BUSINESS LISTENING





FOR INTERNAL USE ONLY

Student's Book

DIPLOMA III SECRETARY

SEKOLAH TINGGI ILMU KOMUNIKASI DAN SEKRETARI TARAKANITA 2022

2022

Syllabus

Subject	: Business Listening 4 Semest	er : 4
Code	: Credit	: 1
Time	2 hours (2X 50 minutes)	
Lecturer	1. Dr. Agustinus Rustanta, S.Pd., M.Si., CIRR (coordinator)	
	2. F.A. Wisnu Wirawan, M.Si	

Course description:

Listening 4 is designed for fourth semester students who have completed/listened to discourses concerning clerical and secretarial duties. Listening 4 concentrates on listening practices to discourses concerning banking transactions, finance, management, negotiation, human resources, marketing, rules and regulations and the students are exposed to mini business presentations so that they are able to identify the purpose, content, and type of presentation. At the end they are able to explain in detail about some discourses they listen by retelling or paraphrasing

Goal

By the end of the semester, students are able to listen to spoken business English concerning administrative functions at higher intermediate level

Objectives

Students are able to:

- 1. Identify human needs
- 2. Identify the roles and functions of banking
- 3. Identify the functions, procedures, types, activities of marketing
- 4. Identify the systems and procedures related to finance
- 5. Identify the purpose, functions, jobs and responsibility of personnel
- 6. Identify future trends
- 7. Identify the policies, rules, regulation and in companies
- 8. Identify the procedures and purpose of interview
- 9. Identify some policies related to motivating employees
- 10. Recognize the purpose, functions and procedures of negotiation
- 11. Identify the requirements of good presentations

Teaching Materials

Meeting	Topics	Sources
1	Pre test	
2	Human Needs	Advanced Business Contact unit 6
3	Banking Transaction	Banking Transaction (unit 1, 2, 3, 7)
4	Marketing	New International Business English unit 11
		Advance business contact unit 15
5	Finance	NIBE Unit 7.4 and 7.5; Ad bus con unit 16
6	Personnel	Advance business contact unit 17
7	Future Trends	
8	Company Policy	Dev bus cont unit 15 and 9
9	Job Interview	NIB unit 13.3; New insight into bus unit 2
10	Motivating employees	Ex skill unit 3;
		English for Business Studies unit 4
11	Negotiation	Market leader Int unit 9.6
		NIB unit 14.4 and 14.5
12	The art of presentation	BEC Vantage
13	Free topic	
14	Free topic	

Teaching and Learning Process Lecturing

Lecturing Brainstorming Question and answer Discussions

Evaluation

Daily score (tasks)	:	40%
Mid Semester Test	:	35%
Final Test	:	25%

Final Score Conversion

Figures	Score	Quality	Category
80-100	А	4	Very Good
76-79.99	A-	3.6	
73-75.99	B+	3.3	
70-72.99	В	3	Good
66-69.99	B-	2.6	
61-65.99	C+	2.3	
55-60.99	С	2	Sufficient
45-54.99	D	1	Borderline
<45	Е	0	Failed

References

- Nick Brieger & Jeremy Comfort, 1993, *Developing Business English*, Prentice Hall International (UK) Ltd
-, 2002, Cambridge BEC Preliminary, Cambridge University Press
-, 2002, Cambridge BEC vantage, Cambridge University Press
- David Cotton, David Falvey, and Simon Kent, Market Leader, Elementary Business English.
- David Cotton, David Falvey, and Simon Kent, *Market Leader*, Intermediate Business English.
- Ian Badger and Pete Menzies, 1995, *American Business English Program (Intermediate, Higher Intermediate)* Phoenix ELT, Prentice Hall International (UK) Ltd
- Nick Brieger & Jeremy Comfort, 1993, *Advanced Business Contact*, Prentice Hall International (UK) ltd
- Phillip Minkoff, 1994, *Executive Skills*, Prentice Hall International English Language Teaching

Lesson 1 Pre Test

Lesson 2 Human Needs

James Lee Broadacre has had a successful career in manufacturing. In this informal discussion he talks about his life philosophy with colleagues.

1.1 First Listening Practice

As you listen, list the eight factors that have motivated James during various stages in his life.

