

# 1

# BUSINESS

# VENTURE

## STUDENT BOOK

with practice for the TOEIC® test

TOEIC® is a registered trademark of Educational Testing Service (ETS).

This publication is not endorsed or approved by ETS.

**Roger Barnard & Jeff Cady**

Angela Buckingham

Grant Trew

**OXFORD**  
UNIVERSITY PRESS

# Contents

|                                       |    |  |  |
|---------------------------------------|----|--|--|
| <b>1</b> First meetings               | 4  | <b>1.1 Meeting a client – introductions</b><br>Excuse me, are you Brian Stevens?<br>Yes, I am.                 | <b>1.2 Talking about yourself</b><br>I'm a marketing manager.<br>I'm with Hyundai.                                   |
| <b>2</b> You and your company         | 10 | <b>2.1 Introducing your company</b><br>What company does she work for?<br>She works for IBM.                   | <b>2.2 Company activities</b><br>Where is the head office?<br>It's in Seoul.   |
| <b>3</b> Visiting a client            | 16 | <b>3.1 Arriving for an appointment</b><br>I have an appointment at 9:30.<br>Please come this way.              | <b>3.2 At reception</b><br>I'm here for the trade conference.<br>I think Mr. Yasuda is expecting me.                 |
| <b>4</b> Business activities          | 22 | <b>4.1 Describing routines</b><br>first, then, next, after, finally<br>First, I check the sales figures.       | <b>4.2 How often?</b><br>always, sometimes, never<br>I always carry a cell phone with me.                            |
| Review                                | 28 |  |  |
| <b>5</b> Fixing an appointment        | 29 | <b>5.1 Arranging to meet</b><br>on Friday, at 9:30.<br>this week, next week.                                   | <b>5.2 Speaking to reception</b><br>Could I speak to someone in sales?<br>I'd like to speak to ...                   |
| <b>6</b> Requests and offers          | 35 | <b>6.1 Placing an order</b><br>Could you deliver them by the 25th?<br>Would you like me to...?                 | <b>6.2 Requests and offers</b><br>Could you send me a catalogue?<br>I'm sorry, that's a little difficult.            |
| <b>7</b> Company and personal history | 41 | <b>7.1 Company history 1</b><br>What happened?<br>Canon started up.  | <b>7.2 Company history 2</b><br>What happened in 1982?<br>When did they go bankrupt?                                 |
| <b>8</b> Making plans                 | 47 | <b>8.1 Announcing company plans</b><br>I'm pleased to announce ...<br>Our objective is to ...                  | <b>8.2 Talking about company objectives</b><br>What objectives do you have?<br>We want to expand the chain.          |
| Review                                | 53 |  |  |
| <b>9</b> Opinions and preferences     | 54 | <b>9.1 Choosing the best candidate</b><br>Personally, I like ...<br>He's younger than Ming.                    | <b>9.2 Making comparisons</b><br>Which one do you prefer?<br>This one. It's lighter than the Toshiba.                |
| <b>10</b> Directions and invitations  | 60 | <b>10.1 Finding your way</b><br>Take the west exit out of the station.<br>Go past the coffee shop on the left. | <b>10.2 Asking for and giving directions</b><br>Can you tell me how to get to...?<br>Make a left onto Hibiya Street. |
| <b>11</b> Entertaining                | 66 | <b>11.1 Offering food and drink</b><br>Can I get you something to eat?<br>Would you like something to drink?   | <b>11.2 At a barbecue</b><br>What would you like to eat?<br>I'd like some salad, please.                             |
| <b>12</b> Saying goodbye              | 72 | <b>12.1 Saying goodbye</b><br>It was a pleasure to meet you.<br>Thanks for all your help.                      | <b>12.2 Keeping in touch</b><br>You have my number, right?<br>I'll e-mail you when ...                               |
| Review                                | 78 |  |  |

