

Unit 1

Topic 1: Brands

Brands are very important to businesses. They represent the name, image, price, and quality of a product.

الماركات (العلامات التجارية) هامة جدا في دنيا الاعمال. فانها تمثل الاسم والصورة والسعر والجودة للمنتج.

Vocabulary المفردات

ادارة ماركة تجارية يمكن ان تشمل على عدة انواع او اشكال على سبيل المثال:

| | | |
|------------------|--------------------------------------|--|
| Brand loyalty | الميل الدائم لشراء ماركة معينة | Ex. Always buying a Toyota when you need a new car. عندما تحتاج سيارة جديدة دائما تشتري تويوتا. |
| Brand image | الفكرة والمعتقد لدى الناس عن الماركة | Ex. A Mercedes car is expensive. السيارة المرسيدس غالية الثمن. |
| Brand stretching | استخدام الاسم الموجود لمنتج اخر | Toyota corolla, Toyota Camry, Toyota Avalon |
| Brand awareness | مدى شهرة الماركة لدى الناس | What is the most popular phone in the market? Samsung/iphone |
| Brand name | اسم الماركة من الشركة المنتجة | The brand name of my laptop is Dell. ماركة اللابتوب خاصتي هي دل. |

Products: products are things that have been made by man or machine. They can have many types of forms and meanings. For example:

المنتجات: هي الاشياء التي يتم تصنيعها عن طريق الانسان او الالة. وربما يكون لها عدة اشكال او انواع او معانيعلى سبيل المثال:

| | | |
|---------------------|---|--|
| Product launch | الوقت الذي تقدم فيه الشركة منتجا للاسواق | Ex. The time when companies give free samples. هو وقت اعطاء الشركات عينات مجانية . |
| Product lifecycle | طول المدة التي يشتري فيها الناس المنتج | للمنتجات عمر افتراضى. Products have a life. |
| Product range | تنوع المنتجات المنتجة من مصنع ما . | Coca cola have many varieties of cola such as coca cola Light, coca cola Zero..... كوكاكولا لها العديد من التنوعات مثل كوكا كولا لايت وكوكاكولا زيرو. |
| Product placement | وقت استخدام المنتج فى الافلام والبرامج | In the Transformer movie, Chevrolet cars are used. فى فيلم المتحولون تم استخدام سيارات شيفروليه . |
| Product Endorsement | استخدام شخص مشهور من قبل شركة للمساعدة فى بيع منتجاتهم. | Football player Messi advertising Pepsi. لاعب كرة القدم ميسي اعلن لبيبيسى . |

Exercise

١. The creation of Coca Cola Light, Coca Cola Diet, Coca Cola Vanilla and Coca Cola Cherry is an example of **Brand stretching**.
٢. Customers who always buy a Toyota car when they need a new car are showing **brand loyalty**.
٣. Not many people recognize our logo. We need to spend more money on advertising to raise **brand awareness**.
٤. Yasir Al Qahtani advertising for STC and Messi advertising for Pepsi is an example of **product endorsement**.
٥. A **life cycle** in the period of introduction, growth, maturity and decline of a product.
٦. The uses of black Audi cars in The Transporter movies are examples of **brand image**.

Grammar (language review)

