

Passgenau zum neuen Bildungsplan



Alle Anforderungssituationen und Zielformulierungen des neuen Bildungsplans für die Höhere Berufsfachschule Wirtschaft & Verwaltung 2013/2014 werden komplett abgedeckt.

Maximale Identifikation – auch die überarbeitete Ausgabe bietet:

- Kurzweiliges, handlungsorientiertes Sprachkompetenztraining und
- Prüfungsvorbereitung zur Fachhochschulreife von Anfang an.

Konsequente Umsetzung des neuen Bildungsplans

- Vollständige Abdeckung der Anforderungssituationen und Zielformulierungen sowie
- intensive kompetenzorientierte Prüfungsvorbereitung

Anforderungssituation 2: Arbeitsplatz – mit motivierenden jungen Experten

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Managing business situations (1)

A | Young experts talking

In today's world of work, you will certainly need English. For Carolin Kraus from Hanover, English is a 'must'. She works for a large international German company called Stilo GmbH, which makes writing equipment – things like ballpoint and marker pens. As a management assistant in wholesale and foreign trade, she regularly meets and welcomes visitors.



Carolin Kraus
Hanover

1 Could you greet an English-speaking visitor to your company? Listen then read the dialogue with a partner.

R/P/I
C A 16
AA

Carolin: Mr Fry? Hello, I'm Carolin Kraus. We spoke on the phone last week.
Mr Fry: Oh, hello, Ms Kraus. Nice to meet you.
Carolin: Well, welcome to Stilo. Did you find us OK?
Mr Fry: Sure. I took a taxi from the airport. It was very quick.
Carolin: How was your flight?
Mr Fry: Not too bad, thanks. We were on time anyway.
Carolin: That's good. So, would you like to come this way? Our meeting is in the conference room on the second floor. We have coffee and tea and some snacks up there.
Mr Fry: Great! I'm dying for a coffee.
Carolin: We can take the stairs, if that's OK. Is this your first visit to Germany?
Mr Fry: I was here on holiday about, mmm, five or six years ago. But that's all. I don't know the country well. And I'm afraid I can't speak a word of German.
Carolin: That's no problem. OK, here we are ...

2 Make a new dialogue with your partner. Change names, details etc. For example:

P/I
AA

*I took the S-Bahn.
My flight was a bit delayed in London, but we landed on time.
A cup of tea would be lovely.
I've never been to Germany before.*

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Kompetenzorientierte Prüfungsvorbereitung

The language of emailing **4**

D | Business communication workshop

1 Your English colleague is interested in this article on 'netiquette', but he does not understand German. Explain the information to him in English.

Unter 'Netiquette' – aus dem Englischen *net* (Netz) und *etiquette* (Etikette) versteht man das gute Benehmen in der elektronischen Kommunikation. Da in dieser Art von Kommunikation die nonverbalen Signale fehlen, kann es schnell passieren, dass jemand von etwas, das Sie geschrieben haben, oder wie Sie etwas geschrieben haben, unangenehm überrascht ist, oder sich beleidigt fühlt. Das Ziel von Netiquette ist es, eine freundliche und höfliche Umgangsform in E-Mails zu fördern und vor den Gefahren vom nicht Einhalten von bestimmten Regeln zu warnen.

¹⁵ Bei geschäftlichen E-Mails ist es besonders wichtig, folgende Regeln einzuhalten:



- 1 Vergiss niemals, dass auf der anderen Seite ein Mensch sitzt!
- 2 Überlegen Sie sich gut, was Sie schreiben. E-Mails können leicht weitergeleitet oder von Unbefugten gelesen werden. Entsprechend sollte man verschweigen, was nicht für Dritte bestimmt ist.
- 3 Keine Wörter oder Sätze in Großbuchstaben schreiben, da dies als aggressives Schreiben verstanden werden kann. Aus den gleichen Gründen sollte man mit Ausrufezeichen sparsam umgehen.
- 4 Seid vorsichtig mit Witzen und Sarkasmus. Diese können sehr schnell falsch verstanden werden.
- 5 Formulieren Sie Ihre E-Mails kurz und präzise. Zeit ist Geld!

2 Carry out a survey in class
1 How does your class use electronic communication? Find out:

- how many people use electronic communication and what forms they use,
- how much time they spend on electronic communication per day,
- what the most popular form of electronic communication is,
- what the users think is the biggest advantage of their favourite form of electronic communication.

AA **2** Work with a partner and write the results of your survey.

*In the survey, we found that ...% of people in the class use ...
Our survey showed that most people / a lot of people / not many people / very few people / almost everyone / about half the class ...*

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Kurzweilig und handlungsorientiert

Kommunikation im Business einüben

Mehr Inhalt und durch das komplett neue Layout noch übersichtlicher:

- Viele zusätzliche Texte, Hörverständnis- und Transferaufgaben zur Geschäftskommunikation
- Handelskorrespondenz von Anfang an
- Wichtig für die Prüfung: zusätzliche Hörverständnisaufgaben
- 16 professionelle Business-Videos zum Training des Seh-/Hörverstehens
- Neue *Culture Spotlights* bieten Schülerinnen und Schülern Anreize, sich über interkulturelle Unterschiede bewusst zu werden. Sie erleichtern im Berufsleben die Kommunikation mit Geschäftspartnern aus der englischsprachigen Welt.

