

# *Functioning In Business*

busi·ness \ biz-nēs, -nez\ n. 1 in: genl. 1. an occupation, trade, or profession 2. an immediate task or objective: *business* c. a particular field of endeavor 2 in: a usu. commercial or mercantile activity engaged in as a means of livelihood: *TRADE, LINE* b: a commercial or sometime an industrial enterprise...



## *Study Guide*

[www.dyned.com](http://www.dyned.com)

## Contents

Contents .....	2
Introduction .....	3
Course Content .....	4
Lesson Types .....	5
How to Do a Lesson .....	8
General Study Tips .....	9
Principles of Language Learning .....	10
Credits and Acknowledgments .....	11

## Introduction

Welcome to *Functioning in Business*! This interactive multimedia course is designed for intermediate-level students preparing to use English in a business context. Used by leading companies around the world, the course will give you a good start on improving your business English.

The primary focus of the course is on language functions, such as requesting, refusing, suggesting, and confirming. The language is presented in the context of an executive's business trip to the U.S. and other business situations.

As you study the video presentations and interactive exercises you will learn key phrases and expressions that will help you operate successfully in business interactions.

The second major area of focus is on listening, both for general meaning and for specific items of information. It is through your careful listening, and repetition, that you will improve your English. You will also be asked to answer comprehension questions by using the mouse to click on the correct choice.

The third aim of this course is to build a basic business vocabulary. The language has been carefully chosen to include high-frequency vocabulary that is essential in general business conversations.

Fourth, *Functioning in Business* now features speech recognition activities. These activities give you the chance to participate actively in the same conversations you see in the video. In this way, you gain valuable practice in using the language functions introduced in each lesson.

With DynEd's unique interactive design, you can study at your own pace. At any point in the program you can ask for repetition, an English text display or glossary screens that provide additional information about vocabulary and grammar. If you have our bilingual version, you can also ask for a translation. In addition, you may record your own voice as many times as you like and compare it with the native speaker models.

The course can be used successfully for self study, by itself or with other DynEd courses such as *Dynamic Business English*, which complements *Functioning in Business*. The course will be most effective, however, when used in conjunction with classroom study. A comprehensive *Teacher's Guide* is available, with handouts and suggested classroom activities, to help teachers integrate the courseware into classroom work. Mastery Tests are also available, and are unlocked through the use of DynEd's award-winning *Records Manager*. For more information, please see the ***Records Manager Guide***.

## Course Content

Unit	Topics	Language Functions
Introduction	Introduction of the story, main characters and companies.	Talking about personal history, Describing a company
Episode 1 Checking In	Blake checks in to a hotel. Variation: Bank Customer	Confirming, Offering, Refusing, Requesting
Episode 2 Making an Appointment	Blake makes an appointment with Epstein over the telephone. Variation: Making an Appointment	Agreeing, Confirming, Greeting, Offering, Requesting, Suggesting
Episode 3 Confirming Plans	Epstein checks the schedule and details of a meeting with his boss. Variation: Checking an Appointment	Closing, Confirming, Disagreeing, Giving an opinion, Offering, Requesting, Suggesting
Episode 4 An Important Introduction	Epstein introduces Blake to Shirley Graham. Variation: Introducing Yourself, Looking for Someone	Greeting, Introducing, Interrupting
Episode 5 Business Lunch	At a lunch meeting, problems are confirmed and clarified. Variation: Negotiating	Agreeing, Clarifying/Qualifying, Confirming, Declining, Offering, Promising
Episode 6 The Disagreement	Epstein and Graham make a difficult decision. Variation: Making a Choice	Giving an Opinion
Episode 7 Keeping in Touch	Blake has an appointment, but the person is not there, so he meets with someone else. Variation: Asking a Favor	Accepting, Apologizing, Introducing, Requesting, Suggesting
Episode 8 New Customer	Blake has an appointment, but the person is not there, so he meets with someone else. Variation: Asking a Favor	Accepting, Apologizing, Introducing, Requesting, Suggesting
Episode 9 Negotiations	Blake negotiates several points with Dave Gomez of Federal Motors. Variations: Different Endings	Accepting, Clarifying, Confirming, Offering, Promising, Requesting, Stalling

## Lesson Types

For each episode there are several different lesson types to study. Please try them all until you know the language by heart.

**Presentation Video:** This is a linear playthrough of the video which is useful for previewing and reviewing the main story without interruption.

**Interactive Listening:** Text support is available. The names of language functions are indicated at key moments as you watch. Comprehension questions test your understanding. These questions sometimes change, so listen carefully. See *How to Do a Lesson*, below.