PRESENT SIMPLE AND PRESENT CONTINUOUS

| Present simple المضارع البسيط | present continuous المضارع المستمر |
|---|---|
| <p>-Tabaha University doctors help many students.</p> <p>-I always wear Armani clothes.</p> <p>-Ahmed fasts.</p> | <p>- Ahmad is sending an email.</p> <p>- I am buying an Armani shirt.</p> <p>- We are testing a new brand at the moment.</p> |
| <p>Use : الاستخدام</p> <p>-We use the present simple to give factual information. لاعطاء معلومات حقيقية. Ex. My brother helps me to achieve my work.</p> <p>- We use it to talk about habits or routine activities. للتحدث عن العادات والانشطة الروتينية. Ex. I always get up at ٦ o'clock.</p> | <p>Use: الاستخدام</p> <p>We use the present continuous to talk about continuous or ongoing actions للتحدث عن الاحداث المستمرة.</p> <p>Ex. We are watching football match now. -At the moment, I am preparing my plan of the program. -Look, She is cleaning the floor.</p> |
| <p>We use the following words with the present simple:</p> <p>نستخدم الكلمات التالية مع المضارع البسيط</p> <p>- Usually غالبا - These days هذه الايام</p> <p>Always دائما</p> <p>- Often مرارا / كثيرا</p> <p>Ex. We often help the needy people.</p> | <p>We use the following words with present continuous (am/is/are + ...ing):</p> <p>- This year هذا العام - At the moment في هذه اللحظة</p> <p>Ex. At the moment we are searching for a new advertisement star. نحن نبحث في تلك الاونة عن نجم اعلان جديد.</p> |

نحن نساعد المحتاجين كثيرًا

We use the following words for present simple and present continuous: -

Every day - Now - Nowadays - Once a month - Currently

Exercise C:

١. This year we are trying (try) to develop a brand with personality.
٢. We usually develop (develop) brands that say something.
٣. At the moment we are looking (look) for a new brand name.
٤. L'Oreal sells (sell) make-up all over the world.
٥. This year, L'Oreal is investing (invest) over \$١٨٠ million in advertising.
٦. At the moment I am working (work) for Tabaha University.
٧. This year, Tabaha University is opening (open) a new campus.
٨. The marketing department always keeps (keep) within its budget.
٩. We usually buy (buy) our products from Riyadh.
١٠. Every day, our market share is growing (grow)

Unit ٢ – Reading: Made in Europe.

صنع في أوروبا

Reading Summary:

The article is talking about brand products. Many famous products are now made in Asia. Many companies are closing their factories in America and moving to Asia because it is cheaper. But moving to Asia may see poorer quality goods. Therefore, some companies are staying in Europe or America because the quality of the product is better.

يتحدث المقال عن منتجات الماركات حيث ان معظم المنتجات المشهورة تصنع حاليا في آسيا. فقد اغلقت معظم المصانع ابوابها في اميركا وانتقلت الى اسيا لانها ارخص. لكن هذا الانتقال ربما يؤدي الى بضائع اقل جودة. ومن ثم فان بعض الشركات تبقى في اميركا او أوروبا حيث جودة المنتجات افضل.

Exercise A: Answer True (v) or False (x)

١. Nearly all super luxury brands are manufacturing in Asia? True
تقريبا يتم تصنيع كل الماركات شديدة الفخامة في آسيا. جملة صحيحة
٢. Coach does not have a factory in Puerto Rico? True
الكوتش لا يملك مصنعا في بورتو ريكو. جملة صحيحة
٣. Coach is outsourcing its products to reduce costs? True
الكوتش يصنع منتجاته بمصانع اخرى لتقليل التكلفة. جملة صحيحة
٤. Some Japanese customers want to buy Burberry products made in Europe rather than Japan? True
بعض اليابانيين يفضلون شراء منتجات بيربيري المنتجة في أوروبا عن المنتجة في اليابان. جملة صحيحة

٥. Sanyo's store in Tokyo sells Burberry products made only in Asia? False.
محلات سانيو فى طوكيو تباع منتجات بيربرى المصنعة فقط فى آسيا. جملة خاطئة
٦. According to Domenico De Sole, the best luxury products are made in Japan? False.
طبقا لراى دومينيكو دى سول ان المنتجات الاكثر فخامة تتم صناعتها فى اليابان. جملة خاطئة
٧. Gucci will outsource some of its products? False
جاكسى سوف يصنع بعض منتجاته بمصانع اخرى. جملة خاطئة
٨. Patrizio Bertelli believes that luxury fashion should always be made in Europe? False.
يعتقد بارتيزيو بيرتيللو ان الموضة الاكثر فخامة لابد ان تصنع دائما فى اوروبا. جملة خاطئة
٩. Amitiva Chattopadhyay says that companies need to pay attention to where they manufacture their products? True.
يقول اميتيفا تشابوداياي ان المصانع لابد ان تاخذ فى اعتبارها اين يصنعون منتجاتهم. جملة صحيحة
١٠. Amitiva The article was printed in the Financial Times newspaper? True
يرى اميتيفا ان المقال تمت طباعته فى صحيفة الفايننشال تايمز. جملة صحيحة
١١. جملة صحيحة