|  |   |  |   |
|--|---|--|---|
| <b>1.3 Numbers 1-10; telephone numbers</b><br>Could you repeat that, please?<br>I'm sorry. I didn't catch that.    | <b>1.4 Who are you?</b><br>Speaking practice  | <b>1.5 Interviews</b><br>Listening practice<br>Speaking practice                                       | <b>1.6 Culture file</b><br>Greetings                |
| <b>2.3 Departments and daily activities</b><br>What do you do?<br>I manage the website.                            | <b>2.4 Numbers 11-100</b><br>Listening practice<br>Speaking practice  | <b>2.5 Starting a conversation</b><br>Listening practice<br>Speaking practice                          | <b>2.6 Culture file</b><br>Socializing              |
| <b>3.3 Meeting people</b><br>Formal and informal language<br>How's it going? Pretty good, thanks.                  | <b>3.4 Finding the right room</b><br>next to, across from, between<br>on the left / on the right                                    | <b>3.5 Numbers 100-10,000; addresses</b><br>Speaking practice  | <b>3.6 Culture file</b><br>What's your office like? |
| <b>4.3 Talking about company activities</b><br>How do you market Gatorade?<br>First, we do market research.        | <b>4.4 Numbers and times</b><br>Listening practice<br>Flight numbers, departure times   | <b>4.5 What's your job like?</b><br>Speaking practice<br>Do you ...?                                   | <b>4.6 Culture file</b><br>Office life              |
| <b>5.3 Fixing an appointment</b><br>Could we meet next week?<br>How about Tuesday afternoon?                       | <b>5.4 Numbers - ordinal numbers; dates</b><br>1st, 2nd, 3rd ...<br>Dates, months, years  | <b>5.5 Telephoning</b><br>Speaking practice<br>Where should we start?                                  | <b>5.6 Culture file</b><br>The right time           |
| <b>6.3 Decimals, exchange rates</b><br>What's today's exchange rate?   | <b>6.4 Checking information - email and website addresses</b><br>Could you repeat that, please?<br>What was the first word, please? | <b>6.5 Ordering by phone</b><br>Listening practice<br>Speaking practice                                | <b>6.6 Culture file</b><br>E-commerce               |
| <b>7.3 Issey Miyake</b><br>Listening practice  | <b>7.4 Numbers 10,000-1 billion</b><br>Large numbers<br>Speaking practice   | <b>7.5 A family business</b><br>Was he born in 1901?<br>Yes, he was. / No, he wasn't.                  | <b>7.6 Culture file</b><br>Job mobility             |
| <b>8.3 A business trip</b><br>I'm visiting Hong Kong next month.<br>I'm coming back on the 27th.                   | <b>8.4 Numbers - percentages</b><br>Listening practice  | <b>8.5 A new project</b><br>We plan to open in three years' time.<br>That's not going to be a problem. | <b>8.6 Culture file</b><br>Business travelers       |
| <b>9.3 Agreeing and disagreeing</b><br>I agree with you.<br>I'm afraid I don't agree.                              | <b>9.4 Numbers - dimensions and weight</b><br>How wide is it?<br>How high is it?  | <b>9.5 New offices</b><br>Speaking practice  | <b>9.6 Culture file</b><br>Interrupting             |
| <b>10.3 Apologies and invitations</b><br>I'm really sorry I'm late.<br>I'm afraid I couldn't find a parking space. | <b>10.4 Numbers - journey times</b><br>How long does it take to get there by bus?<br>It takes twenty minutes.                       | <b>10.5 How do I get there?</b><br>Speaking practice   | <b>10.6 Culture file</b><br>Airport transfer        |
| <b>11.3 At a restaurant</b><br>Are you ready to order?<br>What's today's soup?                                     | <b>11.4 Numbers - prices</b><br>Two ninety-nine.<br>Two dollars and ninety-nine cents.  | <b>11.5 Ordering food and drink</b><br>Speaking practice   | <b>11.6 Culture file</b><br>Entertaining clients    |
| <b>12.3 Talking about the future</b><br>By the way, this is for you.<br>Thanks again. Don't mention it.            | <b>12.4 Numbers - 24-hour clock</b><br>1910 hours<br>ten past seven   | <b>12.5 Itineraries</b><br>Speaking practice<br>Reading practice                                       | <b>12.6 Culture file</b><br>Gifts                   |



# First meetings

## VOCABULARY

accountant  
designer  
engineer  
exchange business cards  
executive  
greet  
manager  
marketing  
sales

### 1.1 Meeting a client - introductions

Excuse me, are you Brian Stevens?  
Yes, I am.  
I'm Jun Nakamura.  
This is Mr. Ueda.  
Pleased to meet you.

### 1.2 Talking about yourself

I'm a marketing manager.  
I'm with Hyundai.

### 1.3 Numbers 1-10; telephone numbers

Could you repeat that, please?  
I'm sorry, I didn't catch that.