**Variations:** This section gives additional examples of how important language is used in different situations.

In the first part, you may view the dialogues without interruption. In the second part you will interact with the characters by making language choices, both for comprehension and for speaking practice. The Speech Recognition exercises will allow you to take turns with the characters in the video, working your way through the dialogue, just like in a real conversation. These exercises should be done frequently.

**Functional Dictations:** These exercises focus on important phrases from the video. In each lesson there are a number of dictations which you may choose.

First, select a dictation. You will then see a video which includes the sentences from that dictation. When this is finished, the screen will change, and you will see a group of words at the top of the screen, and the dictation sentences with a number of blank spaces where words are missing.

To hear each sentence, click on the number next to the sentence. Your task is to fill in each blank with the correct word from the words at the top of the screen. To do this, click on the word you wish to place, and then click on the space in the sentence where you want the word to appear. If you make a mistake, you may change your choice by putting a different word in the same space. You may listen to each sentence as many times as you wish by clicking on the number in front of the sentence.

When you have completed all of the sentences, click on SCORE. This will correct all of the sentences and give you a score. Incorrect choices will be indicated by colored text. Do not click on SCORE until you have finished all the sentences.

appreciate	as soon as	by the way	can I	cash
chance	could I	could	is that okay	let me know
personal	possible	that	use	would

1

Can I ----- my American Express card for **that**?

2

----- this ----- check from my London Bank?

3

If you ----- ,  
I ----- it.

4

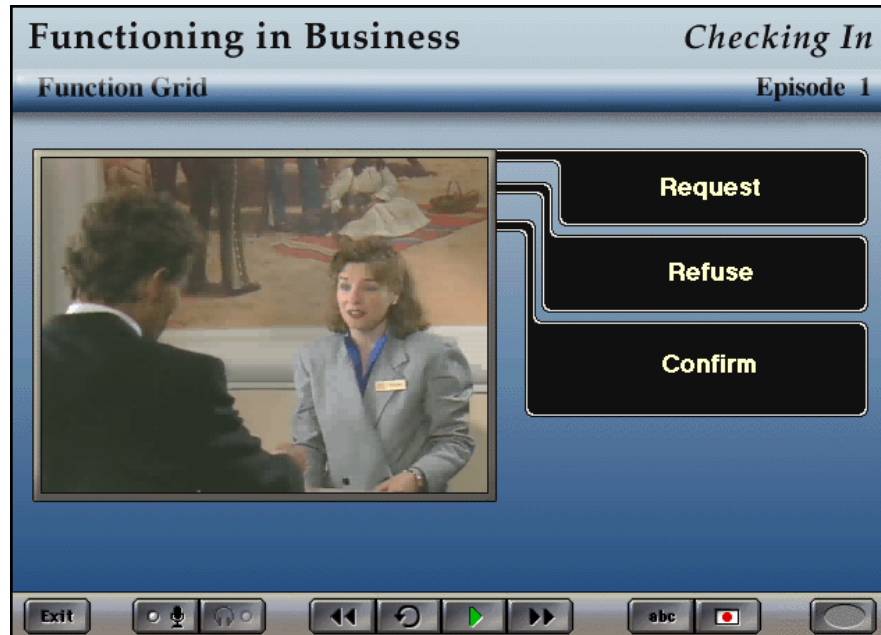
Oh, ----- , there's a ----- I'll be staying one more  
day, so I might be leaving on Saturday. -----?

?

score ▶

If your score is less than 65%, you will be asked to do the dictation again. If your score is greater than 65%, you will hear each sentence again, and the sentences will be rewritten on the screen. You will then have a chance to correct your errors by placing different words in place of the incorrect words. When you have finished correcting your errors, click on END to indicate that you are finished. This will exit you from the dictation and bring you back to the Dictation selection screen.

**Function Grid:** The focus here is on phrases used to make requests, to confirm, to disagree, and other important language functions.



Click on the boxes to see examples, and then test yourself by clicking on the Question Box. Listen to the conversation and identify the language function.

## How to Do a Lesson

This section explains how to study a lesson, such as the Interactive Listening in Unit 1, *Checking In*. If you don't know how to start the program and begin a lesson, please look at the *DynEd User's Guide*.

When you start the first lesson, follow this procedure to familiarize yourself with the program.

1. For each sentence, click on the PAUSE button so that it is flashing green.
2. With the PAUSE button flashing, click on the REPEAT button. This will repeat the sentence. The PAUSE button will continue to flash.
3. Click on the ABC button. This will give you the text of the sentence. Try not to use this button until after you have listened to the sentences several times.
4. Click on one of the highlighted words or phrases to see the Glossary.
5. Next, click on the flashing PAUSE button so that it stops flashing. This will take you to the next sentence.