Unit ٢ – communication skills مهارات التواصل

What would you say when..... ماذا تقول عند.....

السؤال عن الراى

١-asking for an opinion

- How do you feel about.....?
- What do you think about.....?
- What's your view

ما راىك فى

الموافقة

٢- Agreeing

- That's true. هذا صحيح
- I agree. اوافق
- Absolutely اطلاقا

عدم الموافقة

٣- Disagreeing

-I'm afraid I can't agree.....

اخشى انى لا استطيع الموافقة على

-I know what you mean, but.....

ادرك ما تعنى ولكن.....

-I'm sorry, I don't agree.

اسف فانا لا اتفق معك.

٤-Making a suggestion

تقديم اقتراح

-I think we should

اعتقد انه لابد

-How about

ماذا عن

-Perhaps we could..... ربما نستطيع

Topic ٢: Travel

Introduction:

Travelling is very important for salespeople and managers. It is important to be aware of British English and American English word varieties.

السفر فى غاية الاهمية لمسئولى البيع والمديرين . انه من المهم جدا ان نكون على دراية بالتنوع فى المعانى بين الانجليزية البريطانية والانجليزية الامريكية

Unit ٣-vocabulary المفردات

There are words and phrases in British English and American English which have the same meaning but use different words.

توجد العديد من الكلمات والعبارات فى الانجليزية البريطانية والامريكية تحمل نفس المعنى ولكن بكلمات مختلفة.

| <u>British English</u> | <u>American English</u> | <u>المعنى</u> |
|------------------------|-------------------------|-------------------|
| Underground | Subway | مترو الانفاق |
| City centre | Downtown | وسط المدينة |
| Single ticket | One way ticket | تذكرة ذهاب |
| Return ticket | Round trip ticket | تذكرة عودة |
| Economy class | Coach class | الدرجة الاقتصادية |
| Motorway | Freeway | الطريق السريع |
| Public toilet | Rest room | حمام عمومى |
| Lift | Elevator | مصعد- اسانسير |
| Timetable | Schedule | جدول مواعيد |
| Car park | Parking lot | موقف سيارات |
| Hand luggage | Carry-on baggage | حقبة يد |

Exercise B:

١. I was driving fast and I had an accident on the freeway.
٢. When I arrived in London, I forgot my hand luggage in the plane.
٣. The hotel is in the city Centre.
٤. I couldn't find any place to park my car. The parking lot was full. ٥. London and New York have an excellent underground system.
٦. I live on the top floor. I have to use the elevator.

Unit ٣ - Grammar (Language Review): Talking about the future التحدث عن المستقبل

We can use different language forms to talk about the future. نستطيع استخدام اساليب لغوية مختلفة للتحدث عن المستقبل

| | |
|---|---|
| ١ - be+going to..... | to talk about what we intend and have decided to do : أو : للتعبير عن شئ ننوى القيام به او : قررنا عمله . |
| Ex. We are going to the meeting. We are going to finish the report today. | سوف نذهب للمقابلة. سننتهي من التقرير اليوم. |
| ٢ - will..... | to talk about something we have decided at the time of speaking. للتعبير عن فعل شئ قررنا القيام بعمله وقت الكلام. |
| Ex. The flight is late. I will call the office. I didn't send the email. I will do it now. | لقد تأخرت الرحلة . سوف اقوم بالاتصال بالمكتب. لم ارسل الايميل . سوف افعل الآن. |
| [Redacted] | we use it to talk about a fixed plan. يستخدم للتعبير عن خطة معدة سلفا. |
| Ex. I am travelling tomorrow. He is leaving at ٣ pm. We are meeting on Wednesday. | سوف اسافر غدا. سيغادر الساعة الثالثة مساءا . سنلتقي يوم الاربعاء . |