### 1.4 Who are you?

Speaking practice

### 1.5 Interviews

Listening practice

Speaking practice

### 1.6 Culture file

Greetings

## MODULE 1.1

### SPEAKING

### LISTENING

### Meeting a client - introductions

Look at the photo. Describe the situation.

- 02 Jack Adams is arriving for a meeting. Listen to two conversations. How many people does he greet? Who has he met before?
- 02 Listen again. Check (✓) the expressions you hear.

Conversation One      Conversation Two

|                             |                                     |                          |
|-----------------------------|-------------------------------------|--------------------------|
| Good morning.               | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Pleased to meet you.        | <input type="checkbox"/>            | <input type="checkbox"/> |
| Good to see you again.      | <input type="checkbox"/>            | <input type="checkbox"/> |
| Welcome to Osaka.           | <input type="checkbox"/>            | <input type="checkbox"/> |
| Did you have a good flight? | <input type="checkbox"/>            | <input type="checkbox"/> |
| Excuse me.                  | <input type="checkbox"/>            | <input type="checkbox"/> |

- 03 Listen to this conversation at the airport. Complete the conversation.

A Excuse me, are you Brian Stevens?

B Yes, \_\_\_\_\_<sup>1</sup>. Hello.

A Nice to meet you. \_\_\_\_\_<sup>2</sup> Jirawan Nittaya. Welcome to Thailand.

B Thank you. Good to meet you, Jirawan.

### SPEAKING

Greet the other students in your class. Use your own name. You can also use these phrases:

Good morning / afternoon / evening.

How are you? I'm fine, thank you / Good, thanks.

## MODULE 1.2

## Talking about yourself

### SPEAKING

1 Read the information in the chart.



|         | Alana Price       | In-Chol Park | Mia Cheng  | Shinji Abe    |
|---------|-------------------|--------------|------------|---------------|
| from    | Sydney            | Pusan        | Taipei     | Osaka         |
| lives   | Singapore         | Seoul        | Hong Kong  | New York      |
| company | Apple             | Hyundai      | Ikea       | Sony          |
| job     | marketing manager | engineer     | accountant | sales manager |

2 Work with a partner. Ask and answer questions about each person.  
For example:

**A**

Where's Alana Price from?  
Where does she live?  
What company does she work for?

or

Who is she with?  
What does she do?

**B**

She's from ...  
She lives in ...  
She works for ...

She's with ...  
She's a / an ...

1 04 Alana Price and In-Chol Park are at a conference. Listen and complete the conversation.

**A** Where \_\_\_\_\_<sup>1</sup> from, Mr. Park?

**B** I'm from Pusan, but now I live in Seoul. And you?

**A** I'm from Sydney.

**B** What company \_\_\_\_\_<sup>2</sup> work for?

**A** I work for Apple. I'm a marketing manager. Who \_\_\_\_\_<sup>3</sup> with?

**B** I'm with Hyundai.

**A** Oh, really? What \_\_\_\_\_<sup>4</sup> do?

**B** I'm an engineer.

2 Practice the conversation with a partner.

3 Practice again. Use the information about Mia Cheng and Shinji Abe.

### LISTENING

## MODULE 1.3

## Numbers 1–10; telephone numbers

### LISTENING

1 • 05 Listen and complete the chart.

|   | Flight no.  | Destination | Time  | Status              |
|---|-------------|-------------|-------|---------------------|
|   | FR 509      | Dublin      | 10:30 | Gate closed         |
| a | VS 043      | Las Vegas   | 10:45 | Boarding, gate ____ |
| b | IB 5801     | Bilbao      | 10:55 | Boarding, gate ____ |
| c | AF 167 ____ | Paris       | 11:05 | Boarding, gate 45   |
| d | LH 49 ____  | Frankfurt   | 11:50 | Delayed             |

2 • 06 Listen to the telephone messages. Check (✓) the numbers you hear.

- a  03 5321 7745     03 5231 7754    c  02293 5065     02993 5065  
 b  02 601 3592     02 691 3952    d  06 934 1115     06 9324 1115

3 • 07 Listen to the conversations. Complete the forms below.

| a  | b  | c   |
|--|--|---|
| <p>Message for room 301</p> <p>Please call Mr. Aoki from Mitsubishi asap tel. no.</p> <p>.....</p> <p><i>Lotus Hotel</i></p> | <p>Message for room 245</p> <p>Jim Baker from IBM called. Hope you had a good flight. Please call him at .....</p> <p><i>Lotus Hotel</i></p> | <p>Message for room 122</p> <p>Mr. Garcia will be in the lounge at 3:00 p.m. His no. is .....</p> <p><i>Lotus Hotel</i></p> |

### SPEAKING

1 Student A Turn to page 79.

Student B Look at the useful telephone numbers for visitors to Japan. Complete the information. Start like this:

A What's the telephone number for Narita airport?

