

English for digital business

ภาษาอังกฤษสำหรับเทคโนโลยีธุรกิจดิจิทัล

CODE 30000-1207

ศรีสุดา รัตนไพบูลย์





Unit

1

Welcome to our company



หัวข้อเรื่อง(Topics)

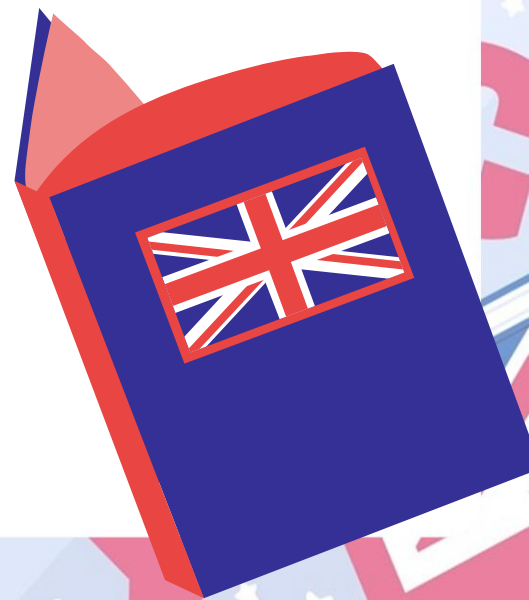
1. Vocabulary

2. Listening and Speaking Dialogs

3. Reading Passages

4. Grammar Focus

5. Worksheets



Vocabulary

Read the following vocabularies.

Vocabulary	Meaning
Sales department	แผนกการขาย
Have an appointment	มีการนัดหมาย
Visitor	แขก ผู้มาเยือน
Have a good trip	เดินทางโดยสวัสดิภาพ
Night shift	กะกลางคืน
Spend time	ใช้เวลา
Celebration	การเฉลิมฉลอง
Organizer	ผู้จัดการองค์กร
Company's rules	กฎของบริษัท

Vocabulary	Meaning
Decide	ตัดสินใจ
Make a decision	การตัดสินใจ
Solve a problem	แก้ปัญหา
Solution	วิธีแก้ปัญหา
Management	การบริหาร
Leader	ผู้นำ
Client	ลูกค้า
Temporary	ชั่วคราว
Flexible	ยืดหยุ่น
Different	แตกต่าง
Assistant	ผู้ช่วย

Vocabulary	Meaning
Take place	เกิดขึ้น
In advance	ล่วงหน้า
In fact	ความจริง
Participants	ผู้ร่วมงาน
Discuss	อภิปราย
Discussion	การอภิปราย
Tradition	ประเพณี
Suitable	เหมาะสม
Polite	สุภาพ

Listening and Speaking

Dialog 1

Listen and practice speaking the following dialogs 1-6.

Ms. Parelli : Welcome to our company. It is great to have you here.

Mr. Esteban : Thanks. I'm a little nervous.

Ms. Parelli : No need to be. What's your name?

Mr. Esteban : It's Esteban—E-S-T-E-B-A-N.

Ms. Parelli : OK, Esteban. Where do you work?

Mr. Esteban : I work for AEP, a financial company.

Ms. Parelli : Thanks. You're from Mexico, right?

Mr. Esteban : Right. Excuse me, what is your name?

Ms. Parelli : It's Parelli.

Mr. Esteban : How do you spell that?

Ms. Parelli : It's P-A-R-E-L-L-I.

Mr. Esteban : It's nice to meet you, Ms. Parelli.

Ms. Parelli : It's nice to meet you, too.



Listening and Speaking 1

Dialog 2

John : Hi. Welcome to the crew. My name's John. I'm a

driller, so I'm in charge of this crew.