---

NOTE: Whenever you click on the *repeat* button or the *text* button, the *pause* button will begin to flash. Please remember that when the *pause* button is flashing, the program is stopped. To continue, you must click on the flashing button, or, if a question is being asked, you may click on an answer.

---

6. Repeat the above series of steps for each new sentence. To go back, click on the REWIND button or exit the lesson (see DynEd Controls in the *DynEd User's Guide*).
7. When you come to a comprehension question, the program will give you time to click on an answer. You can see the time remaining on the right side of the control bar.

---

NOTE: If you need more time, click on PAUSE, or click on the REPEAT button to hear the question again.

---

8. After you have listened to the first few sentences a few times, go back and repeat each sentence to yourself. To go back, keep clicking on the REWIND button until you are at the first sentence.
10. To record your voice, click on the RECORD button. Then click on the MONITOR button to hear your recording. To compare your recording with a native speaker, click on the REPEAT button, and then the MONITOR button. Repeating each sentence is an excellent way to improve both your listening and your speaking. If a sentence is too long, try repeating just the first or last part of it. If this is still too difficult, go through the sentences again without repeating them until you feel more confident. Do a few sentences like this every day.

## General Study Tips

- Start by watching the whole video from start to finish in the presentation lesson. Concentrate on understanding the general meaning and the main ideas. Don't worry about the individual words and details at first.  
Once you have the general idea, move on to the Interactive Listening lesson, the Variations, and the other focused review lessons such as the Functional Dictations and Function Grids.
- Video allows you to learn more than just words. As you watch, pay close attention to the tone of voice, the facial expressions, and the body language of the characters. Also, note the social customs of American business that are presented in the video.
- As always, DynEd's software allows you to rewind or fast forward through the material very quickly. It also allows you to repeat each sentence individually, which is important and useful. Use this opportunity to practice repeating each sentence. If you click on the highlighted words, you can access additional information about the language.
- We recommend that you study for 20-30 minutes at a time, followed by a break. Breaks are important to rest your eyes to keep your mind fresh. When you are studying it is important to review often, so that you master the material.
- The Speech Recognition exercises are designed to help you practice speaking clearly. The technology used is state of the art. It is highly motivating and useful for fluency development. Do these exercises several times a week.  
For more information and help regarding the use of Speech Recognition, please use the pull-down Help menus in the program, which can be accessed at any time. With a little practice, you will find that the Speech recognition exercises are both enjoyable and useful.

# Principles of Language Learning

Language sequencing in this course is based on the following principles of language learning:

**Short-term memory:** For you to be able to process and repeat a phrase, you must first be able to hold it in short-term memory. Intensive listening practice and repetition of short phrases is necessary to build the ability to hold longer phrases in memory.

**Language functions:** The video presentations and exercises will assist you in learning key language functions necessary for successful interaction in a business environment.

**Spiral sequencing:** Language functions are reviewed and practiced in various contexts throughout the course even as new material is introduced. This attention to sequencing ensures retention and a deeper understanding of the material.

**Comprehensible input:** For language acquisition to occur, the input language must be understood. For this reason, in addition to the visual support provided by the video in each unit, a written English transcription is provided for each sentence, along with an oral translation (in bilingual versions) and glossary support.

**Task-based learning:** You will learn a new language more quickly and easily when you are actively involved in the learning process. The lessons of Functioning in Business are highly interactive, consisting of a carefully graded series of tasks designed to promote and reinforce your acquisition of new language and your ability to comprehend spoken English.

**Context:** The language in an English course should be presented in context. Each context should support the language and should be adaptable to your own situation. The contexts presented in Functioning in Business are drawn from specific business scenarios such as a business lunch or a contract negotiation.

**Personalization and extension:** Language learning, to be meaningful, must relate to contexts beyond those in which it is presented. While Functioning in Business focuses on particular business contexts, you will enhance your learning by extending new language concepts and structures to other business situations and by applying them to your own needs and experiences.

## Credits and Acknowledgments

Video Production:           Haukom Associates, San Francisco CA  
Video Director:            Russ Glaser  
Technical Coordination:    Longman Group, U.K.  
Japanese Adaptation:     Sony Language Laboratories

This course is adapted from the textbook, *Functioning in Business*, by P. Lance Knowles and Francis Bailey (© 1987, Longman Group, U.K.)

DynEd Courseware is protected by international copyright and patent laws. No part may be copied without written consent of DynEd International, Inc.