


I Putu Yoga Laksana

A black and white photograph of a business meeting in a modern office. A man in a suit stands at the head of a large conference table, pointing towards a window. Several other men in business attire are seated around the table, some looking towards the speaker. The office has large windows overlooking a city skyline at night.

ENGLISH FOR BUSINESS COURSE BOOK

ENGLISH FOR BUSINESS

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PREFACE

This book seeks to provide English learners in the twenty-first century with the abilities and skills to use English in general and particularly, both spoken and written, while taking into consideration linguistic and social norms connected to the social environment in the business sector. This book has 10 units that are covered with digital material such as video, audio, and quizzes that are linked with the use of a QR code. This book's teaching employs an e-portfolio strategy that is linked to its work on Google Sites. This book is a learning resource that may be used alone or for self-directed study. This book's learning contents have been blended with modern learning paradigms, providing a distinct subtlety than other textbooks.

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CHAPTER I

IDENTIFYING SELF AND OTHERS

The most important thing that international businessmen and women need to do in introducing themselves in business context. Besides, they need to be able to introduce their colleagues in a meeting.

General Instructional Purpose

After you learn this topic, you are able to clarify knowledge and say greetings and use terms in introducing themselves and others in English in a business context.

Specific Instructional Purposes

In Chapter 1, You are going to learn:

- ✓ Saying hello and good bye*
- ✓ Introducing self*
- ✓ Introducing others*

CHAPTER II

DESCRIBING PEOPLE WHO ARE FAMOUS IN BUSINESS

Describing people in business is important to know information more about their success and make it as a motivation in developing ourselves. In this chapter we are going to learn important adjectives used to describe people. We also learn how to describe famous people in business.

General Instructional Purpose

After you learn this topic, you are able to develop knowledge of communicating by using expressions and various elements of English that are appropriate and polite in describing people who are famous in the business field.

Specific Instructional Purposes

In Chapter 2, You are going to learn:

- Adjectives in English which are related to personal and physical state on someone/person*
- Language Expressions in describing personal and physical description in business context*

CHAPTER III

EXPRESSING LIKES AND DISLIKES TOWARD ONLINE BUSINESS

Expressing likes and dislikes are the third material that will be learnt in this Course. These expressions are really important for us in giving our opinions according to the online business that exist. We are going to learn how to express our feeling in terms of likes and dislikes. The purpose of this material is to improve your critical thinking in assessing something in the form of likes and dislikes expressions.

General Instructional Purpose

After you learn this topic, you are able to show a variety of English in expressing likes and dislikes in relation to the online business context, and able to carry out communication in the form of dialogue using a variety of polite and appropriate language in expressing likes and dislikes related to the online business context. People who are famous in the business field.

Specific Instructional Purposes

In Chapter 3, You are going to learn:

- *Language Expressions of likes*
- *Language Expressions of dislikes*

CHAPTER IV

DESCRIBING AND MARKETING PRODUCTS /SERVICES IN BUSINESS

A product description is **the marketing copy that explains what a product is and why it's worth purchasing**. The purpose of a product description is to supply customers with important information about the features and benefits of the product so they're compelled to buy.

General Instructional Purpose

After you learn this topic, you are able to show a variety of English in describing an object/object, a product/service and present in the form of marketing an item/product/service in the form of a short video uploaded to social media (Instagram/YouTube).

Specific Instructional Purposes

In Chapter 4, You are going to learn:

- *Adjectives which are related to products and services*
- *Language Expressions which are used in describing and marketing products and services.*

CHAPTER V

SENDING E-MAIL IN BUSINESS

Email is the most common form of written communication in the business world. Although emails are often seen as less formal than business letters, they still need to be professional in tone and structure, and are quite different from the casual messages you send to friends and family. However, business emails are not just letters sent via a computer – they have a style of their own which it is important to understand. Moreover, business e-mail is a method of business communication, which plays an essential role in establishing relationships with colleagues, partners, and sponsors.

General Instructional Purpose

After you learn this topic, you are able to use a variety of English in sending e-mails in a business context.