Exercise B:

١. I am sorry. I can't take you to the train station. Don't worry I will take (take) a taxi.
٢. We have chosen the name of our new low-cost airline. Really. What are you going to call (you / call) it?
٣. Have you decided to increase the number of passengers? Yes, we will offer (offer) a family discount at weekends.
٤. I can't send an email to the travel agent; my computer's just crashed. Write down your details and I will fax them over.
٥. How is your daughter? She's fine. She is learning to be a pilot for the flying doctor service next year!

Exercise C:

٦. His flight arrives / is arriving at ٩ o'clock tomorrow morning.

٧. We're staying / stay at the Hilton Hotel for next month's sales conference.
٨. The class is beginning / begins at ٣ p.m.
٩. I travel / am travelling by train from Riyadh to Dammam next time.
١٠. The train is departing / departs at mid-day every day.

unit ٤ - Reading:

مهارتي الطريق المشترك

Reading Summary:

The article is talking about the characteristics and why so many business people still travel to do business rather than video conference. يتحدث المقال عن الخصائص التي تتعلق بمدى اهتمام رجال الاعمال بالسفر لاتمام اعمالهم بدلا من استخدام وسائل كالفديو كونفرانس.

Exercise A:

١. Management consultants are frequent fliers. مستشارى التدريب طيارين مألوفين.
٢. Most of us still want face - to - face contact. معظمنا لا زال يفضل الاتصال وجها لوجه.
٣. Face-to-face meetings are important to read body language to pick up the atmosphere. مقابلات المواجهه ضرورية لتقرأ لغة الجسد لتتعرف على المناخ العام.
٤. We also like to have face-to-face meetings to influence people outside the meeting. نحن ايضا نحبذ مقابلات المواجهه لتأثيرها فى الناس خارج الاجتماع
٥. Travelling management consultants act as if email and satellite links have not been invented. يقوم مستشارو التدريب بالسفر كما لو ان الايميل واتصالات بالاقمار الصناعية لم تخترع بعد.
٦. More than ٩٠% of human communication is non-verbal. أكثر من ٩٠ فى المائة من التواصل الانسانى غير شفوى.
٧. Facial expressions, body language and eye contact are examples of non-verbal communication. التعبيرات الوجهية ولغة الجسد والتقاء العيون امثلة على التواصل غير الشفوى.
٨. Emails and video conferencing do not show personalities. الايميلات والفديو كونفرانس لا تبين ملامح الشخصية.
٩. A lot of people rely on their personalities to persuade others. يعتمد الكثير من الناس على شخصياتهم لاقتناع الاخرين.
١٠. The key message of the article is that business meetings will always be necessary because people prefer to meet face-to-face. مفتاح المقال هو ان مقابلات العمل سوف تبقى ضرورية دائما لان الناس يفضلون المواجهة وجها لوجه.

Unit 4 – Writing

Exercise A:

Choose the correct answer to complete the fax from The Three Storks Hotel.

اختر الاجابة الصحيحة لتكمل الفاكس من فندق الثلاث لقالق.

The Three Storks Hotel

Virpazar- Montenegro

FAX

From: (١) The Three Storks Hotel (Virpazar- Montenegro) +٣٨١ (٠)٨١ ٧١
٠٠ ٨٨

To : (٢) Mr. J C Roberts, Stanley Engineering LTD. +٤٤ ١٨٦٥ ٦٨٩ ٢٤٤

Date (٣) April ٢٨.

Dear(٤) Roberts,

This is to confirm (٥) your booking for a single room from May ١٧
to May ٢٠ inclusive, at a rate of ١٢٠ euros per(٦) night.

