER III - ECONOMY MANAGEMENT	17
1. Warm up	17
2. Listening	19
3. Writing	23
4. Speaking	24
CHAPTER IV - BUSINESSMAN	27
1. Warm up	27
2. Listening	29
3. Reading	30
4. Writing	31
5. Speaking	32
CHAPTER V - ADVERTISING	35
1. Warm up	35
2. Listening	37
3. Vocabulary	38
4. Listening	39
5. Writing	39
CHAPTER VI - RECRUITMENT	43
1. Warm up	43
2. Listening	44
3. Reading	45
4. Writing	50
5. Speaking	51
CHAPTER VII - BUSINESS PLAN	53
1. Warm up	53
2. Reading	55
3. Listening	59
4. Writing	61
5. Speaking	62
REFERENCES	63

CHAPTER I



CHAPTER I INTRODUCTION

AIMS:

Discuss the way introducing one self and other
Discuss type of pronouns
Enhanced public speaking

1 WARM UP SELF INTRODUCTION

Properly presenting oneself during the first few days of a new job might help you develop strong, cordial relationships with your coworkers. Understanding the best ways to make that introduction will help you prepare for a positive first impression. Let's see the example.

1

PRE-LISTENING

1. What is? a) you work
2. Where do? b) you worked here
3. It is nice? c) you do
4. What do? d) your name
5. Where are? e) too meet you
6. How long have? f) you from

2 LISTENING

Listen to dialogue (listening 1)

Source: learnenglish.britishcouncil.org

The conversation between Peter and Carla introduces them to each other as new colleagues in a company. Answer the questions.

1. Where is Carla from?
2. Where is Peter from?
3. What department does Carla work in?
4. What does Peter do in design department?

DISCUSSION

“What do you usually talk about when you meet people for the first time? Share your story.”

2

TIPS

A simple way to introduce yourself
by Andrea Wojnicki (2022)

1. Present

Start with a present-tense statement to introduce yourself:

Hi, I'm Ashley and I'm a software engineer. My current focus is optimizing customer experience.

2. Past

The second part of your introduction is past tense. This is where you can add two or three points that will provide people with relevant details about your background. It is also your opportunity to establish credibility. Consider your education and other credentials, past projects, employers, and accomplishments.

My background is in computer science. Before joining this team, I worked with big data to identify insights for our clients in the health care industry.

3. Future

The third and last part in this framework is future-oriented. This is your opportunity to demonstrate enthusiasm for what's ahead. If you're in a job interview, you could share your eagerness about opportunities at the firm. If you're in a meeting, you could express interest in the meeting topic. If you're kicking off a project with a new team, you could talk about how excited you are, or share your goals for the project.

I'm honored to be here. This project is a significant opportunity for all of us.

That's it for the self-introduction framework. Present, past, future. Elongated and effective. By using this approach, you'll not only introduce yourself better, but it also frees you from ruminating on what you'll say when it's your turn to introduce yourself and allows you to listen when others introduce themselves. You will also make it easy for the person who introduces themselves after you, since you'll conclude your self-introduction with positive enthusiasm.

3 READING

Introducing other

Introducing people is both an art and a means of ensuring good manners. A good introduction can get people off to a great conversational start and can help ease any discomfort or unease at meeting for the first time. Read the conversation about Lucy introduces Tui to some of her friends and answer the questions.

Lucy: Hi. This is Tui she's a new student that's just joined.

Bob: Hi nice to meet you. My name is Bob.

Jane: Hi, I'm Jane. Have a seat and tell us all about yourself.

Tui: Hi. It's great to meet you. I'm from Thailand and I arrived yesterday.

Jane: Are you homesick?

Tui: A little. I miss my family.

Bob: Do you come from a big family?

Tui: Quite big. I have two brothers and one sister. I'm the oldest.

Lucy: It must be difficult coming so far away from your family.

Tui: Yes but I have always wanted to travel and meet people from other countries.

Jane: Do you like it here?

Tui: Yes. I am very excited to be here. Where do you come from?

Jane: I come from New York.

Bob: It was nice to meet you Tui. I have to go to my class now. I will see you later, bye.

(Source: excellentes4u.com)

REFERENCES

Aarts, Bas et.al. (2014). *The Oxford Dictionary of English Grammar: Second Edition*. USA: Oxford University Press.

<chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/>
https://www.scholastic.com/sharktank/pdfs/Shark_Tank_Teaching_Guide.pdf

<https://learnenglish.britishcouncil.org/skills/listening/a1-listening/meeting-new-team-member>.

<https://www.bbc.com/news/business-68096633>

<https://www.bbc.com/worklife/article/20240118-jane-wurwand-interview-influential-katty-kay>

<https://www.excellentesl4u.com/esl-meeting-someone-new-conversations.html>

<https://www.rightattitudes.com/2007/11/03/etiquette-protocol-introducing-people/>

Kahney, Leander. (2019). *Tim Cook: Genius Who Took Apple To The Next Level*. Penguin UK.

McKenzie, Ian. (2002). *English for Business Studies Student's Book: A Course for Business Studies and Economics Students*. Cambridge University Press.

McKenzie, Ian. (2010). *English for Business Studies Student's Book: A Course for Business Studies and Economics Students*. Cambridge University Press.

Nadella, Satya, et.al. (2017). *Hit Refresh: The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone*. Harper Collins.

Nooyi, Indra. (2021). *My Life in Full: Work, Family, and Our Future*. Portfolio

Parkinson, Dilys. (2005). *Oxford Business English Dictionary*. Oxford University Press.

passporttoenglish.com/IntermediateEnglish/Lesson4/ReadingStone, Brad. (2013). *The Everything Store: Jeff Bezos and the Age of Amazon*. New York: Little, Brown and Company.

Vance, Ashlee. (2015). *Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future*. Harper Collins.

Wojnicki, Andrea. 2022. *A Simple Way to Introduce Yourself*. <https://hbr.org/2022/08/a-simple-way-to-introduce-yourself>.



UNHI PRESS

Jl. Sangalangit, Denpasar, Bali.
(0361) 464700/ 464800
unhipress@unhi.ac.id
www.unhi.ac.id

ISBN 978-623-7963-64-6



9 786237 963646