No	Hierachy of needs	Reasons
1		
2		
3		
4		
5		
6		
7		
8		

Here is Maslow's Hierarchy of human needs

Abraham Maslow (1908-1970), a famous American psychologist divided human needs into 5 parts which motivate people to act or work.

- Actualization and realization: they need to explore their talents, capabilities, potentials, interests
- ✤ Esteem: they need self respect and respect from others
- Social acceptance: they need love and to be loved, to feel wanted, to be needed, to be understood.
- Security/safety: they need to be safe from fear/chaos, illness, law and order, stability
- Survival: they need money for food, clothes, shelter

Glossaries:

Here are some difficult words you will listen:

Par: sejajar esteem: praise/penghargaan genuine: not artificial thrive: grow/make an effort pinnacle: pick/top of Dabble : try/do

1.2 Second Listening Practice

Listen again and answer the questions

- 1. Where does the conversation take place?
- 2. Who are the speakers?
- 3. What are the speakers talking about?
- 4. What is James' primary motivating factor?
- 5. How does he reach what he wants?
- 6. What is his secondary motivating factor?
- 7. What is his opinion about money and recognition?
- 8. What is responsibility according to James?
- 9. What does he mean by time for outside interest? Why does he need it?
- 10. How does he usually spend his leisure time after he is retired?
- 11. Why does he need longer vacation now?

1.3 Paraphrasing

Write a summary of the interview in 200 words.

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Lesson 3 Banking

Practice 1.a

Listen to the recording (a phone conversation between Mr. Symonds and his bank) and complete the blank spaces.

Clerk	: Manara Lombard. May I help you?
Symonds	: Yes, I have an (1)account with you and I have just
	(2) a cheque to pay for a (3)
	The engine has fallen out and i want my (4)
Clerk	: If you give me the (5), I can
	on it for you, sir.
Symonds	: What do you mean?
Clerk	: It's a simple matter, sir. If you want to (6)
	tell us and we (7) the cheque when it is
	(8)
Symonds	: So, how can I stop my cheque?
Clerk	: First, give me the (9)
Symonds	: Yes, it's zero two one, four nine eight
Clerk	: Oh two one, four nine eight?
Symonds	: That's right.
Clerk	: And your (10)?
Symonds	: Fifteen thirty two, nineteen eighty four.
Clerk	: Right, (11), one nine eight four. Is that right?
Symonds	: Yes, that's it.
Clerk	: And who was the cheque made out to?
Symonds	: The (12) was John Gardener
Clerk	: That's GARDENER?
Symonds	: Yes.
Clerk	: And what was the (13) of the cheque, sir?
Symonds	: It was four hundred Barakonia dinars.
Clerk	: Thank you. I also need to know the (14)
Symonds	: It was (15)
Clerk	: Fine, you leave it to us, sir. We will put a stop on the payment.
Symonds	: Thank you. Goodbye.

Practice 1.b Listen again and answer the questions

- 1. Who are the speakers?
- 2. Why is the man calling?
- 3. What is the man going to do?
- 4. Does he know what he should do to stop payment?
- 5. What should the man do to stop payment?

Practice 2

Listen to the dialoges and complete the information

Dialog 1

No	Dialogue 1	
1	Type of card	
2	Card number	
3	Name of cardholder	
4	The card is/has	

Dialog 2

No	Dialogue 2	
1	Type of card	
2	Card number	
3	Name of cardholder	
4	The card is/has	

Dialogue 3

No	Dialogue3	
1	Type of card	
2	Card number	
3	Name of cardholder	
4	The card is/has	

Dialog 4

No	Dialogue 4	
1	Type of card	
2	Card number	
3	Name of cardholder	
4	The card is/has	

Practice 3.a

Listen, answer the questions and fill in the table

Manara Lombard Bank		
Company		
Job Title		
Main business		
Other businesses		
Product		
Output		
Number of employees		
Payroll		
Customers		
Exports		
Profit		
Last year's profit before tax		
Turnover		
Problem		

Practice 3.b Listen again and answer the questions

- 1. Where does the conversation take place?
- 2. Who are the speakers?
- 3. What are they talking about?
- 4. What is the purpose of the interview?
- 5. What does the man expect from the interviewer?