As requested (٧) ,we will hold your room until midnight on the day of your
arrival(٨).

We look forward (٩) seeing you in May.

Yours sincerely(١٠),

The Three Storks Hotel

Topic 3: Organisation**Introduction:**

Organisations are very big businesses that may have many offices and operations around the world. Many organisations are government owned and many are market driven.

المنظمات هي دوائر اعمال ضخمة قد يكون لديها العديد من المكاتب والعمليات حول العالم. تعتبر العديد من المنظمات حكومات مملوكة لاشخاص وتكون هي الحاكم للسوق.

Unit 5 - Vocabulary:

Words related to organisation (company) structure: (الشركة) المنظمة

- Subsidiary: الشركة التابعة
- Factory / Plant: مصنع
- Call centre: مركز الاتصال
- Service centre: مركز الخدمة
- Head office: المكتب الرئيس
- Distribution centre: مركز التوزيع
- Warehouse: المخزن
- Branches / outlets: الفروع / المعارض

Good qualities and Bad qualities of an organisation الصفات الجيدة والسيئة للمنظمة

| Good qualities | الصفات الجيدة | Bad qualities | الصفات السيئة |
|----------------|----------------------|---------------|------------------------|
| Caring | الرعاية / الاهتمام | Bureaucratic | البيروقراطية - الروتين |
| De-centralised | اللامركزية | Centralised | المركزية |
| Dynamic | الدينامية - الحيوية | Conservative | محافظ - تقليدي |
| Market-driven | التحكم بالسوق | Hierarchical | متسلسل هرميا |
| Professional | المهنية - الاحترافية | Impersonal | بشكل غير شخصي |
| Progressive | التقدمية | | |

Unit 9 - Grammar (Language Review)

Noun combinations

In English we can combine two or more nouns (names)

في الانجليزية يمكننا الربط بين كلمتين او اكثر

We can use possessives: ('s)

Ex. Julia's desk مكتب جوليا / Mohammad's pen قلم محمد / Layla's phone تليفون ليلى

We can use 'of':

Ex. Director of Communications مدير الاتصالات / cup of water كوب ماء / piece of cake قطعة كيك / glass of milk كوب من الحليب

We can combine words:

Ex. Bedroom غرفة نوم / motorcycle موتورسيكل / downtown وسط المدينة / roommate roommate / football كرة القدم

Exercise A:

What is the most suitable noun combination?

ما هي تركيبات الاسماء الاكثر مناسبة

1. a) The meeting of today. b) Today's meeting. c) Today meeting. اجتماع اليوم
2. a) A letter of credit. b) A credits letter. c) A letter's credit. خطاب الضمان
3. a) A business card. b) A card of business. c) A businesses' card. كارت عمل
4. a) A data's base. b) A base of data. c) A database. قاعدة بيانات

Exercise B:

Rephrase the following. أعد صياغة التالي

For example: A plan which lasts for ten years = خطة تستمر لعشر سنوات = A ten year plan.

5. A hotel with five stars = فندق بخمس نجوم = A five star hotel.
6. A budget worth 3 million dollars = ميزانية تساوي ثلاثة ملايين دولار = A 3 million dollar budget.
7. A presentation that lasts 20 minutes = المقدمة التي تستمر 20 دقيقة = A 20 minute presentation.
8. A contract worth 200,000 pounds = عقد يساوي مائتي الف جنيه = A 200,000 pound contract.
9. An industrial empire which is 150 years old = امبراطورية صناعية عمرها 150 عاما = A 150 year old contract.
10. A vintage car which is 90 year old = سيارة عالية القيمة عمرها تسعون عاما = A 90 year old car.