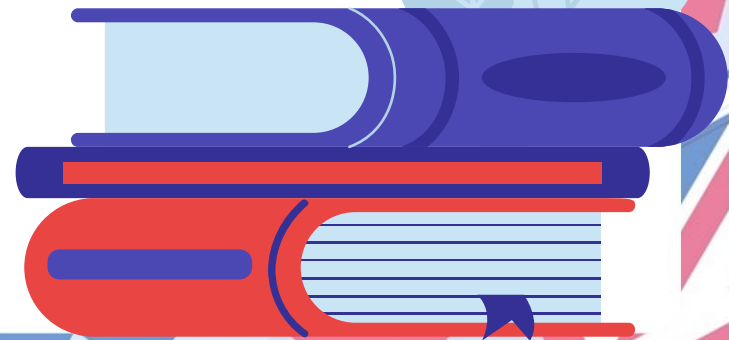
Anan : Thanks. I'm Anan.

John : This is Harry. That's Martin. They're roughnecks.

Anan : Roughnecks?

John : Yes. They do all the general jobs.

Anan : Oh, OK.



Dialog 3



Symon : Hello. I'm Symon. I'm a new control room

operator.

Brian : Oh, good to see you Symon. I'm Brian.
I'm a supervisor. This is Frank. He's an operator, too.

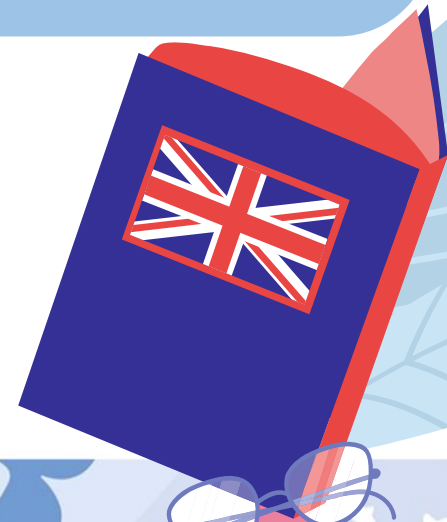
Symon : Hi, Frank.

Frank : Hello, Symon. Nice to see you.

Symon : Nice to see you, too.



Listening and Speaking 2



Dialog 4



Antonig : Hello. My name's Antonig.

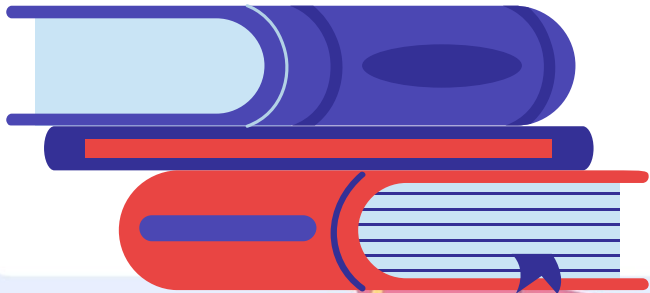
Chris : Pardon?

Antonig : Antonig.

Chris : Hi, Antonig. I'm Chris. Are you a new surveyor?

Antonig : Yes, that's right. Antonig Rivaldy.

Chris : Good to meet you. I'm a surveyor, too.



Dialog 5

Mai : Hello. How are you? It's nice to see you again. Welcome to our company.

Dian : I'm OK. It's great to see you again, too.

Mai : This is my colleague, Ya Ya. She works with me in a sales department.

Dian : Nice to meet you, Ya Ya.

Ya Ya : Nice to meet you, Dian. Mai has told me a lot about you. You

met at the last sales conference, didn't you?

Dian : That's right.

Mai : Our office is on the fifth floor.

Ya Ya : Where are you staying, Dian?

Dian : I'm staying at the Dragon Hotel. I usually stay there when I'm

in Wiangchan.



Listening and Speaking 3

Dialog 6



Anan : Good morning, madam.

Emily : Good morning, sir. How can I help you?

Anan : My name's Anan Turner. I have an appointment with
Mr. Miles Helliwell.

Emily : Mr. Miles is in a meeting room now. Could you wait right here
for him, please?