Lesson 4 Marketing

Improving Sales of Products and Services

As you listen, complete the notes.						
Interview Form						
Interviewee Company Position Business Filed Range of Products Location Interviewer	::					
		Give a check mark ($$)				
Business field	:	goods services				
Purpose of interviev	w:					
Mainheadings	:	(1)				
		(2)				
		(3)				
Products	:					
Reputation	:	very good \Box good \Box fair \Box				
Kinds of contract	:					
(1)		price				
		price				
(2)	•••••					
Markets	:	Local 🗌 international 🗌				
Reason	•					
Reason	•					
Competitors						
Competitors Promotion	:					
Promotion	:	newspaper magazine TV				
		trade fair telephone directory direct selling				
		personal recommendation Dublic relation				
Notes	:					

Listen again and asnwer the questions

- 1. Who are the speakers?
- 2. Where does the conversation take place?
- 3. What are they talking about?
- 4. Why is Mr Pete Jenkins inviting Simon Clark?
- 5. Who is Simon Clark?
- 6. Does Simon Clark visit and interview Pete Jenkins on his own intention?
- 7. What does Mr Jenkins do?
- 8. What is the purpose of the interview? For Simon Clark and for Mr Jenkins?

Listen again and summarize the interview

Lesson 5 Finance

Pre-listening

- 1. What is finance?
- 2. Where does a company allocate the money?
- 3. How does a company finance the overall operation?

A. Methods of payment

The following is a recording in which a banker discussed problems encountered in using letter of credit documentation.

Listen the recording and answer the questions.

- 1. What is the speaker talking about?
- 2. What will happen if someone makes mistakes when using letter of credit documentation?
- 3. According to the speaker, at least there will be about 6 common mistakes in the use of letter of credit? Mention some!

(1)	
(2)	
(3)	
(4)	
(5)	
(6)	

B. Chasing payment

This section deals with the problems of cash flow both sides of the fence: people who have to make apologies for non-payment and people who are insistent on receiving their rightful payments.

Listen to the telephone conversation and answer the questions

- 1. What is the telephone conversation about?
- 2. Why is Valentina Santinelli calling Mr Becker?
- 3. Why can't Mr Becker pay for the invoice of the goods he received? 2 reasons.
- 4. What does Mr Becker ask Santinelli to do?
- 5. What is the conclusion of the call?

C. Roles and Functions of Finance

Geoff Roberts is Financial Director of Zoro International. He is taking the Zoro board through the annual results, highlighting some significant figures. As you listen, fill in the blank spaces with words or phrases or figures.

Right, let me take you through some of these (1).....and try to spell out the (2).....Firstly, as a raw measure of (3)...., you need to look at (4)...., or the (5)...., or Profit & Loss Account, as you guys call it in the United Kingdom. So, as you can see, we (6).....worth shifted of goods а direct cost of at (7).....-can you all see that? So that gives us a gross profit of (8)..... That's OK, basically in line with budget but the next figure is more (9)..... That's our fixed costs-at (10).....nearly (11)..... up on than year, they're far too high. It means our (12).....is only (13) down by nearly (14).....on last year. OK, I'll come back to that. The only other figure I'd like to draw your attention to on this statement is the(15)...... which fortunately is rather low just (16)...... This is because of a readjustment of (17).....on overseas profits.

Anyway, the important thing is that the net profit figure benefits from this (18).....as you can see, after one or two other deductions, it comes out at (19).....

Right, gentlemen. That about covers it. It could be better but on the other hand, it could be a hell of a lot worse. So any questions.....

Lesson 6 Personnel

Interview 1

As you listen, the questions below.

Interviewer	:	
Job Title	:	
Interviewee	:	
Job Title	:	
Topic of interview	:	
Purpose of interview	:	
Present issues	:	
Future trends	:	
Summary of interview	:	
Policy made	:	

Listen again and decide if the statements are True or False

- 1. The interview takes place in Mr Taylor's office
- 2. They are talking about Human Resources International.
- 3. The interviewer is collecting some information to write an article on newspaper.
- 4. The interview is done in a company in Poland.
- 5. According to the interviewee, privatization programs give pressure to companies to operate.
- 6. The positive side of privatization programs is to get the right manpower.
- 7. Reducing the workforce is done to make the company more viable.
- 8. She (the interviewee) prefers internal people to be accountable to some positions.
- 9. The trend in the future is developing policies to handle lay off.