B It's \_\_\_\_\_. What's the number of the US Embassy?

| Useful telephone numbers for tourists |                |               |
|---------------------------------------|----------------|---------------|
| Transportation:                       | Haneda Airport | .....         |
|                                       | Narita Airport | 0476-34-8000  |
|                                       | Kansai Airport | .....         |
|                                       | JR East        | 050-2016-1603 |
| Embassies:                            | UK Embassy     | 03-5211-1100  |
|                                       | US Embassy     | .....         |

2 Work with a partner. Ask for their cell and home telephone numbers (you can use imaginary numbers if you prefer). Write them down. You can use these phrases:

What's your cell / home phone number?

Could you repeat that, please?

Did you say 669 or 665?

## MODULE 1.4

## Who are you?

### SPEAKING

Work with a partner. Choose one of the people below. Take turns asking each other questions and find out your partner's name. The first person to guess correctly wins. Ask *yes / no* questions only. For example:

**A** *Are you from New York?*

**B** *Yes, I am. Are you from Tokyo?*

**A** *No, I'm not. Do you work for Toyota?*

**B** *Yes, I do. Are you from Seoul?*

**A** *Yes, I am. Are you an accountant?*

**B** *Yes, I am.*

**A** *Are you Ms. Jones?*

**B** *Yes. You win. Let's try again.*



### Mr. Scott

- New York
- Toyota
- manager



### Ms. Iwasaki

- Tokyo
- Samsung
- accountant

### Ms. Seok

- Seoul
- Samsung
- manager

### Ms. Lin

- Taipei
- Toyota
- manager

### Mr. Murata

- Tokyo
- Samsung
- manager



### Ms. Jones

- New York
- Toyota
- accountant

### Mr. Baek

- Seoul
- Nike
- executive



### Mr. Han

- Seoul
- Nike
- designer

### Mr. Huang

- Taipei
- Microsoft
- executive

### Mr. Wilson

- New York
- Microsoft
- executive



### Mr. Tseng

- Taipei
- Microsoft
- designer



### Ms. Hwang

- Seoul
- Samsung
- accountant

### Mr. Ishii

- Tokyo
- Nike
- designer

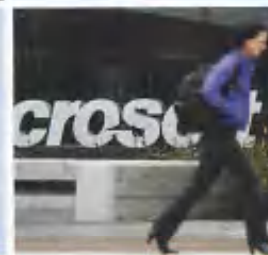
### Ms. Lai

- Taipei
- Toyota
- accountant



### Ms. Garcia

- New York
- Microsoft
- designer



### Mr. Ogata

- Tokyo
- Nike
- executive



## MODULE 1.5

### LISTENING

## Interviews

- 08 Listen to the interview at a job agency. Complete the data:

| Personal information |  |
|----------------------|--|
| Name:                |  |
| From:                |  |
| Company:             |  |
| Job:                 |  |
| Phone number:        |  |

### SPEAKING

- 1 Interview someone in your class. Ask and answer questions to complete the data below. Talk about your job, or one you would like to have. Start like this:

*Hello, good to meet you. I'm ...*

| Personal information |  |
|----------------------|--|
| Name:                |  |
| From:                |  |
| Company:             |  |
| Job:                 |  |
| Phone number:        |  |

You can use these phrases:

*What's your work number?*

*I'm sorry, could you say that again, please?*

- 2 Join another pair. Make introductions and find out three facts about the other students. You can use phrases like these:

*This is Mr. Hsu. He works for HSBC.*

*She's from Chiba, but she lives in Tokyo now.*

*He's an executive with Kookmin Bank.*





## MODULE 1.6

### Culture file – Greetings

#### READING

When people meet in your country, how do they greet each other?  
Check (✓) the correct boxes.



shake hands

friends

co-workers

strangers




bow




hug




exchange business cards




kiss (on the cheek)




use first (given) names




use last (family) names




#### SPEAKING

- Now compare your answers with a partner.
- How do people greet each other in other countries? Talk about three other countries you know well. You can use phrases like these:

*In my country, we usually ...*

*In the USA, I think they ...*

*In Australia, they ...*