Anan : Oh, OK. I'm waiting right here for him. Thank you.

Emily : You're welcome.



Listening and Speaking 4

Reading

Read the following passages (A to D).

Passage A:

Meet our New Employee



Welcome Bob. He is a new assistant. He works the night shift at the GLS factory. Bob starts working at 8:00 p.m. He finishes working at 7:00 a.m.

Bob likes these hours because he can spend times with his work.

Passage B:

Welcome Speech

“Ladies and gentlemen, welcome to the official opening of our new headquarters.”

As you know, our company started twenty years ago in a big rented office in Germany. Since then, we have opened offices around the world. Now, we have over 1,000 employees.

Before we begin the celebration, I'd like to thank the organizers of this event, Jane Merrison and Henry Hughes for doing such an excellent job.

While you're here, please feel free to look around the building. If you have any questions, please ask any member of staff. I'd like to thank you all once



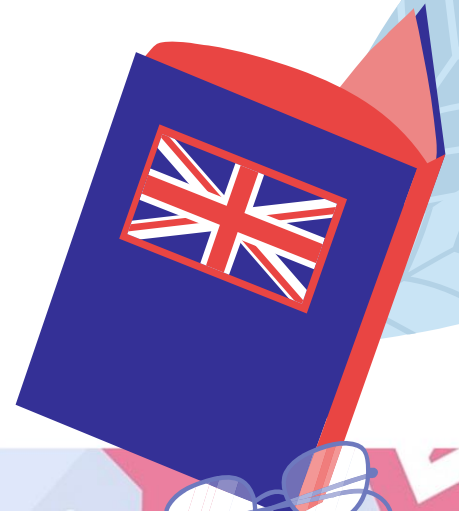
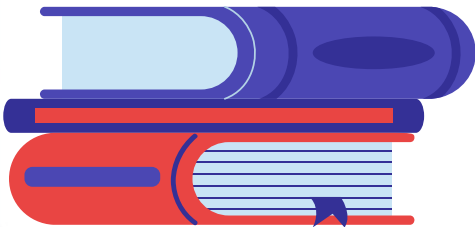
Passage C:

Who's my boss?



The company's rules for business are:

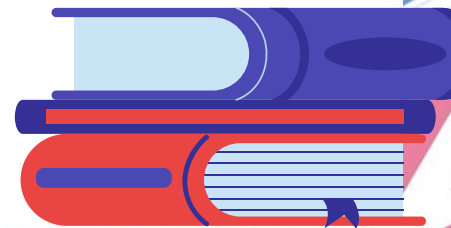
1. Everyone knows each other and makes some decisions.
2. It often takes years to solve problems and find solutions for new products.
3. You attend meetings. Face-to-face communication is better than memos and e-mails.
4. You develop ideas to share with your team and plan new projects.



Passage D:



Businesspeople spend a lot of times in meeting; some meetings take place on short notice, but usually they are planned well in advance. Most meetings are run by a chairperson. He opens and closes the meeting and make sure that everyone has a chance to speak. This item gives the participants a chance to discuss things that nobody has discussed so far.



Grammar Focus

Study the following grammar focus.

“Do” appears at the beginning of an imperative sentence to emphasize the importance of that imperative verb.

Do / Don't + v₁

Ex: Asian Business Online look at business meetings in Japan.

1. Do arrive ten minutes early for meetings.
2. Do take a lot of notes. It shows that you are interested.
3. Do wear a dark suit.
4. Do be polite to everyone. Many people in Japan stay with their company for a long time.
5. Do smile, be willing to learn, and ask a lot of questions about your business partner's company.

6. Don't choose your own seat. Wait to be seated because of tradition.

7. Don't forget to exchange a business card.

8. Do not wear a black suit, white shirt, and black tie because that is for funerals. A dark suit is most suitable for women, too.

9. Don't blow your nose in a meeting room.

10. Don't pat a Japanese business partner on the back or shoulder.