Interview 2

Listen and fill in the blank spaces with words or phrases or figures

Correct me if I'm wrong, but I think we met back in the (7)..... At that time I had just started working on a (8).....to reassess our (9)..... here at LIPS. Well, I have continued to work on that. So I'd say that it is my main concern just now. There are two parts to it. The first what we call the (10)....., that is wasp for short. And what I've been (11).....in is a complete review and overhaul of the (12)for the whole company. This has meant looking at our pay here and revamping it. So that, in short, is the first part. The second part, which is the (15).....of the first parts our (16)....., or BAIP, as we call it in -house. While WASP looks at financial compensation, BAIP looks at (17)....., or (18)..... But no company cars. You know that we don't go in for that sort of thing in Holland. It.'s just too expensive. So, what about the future? For me, the future is about change. And change needs careful (19)..... At LIPS I see our future needs in the area of (20)..... so that they'll encounter in their (21)...... Times are moving very fast and people need to (22)....., motivated to move with the times. Enough philosophizing for today. Hope that these notes will help you. There's nothing (23)..... in what I've said, but please let me see a copy of the (24).....before it goes to (25).....just in case things have changed. Bye for now.

Lesson 7 Future trends

Task 1

(LG: Louise Gorvais; MP: Michel Palin; HH: Horst Holzman)

1.1 First Listening

- 1. What do the people discuss?
- 2. How much sales would they figure they will make per annum?
- 3. Why does Michale think a sales increase of 15% too optimistic? Two reasons.
- 4. How does Horst Holzman justify an increase of 15% for next year?
- 5. How would Michale predict the market to be next year?
- 6. What does Michael think about the related marketing budget?
- 7. How much sales did they achieve last year?
- 8. Are they optimistic they are going to repeat the achievement next year?
- 9. How much precentage of growth would they predict they would achieve in 5 years?
- 10. What would Michael's strategic policy be towards the Scandinavian operration?

1.2 Second Listening

Listen again the conversation in First Listening and fill in the blank spaces bellow

LG	: Michel, what do you think of the total (1)
MP	: I'm worried about it. I think we need to look at some of the proposed (2)
	from some of the (3)
LG	: Fine, well let's do that.
MP	: Let's start with the UK. They reckon they will achieve a (4)
	in sales next year – putting their annual sales up to(5) – by the
	way, we're now using dollars (6)
HH	: Good, that'll make all our lives easier!
MP	: I hope so. Anyway this(7)rise seems very (8) to me.
	The UK is just coming out of a recession. Our (9) in the
	UK are large (10) and I can't see them being in a
	position to give us these sorts of (11)

- HH : Oh, I don't know. Economists are (12)..... growth 0f 2.5% for the whole economy.
- LG : So you'd like to (18)..... the forecast down?
- MP : Yes, I reckon a 5%.(19)..... is achievable.
- HH : So I suppose that means cutting their (20) in line with that?
- LG : Certainly, if we want to protect our (21).....
- MP : It's difficult. I think we should cut their (22)..... but perhaps not so much. After all, they might be right. Maybe the economy's going to (23)..... more quickly.
- LG : So what are you suggesting?
- MP : We could reduce it by just (24).....down to (25).....
- LG : I'd go along with that. Horst?
- HH : Yeah. That seems fair. You mentioned one or two other (26)..... I suppose you're thinking of our scandinavian (27).....?
- MP : I'm afraid so. They've forecast sales of (28) This year, they've done very well to reach their target of (29)..... that was growth of nearly (30)...... they'll be doing (31)...... well to repeat that. We're still very new to the scandinavian market this coming year (32)...... is going to get a whole lot tougher. I don't think that they've really taken that into account.

- HH : I think you're forgetting our (33)..... for the Nordic
 Region. The reason we went into this market is that we (34)..... the
 prospect of nearly (35). for the first five years. I see
 no reason to mark that original (36).....
- MP : Horst, with all due respect, I've just come back from a trip to Stockholm. The market's got a lot more (37).....these last few months-there's (38)......
 on prices I reckon we're going to have cut prices next year to stay in the market and that'll mean a drop in (39).....
- LG : So Michel, are you suggesting we should (40)..... the forecast sales below this year's figure?
- MP : No, I think we should hold it at the same level but keep their (41)..... budget at the same level – that's..... (looking through papers)(42).....
- LG : So what's all this going to do to our bottom line figures?
- HH : So what does that make the new total (46).....?
- MP : I make it (47)..... That sounds just about right. We will have done very well if we achieve that.

