

# Linking real-life business situations to students' learning success

Find out how personalized activities can motivate students to communicate about their own working experience and facilitate language progress.

The title says it all – *Real Business English B1* is not a book based on theory, but is inspired by real business life, offering students realistic material which is easy to relate to.

## The lead-in questions

Each unit starts with a question that is relevant for every student. This introduces the focus of the unit, but also gives students the opportunity to share their ideas. For example, no matter what department or what position, everybody has an opinion when asked: *Which modern technologies help us communicate? What are their advantages and disadvantages?* (Unit 2) or *Which skills are particularly important in today's business world?* (Unit 5).

To provide support for teachers and help them get a short discussion going, or even lengthen the time spent on this warm-up phase, the Teacher's Book includes additional questions and ideas for each unit's lead-in question.

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## Moving from the general to the specific

Before being able to talk about their own tasks and responsibilities, students need to interact with the necessary vocabulary and structures. Throughout the book, the units provide exercises and general examples which students can later take as a basis and adapt to talk about their own personal situation.

For example, Unit 9 starts with reading and listening activities that introduce expressions and demonstrate how to talk about large numbers and trends regarding the topic market performance. Then students move to the next phase, where they practise using these expressions to describe a chart. Finally, they are given the opportunity to personalize the vocabulary, as seen in activity G below.

### G Prepare a short presentation following the guidelines below.

- First, draw a chart that shows a trend or development in your company.
- Present your chart to the group. Explain what the chart shows. Give reasons for the changes.
- Try to use some of the expressions from "D".
- Answer questions.

Real Business English B1 Student's Book, page 57

## Focus on Speaking

Speaking is essential for successful business communication, but this is often a skill where students at B1 level lack confidence. Practice makes perfect! So, throughout the book, students are encouraged to speak about topics familiar to them and are given plenty of opportunities to do so.

For example, at the beginning of Unit 15, students are first asked to analyse their daily tasks and think about their personal lives at home and at work.

They are next requested to discuss which tasks are the most time-consuming, stressful or annoying, and then to consider their work-life balance. Everyone will have something to say about this!

As a final question, students are asked: *What can companies do to help their employees have a good work-life balance?*

This is a perfect opportunity for students to talk about what is currently offered by their company and what they wish would be offered in the future. The topic of every unit is per-

sonalized in this way, inviting students to speak about situations with which they can personally identify.

## Pair work and group work

Working together with others facilitates speaking, and many activities have been constructed with this in mind. In Unit 15 students are introduced to the topic of teleworking with

**E** In groups, make a plan for implementing a telework program in your company.

1. Tasks/jobs that are suitable for telework (e.g. financial analysis, data entry, preparing budgets, design work)	..... ..... ..... .....
2. Equipment/technology needed to set up the home offices	..... ..... ..... .....

Real Business English B1 Student's Book, page 92

a reading, a writing and a listening activity before being led into a speaking activity, see activity E above, to personalize the vocabulary.

In order to do this activity, students have to build on real facts and incorporate relevant information from their working lives. They are not only required to talk to each other in the group, but then to present their ideas to the class.

**Relevant topics that are fun**

Business topics can sometimes be difficult to relate to, and communicating about them can prove to be quite a challenge for students at B1 level. However, *Real Business English* offers easily accessible topics.

Unit 14 is about team building. Most students have experienced a team-building event, or at least heard of them! Students should be able to relate to at least one of the photos that are provided for inspiration for team-building activities on page 89 of the Student's Book.

Unit 8 starts with a section focusing on freebies. Most companies have some kind of freebie they give to customers – even if it is just a pen – and everyone has probably received a freebie sometime in their life, be it a cloth bag with a company logo or a USB stick with product information

saved on it. After working with typical expressions for giving reasons, students are then asked questions like: *Why are promotional products important for businesses? Do you like receiving freebies? How long do you usually keep them?*

Using their own personal experience, students should easily be able to talk about freebies and give reasons for their answers to the given questions. It's a fun topic and relevant for everyone.

**Extra activity**  
Encourage learners to bring in real emails they have written for work. Are the phrases they used appropriate? If they have not written any emails in English, tell them to bring one in their language. In pairs and then as a class, you could discuss which phrases would be appropriate.

Real Business English B1 Teacher's Book, page 16

**Extra activity suggestions**

In addition to providing teaching tips and answer keys for the Student's Book, the Teacher's Book includes suggestions for extra activities, many of which encourage students to talk about their real business life.

For example, in Unit 2 students are encouraged to bring in some of their own emails, as seen in the example above. In Unit 5, it's suggested that students bring in a copy of their own CV.

**Motivating with storytelling**

In Unit 12, students are encouraged to talk about their own experiences regarding the topic of business trips. The Teacher's Book gives the following suggestion as an extra activity:

*It is always useful to be able to tell a story, and most people have had interesting experiences while they were staying in a hotel. At the time, it might have been stressful, but looking back, it often makes an amusing story. Lead into this activity by telling the class about one of your experiences. ...*

**Motivating through personalization**

Personalization is key to language acquisition and retention. *Real Business English* motivates students by encouraging them to talk about their business and personal lives. Learning through personal experiences will help students prepare for the real business world.

Mehr entdecken!



› **Real Business English B1**  
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