Specific Instructional Purposes

In Chapter 5, You are going to learn:

- *The concept of e-mail in international business*
- *Vocabularies related in writing professional e-mail*
- *Tone dan Formats which are important in writing a business e-mail*
- *Language Expressions used in writing international business e-mail.*

CHAPTER VI

CAREER (JOB INTERVIEW)

A job interview is an interview consisting of a conversation between a job applicant and a representative of an employer which is conducted to assess whether the applicant should be hired. Interviews are one of the most popularly used devices for employee selection. Interviews vary in the extent to which the questions are structured, from a totally unstructured and free-wheeling conversation, to a structured interview in which an applicant is asked a predetermined list of questions in a specified order; structured interviews are usually more accurate predictors of which applicants will make suitable employees, according to research studies.

General Instructional Purpose

After you learn this topic, you are able to determine a question that will be asked by an interviewer and applicant and able to respond to questions in a job interview.

Specific Instructional Purposes

In Chapter 6, You are going to learn:

- *Vocabularies and expressions in Job Interview.*
- *Language expressions used by interviewers and candidates.*
- *Business Culture related to Career in abroad country.*

CHAPTER VII

BUSINESS PRESENTATION

A business presentation is a formal tutorial or introduction of business practices or products. A business presentation is typically carried out using audio/visual presentation material, such as projectors and statistical documents created with presentation software, or more rudimentary materials such as flip charts and whiteboards.

General Instructional Purpose

After you learn this topic, you are Able to Integrate ideas in an English presentation in front of a business audience in a good and polite manner.

Specific Instructional Purposes

In Chapter 7, You are going to learn:

- *Vocabularies related to Business Presentation.*
- *Language expressions used in doing business presentation.*
- *Understanding Business meeting and presentation etiquette in abroad country.*

CHAPTER VIII

CULTURAL DIVERSITY AND SOCIALIZING/BUILDING

(CROSS CULTURE UNDERSTANDING IN BUSINESS)

Cross cultural understanding simply refers to our ability to recognize, interpret and correctly react to people, incidences or situations that are open to misunderstanding due to cultural differences. Let's take Asian culture as an example: silence within a conversation is a critical aspect that demonstrates good listening skills. Within an Asian business setting, your question may not receive a response right away. The silence between the question and the answer is deemed acceptable and shows that the people involved are paying attention and considering what they say carefully.

General Instructional Purpose

After you learn this topic, you are Able to understand the cultural differences in business in various countries, familiarize themselves with the procedures for welcoming guests, public relations procedures, inviting colleagues, making appointments, and providing information to audiences in business organizations.

Specific Instructional Purposes

In Chapter 8, You are going to learn:

- *cross cultural understanding.*
- *welcoming visitors.*
- *small talk.*
- *culture and entertainment inviting, accepting, or declining eating out.*

CHAPTER IX

TELEPHONING IN BUSINESS

A telephone is a telecommunications device that permits two or more users to conduct a conversation when they are too far apart to be heard directly. A telephone converts sound, typically and most efficiently the human voice, into electronic signals that are transmitted via cables and other communication channels to another telephone which reproduces the sound to the receiving user. Telephoning in business is one of the topics in English for business major that should be mastered. There are a lot of important expressions which can be learnt in dealing with business telephoning. Here in this chapter the students are going to know some expressions used in taking business telephoning.

General Instructional Purpose

After you learn this topic, you are Able to Understand the correct way of calling in a business context, such as receiving calls, making calls, leaving messages, asking for help, making appointments and resolving business complaints/complaints.

Specific Instructional Purposes

In Chapter 9, You are going to learn:

- Preparing to make a phone call and receiving call.
- Taking and leaving message.
- Asking for and giving repetition.
- Cross-cultural communication on phone and making arrangements.
- Changing arrangements, ending a call and problem solving on the phone complaints.

CHAPTER X

CHALLENGES AND ACCOMPLISHMENTS IN BUSINESS

Challenges are things that we face every day. They can be difficulties, they can be problems, but overall, they are challenges that we have to face. However, accomplishments are something that have been achieved successfully. In other words, we can say that challenges and accomplishments are always becoming part of our daily life as well as our business life. In this chapter you are going to learn how to express challenges and accomplishments in English.

General Instructional Purpose

After you learn this topic, you are able to state a result of self-evaluation in the form of challenges and achievements in business by using a variety of appropriate and polite English.

Specific Instructional Purposes

In Chapter 10, You are going to learn:

- Vocabularies used in telling Challenges and Accomplishments.
- Language expressions in telling Challenges and Accomplishments.
- Grammar focus in telling Challenges and Accomplishments.

of our daily life as well as our business life. in this chapter you are learning some information about challenges and accomplishments including the vocabularies, the language expressions and the grammars used to express this topic.

Further Reading

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