Schülerinnen und Schüler individuell fördern

Durch neue Texte und Aufgaben in 3 Schwierigkeitsgraden haben Sie viele Differenzierungsmöglichkeiten. Neue und anspruchsvolle Texte auf Prüfungsniveau gibt es bereits zu Beginn.

2-in-1 Workbook mit Exam Training

1. Workbook

- Vertiefende Übungen zur Grammatik und zum Vokabular
- Mit Lösungen zum Herausnehmen

2. Prüfungsvorbereitung zur Fachhochschulreife mit Exam Training

- Intensive Wiederholung aller *Skills*
- Training der Fachhochschulreife-Prüfung

Business Topics mit längeren Texten von Beginn an

3 Managing business situations (1)

Topic 3: Types of companies

12 C A19 You work for an agency in Germany which helps companies from other EU countries with set-ups in Germany. It's important for you to understand the different types of companies around the EU. This page is from a government information website in the UK. Read it now and do the tasks.

Setting up a business: types of companies

You have a good business idea and like the thought of being your own boss, but what sort of business should you start? There are a number of different types and each one is subject to very different regulations.

SOLE TRADER A sole trader is the simplest form of business organisation. There are no legal requirements – you simply set up your business and start trading. All the profits that you earn are yours, and you pay income tax on those profits like everyone else. You have complete freedom to make decisions. However, you also have unlimited liability. That means that you are liable for – responsible for – all your debts. If you stop trading and have large debts, your creditors will have a claim on your personal possessions like your house and car.

PRIVATE LIMITED COMPANY (LTD) As a sole trader or a partner in a partnership, you are liable for your company's debts. In a private limited company you are not. The company's capital comes from shares which you sell. If things go wrong, the shares can lose their value and eventually be worth nothing, but you yourself are not personally responsible. Setting up a private limited company is more complicated than becoming a sole trader. You need to register the company legally, submit annual accounts, and put the letters Ltd (Limited) after your name. Private limited companies vary enormously in size. They may consist of a small family business, or they could be the Virgin Group, which is a private limited company owned by the businessman Sir Richard Branson.

PUBLIC LIMITED COMPANY (PLC) Like a private limited company, a plc sells shares, but the key difference is that anyone can buy these shares on the stock exchange. That means that a very large number of people (shareholders) can invest in the company. The company normally reports to its shareholders every year at an annual general meeting. Public limited companies are subject to more legal requirements than private limited companies. For example, they must have two directors and they must employ a qualified Company Secretary who is responsible for the company's finances.

PARTNERSHIP A partnership is, in essence, a company which consists of two or more sole traders. All have a share in the company, and like sole traders, all are also liable for the company's debts. Before you start trading as a partnership, you must have one legal document: a 'partnership agreement' which shows clearly the rights and responsibilities of all the partners. Partnerships are most common in professions like accountancy, medicine and law.

A sole trader: the freedom to make your own decisions but also unlimited liability for all your debts.

Share prices can go up or down on the stock exchange.

42 (461 words)

Culture Spotlights: Hilfreiche Tipps im Umgang mit Geschäftspartnern

The language of emailing 4

CULTURE SPOTLIGHT Softeners

What is considered polite differs in different cultures. Germans are often very direct when speaking or writing. To English-speaking people this may sound rude, so it is important to learn how to use softeners. Here are some tips.

1. Apologise
Instead of: *Kristina isn't in the office today*, say: *I'm afraid Kristina isn't in the office today.*
2. Ask questions
Instead of: *That's wrong*, say: *Could that be wrong?*
3. Avoid negative words and expressions
Instead of: *The results are bad*, say: *The results are not very good.*
4. Use the passive
Instead of: *You told me ...*, say: *I was told ...*
5. Using 'soft' words such as *quite*, *not very*, *a bit*, *rather*, *perhaps*
It is rather difficult for us, as the deadline is a bit tight.

Now rewrite the following using softeners:

1. You must do it in a different way.
2. No, you can't speak to him now. He's in a meeting.
3. Her English is bad.
4. Tell me what you think.
5. There is a better way of doing it.
6. You gave me the wrong information.

v 4 **Video lounge** Making visitors feel welcome

Jasmine takes John and Paul to the meeting room. Watch the video and do the tasks.

1 Listen for the polite English equivalents of the German phrases.

1. Wollen Sie mir Ihren Mantel geben?
2. Möchten Sie Platz nehmen?
3. Leider ist Diane noch in einer Besprechung.
4. Möchten Sie eine Tasse Kaffee?
5. Wie ist es mit Ihnen, Mr Rogers?
6. Bitte nennen Sie mich Paul.
7. Es tut mir leid, dass Sie warten müssen.
8. Machen Sie sich keine Sorgen.

2 What phrase does Jasmine use when she hands Paul a cup of tea?



Video-Lounge:
16 neue Videos