Task 2. Listen the interview and answer the questions.

- 1. Where does the interview take place?
- 2. What is interview about
- 3. What will the economy like in the future?
- 4. What will happen if the interest rate goes up?
- 5. What will happen with production?
- 6. What is increasing next year? Why? Write your answer on the table bellow!

Economic Indicator	Reasons

7. What is decreasing next year? Why? Write your answer on the table bellow!

Economic Indicator	Reasons

- 8. What is going to happen if money currency is stronger?
- 9. Why is export falling down?
- 10. Why is import rising up?
- 11. What is happening with the investment next year? Explain!

Lesson 8 Company Policy

In this extract you will hear the Managing Director giving a presentation in which he reviews the company's achievement over the last ten years.

Pre-listening:

- 1. What do you know about company policy?
- 2. Who makes and who carries out the policies?

Terms or words present on the conversation: *remuneration, compensation, assure, profit-sharing scheme, well-earned, life assurance.*

A. Company's Achievement

Listen to the presentation and fill in the table.

Speaker	
Topic of presentation	
Purpose of presentation	
Main headings	
List of company policy	

B. Strengths and Weaknesses. Company policy in promoting the employees

Candidates	Strengths	Weaknesses
John Jeffry		
Rita Hayden		
Susan Palmer		

Listen and fill in the table

Lesson 9 Job Interview

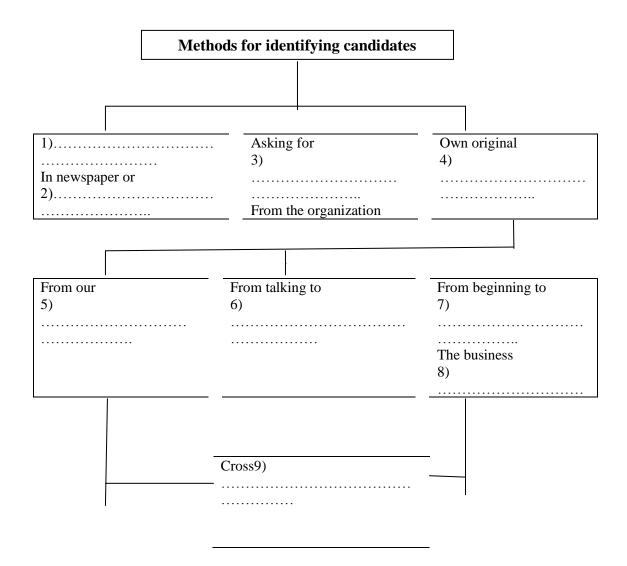
Task 1

Listen to the tape describing how the organizations recruit and select personnel and fill in the table as you listen.

No	Details	1st recruiter	2nd recruiter
1	Recruiter's position		
2	Organization		Major publishing house
3	Position discussed		
4	Recruiting sources	Internal posting and management journals and reviews	
5	Typical response level		130
6	Screening criteria		
7	People encountered during 1st interview		
8	People encountered during 2nd interview		
9	Tests		Sales simulation
10	Others		

Task 2.a (homework)

Dr. Simon Kinston works for the international executive search consultants Heidrick and Struggles. Listen to the first part of the interview and complete the chart below.



Task 2.b (homework)

Simon mentions three different types of experts which his company usually speaks to at the beginning of an executive search. Who are they?

a	
b	
C	

Task 3

Match the job interview questions 1 to 5 with their answers a) to f).

- 1. How many jobs have you had since leaving university?
- 2. Why have you changed jobs so often?
- 3. What have you done that shows leadership?
- 4. In what ways has your job changed since you joined the company?
- 5. Have you ever worked with a difficult person?

- a. Of course, but the working environment was terrible.
- b. I now have more responsibility and work longer hours
- c. Well, I lead the sale team. I'm also chairperson of a local business association.
- d. I wanted to earn more money.
- e. Well, the boss in my last company wasn't easy to work with.
- f. I've worked for six companies.

Task 4

Christina Kramer is applying for a job as an overseas sales representative in Italy. Listen to part of her interview. Complete her answers.

Reasons for applying	l like	1)			. and	using	my
	2)			••••	I	also	like
	3)			pe	ople, and	I want o	a new
	4)						
Strengths	I'm 5)		in	Italian an	d Spanish	n. I'm go	od at
	6)			sales stat	ff and I g	et on we	ll with
	people.	I	think	l'm	very	good	at
	7)			ser	ninars for	custome	rs.
Weaknesses	l'm not	8)					when
	people do	on't mee	et deadlin	es.			
People you work well with	l like peo	ple who	work 9)			and	d who
	are 10)	•••••					
Interests	I	also	like	e	aerobics	5	and
	11)						
Questions	lf 12)				the job	, when	would
	you like m	e to star	†;				

Lesson 10 Motivating Employees

Practice 1

Listen and do these tasks

1. Make a list of five or six factors that Steve Moody says motivate M&S staff.

(1)	 	
(2)		
(3)		
(4)	 	
(5)	 	

2. What does he say is the effect of giving staff an annual bonus shortly before Christmas.

Practice 2

Listen to the following recording in which managers describe how their company motivates its employees and fill in the table.

No	Details	Manager
1	Organization	
2	Category of employees concern	
3	Problems	
4	Causes of problem	
5	Strategies employed	
6	Result	

Lesson 11 Negotiation

Task 1

Kevin gives three negotiating tips, can you think of any tips for negotiating?

First tip	
Second tip	
Third tip.	
Fourth	
Etc	

Task 2

Listen again and complete the note below NEGOTIATING TIPS

To be successful in negotiation requires that you avoid making classic errors. Firstly you should identify who the.....(1) is. This means that the first thing you do is to make sure you know who you are.....(2). The second thing to remember is to be enthusiastic about tend what.....(4),(5) They salesman focus on the own needs rather than the......(6) which actually is very important. It is not impossible to sell without understanding this need, but this means that you will never have a long-term business.....(7). Being sympathetic to the needs of the buyer may mean that we are to(8) After ready our offer. closing the sale, you should......(9) the buyer's decision. This way, the buyer feels he has made a good decision.

Task 3Negotiation on the phone

- 1. What are they talking about?
- 2. What significant points were made?
- 3. Who made significant points?
- 4. What do you think the salesperson will do after the telephone conversation
- 5. Is the fax below an accurate reflection of the phone call?

Ms Irena Eichelberger Wholesale Groceries Inc POB 5678 Austria

Dear Ms Eichelberger Telephone conversation 29 February 20— This fax is to follow up our telephone call of this morning. We are willing to supply 2,000 tonnes of our variety splendide at \$150 per tonne. We expect to make the delivery at the latest by 15 March

Mr Garden

Task 4 Supplementary Exercise

Lesson 12 The Art of Presentation

You will hear an interview on local radio with Dr Tim Carter, the author of a book on how to give effective business presentations.

A. Listen and answer these questions.

- 1. Dr Carter's book, The Art of giving presentations,
 - a. has come out recently
 - b. was published last year
 - c. will reach bookshops next year
- 2. Dr Carter says he decided to improve his presentations because....
 - a. he felt he was doing worse than his colleagues
 - b. his boss expressed dissatisfaction with his performance
 - c. he dislikes doing anything badly
- 3. To improve his own performance, Dr carter studied....
 - a. books about public speaking
 - b. audiences don't think it's a major problem
 - c. He was given the wrong advice about it
- 4. What was the first change Dr Carter made to his presentation?
 - a. He began practicing alone in a big room
 - b. He got colleagues to listen to his performance
 - c. He began to develop key parts of his presentation
- 5. Dr Carter now recommends making a video recording of...
 - a. your practice presentation with colleagues present
 - b. real presentations given by other people
 - c. your practice presentation without an audience
- 6. Dr Carter says most speakers find presentations hard because....
 - a. they have to speak to unfriendly audiences
 - b. they have little experience of public speaking
 - c. they are anxious about the technical equipment
- 7. What technique does Dr Carter recommend for reducing anxiety?
 - a. relaxing the face muscles
 - b. remembering a pleasant experience
 - c. practicing deep breathing

B. Complete the details below

Interviewer	:			
Interviewee	:			
Position	:			
Company	:			
Venue of interview	:			
Topic of interview	:			
Presentation problems	:			
Ways to overcome prob	olem	is in a presentation		
Changes	:			
Methods of giving effective presentations				
Factors making present	atio	ns difficult		
Techniques to overcome anxiety				

C. Paraphrasing Listen again and paraphrase it