Exercise C:

Match each word to make a word partnership

١. Business a) virus b) cards c) plan
٢. Management a) style b) technology c) policy
٣. Sales a) campaign b) department c) trade
٤. Labour a) force b) technology c) market
٥. Company a) house b) headquarters c) logo
٦. Trade a) union b) technology c) fair
٧. Consumer a) goods b) awareness c) logos
٨. Research a) findings b) knowledge c) project
٩. Information a) force b) technology c) logo
١٠. Computer a) union b) program c) virus

Unit ٦ - Reading: Happy staff is not the full answer طاقم العمل السعيد ليس الاجابة الكاملة

Read the article below

Reading Summary:

The article is talking about the importance of customer service in management. The article discusses the importance of positive and motivated employees should be as their behaviour and attitudes can reflect on the service they give to their customers. The article also discusses the importance in quality care given to customers and that the customer is king.

يتحدث المقال عن اهمية خدمة العملاء فى الادارة. يناقش المقال اهمية الموظفين الحيويين والايجابيين الذين يجب ان تكون توجهاتهم وسلوكياتهم يمكن ان تنعكس على الخدمة المعطاة للزبائن . يناقش المقال ايضا اهمية الرعاية الجيدة المقدمة للزبائن وان العميل ملك.

Exercise A:

١. According to the studies that business gurus highlight, "customer service is related to"

a) management style اسلوب الادارة

5) rude customers

c) employees' productivity

d) All

٢. In paragraph ٢ which of the following words means 'how happy you feel about your job and your results'?

a) Productivity

b) Attitudes

c) Perceptions

d) Satisfaction الرضا

٣. Some studies claim that the way service staff deals with their customers clearly how they themselves are managed.

a) provides

b) treats

c) reflects يعكس او ينعكس

d) demands

٤. Employee morale is Related to customer service satisfaction.

a) policies

b) morale الروح المعنوية

c) performance

d) productivity

٥. A chief executive's job is to.....

a) help, support and advice المساعدة, الدعم, والنصيحة

b) train and educate

c) teach, assist and present

d) demonstrate levels of exhaustion.

٦. Which of the following words means 'how much a person or a group produce in a particular time'?

9) Policies

- b) Morale
- c) Performance
- d) Productivity الانتاجية

٧. When we say 'the customer is king', we mean the customer is.....

- a) not important at all.
- b) less important than anyone else.
- c) more important than anyone else. اكثر اهمية من اي شخص اخر
- d) just as important as us.

٨. Staff at the customer interfaces needs to be supported and directed by their.....

- a) customers
- b) supervisors
- c) business gurus
- d) management الادارة

٩. Airlines, hotels and restaurants conduct serious selection and training to get the sort of person whoin customer service.

- a) travels
- b) feels
- c) thrives يزدهر
- d) catches

١٠. The key message of the article is

- a) There is a complex relationship between management style and customer service. هناك علاقة معقدة بين الاسلوب الاداري وخدمة العملاء
- b) organisations have no control over what happens between employees and customers
- c) some customers can be extremely difficult
- d) None

Unit 7 – Writing:

Exercise A:

Choose the correct answer to complete the following email. اختر الاجابة الصحيحة لتكمل الایمیل التالي.

To: All staff

From: Olivia Anderson

Subject: Staff training

In order to keep our competitive edge, we at Free Horizons must continue to provide unique travel services and remain (١) totally customer focused.

Our staff training programs contribute (٢) a great deal to making us so dynamic and efficient.

I'm very pleased to announce (٣) that we will be able to organize (٤) another training seminar in the autumn, on one of the following topics: - developing computer skills, - intermediate French, Spanish or Arabic, - customer service, - favourite holiday destinations; their geography and politics.

Please select (٥) one topic, and explain (٦) in detail the reasons for your choice.

Replies by Thursday please.

١. a) explain b) select **c) remain** يبقى d) organise

٢. **a) contribute** يساهم/يشارك b) explain c) organise d) remain

٣. a) explain b) remain c) select **d) announce** يعلن

٤. a) select **b) organize** ينظم c) remain d) contribute

٥. a) explain **b) select** يختار c) remain d) organise

a) explain يشرح b) remain c) organise d) announce

Introduction:

There are many situations in our lives where change is always happening and affects us in some way. For example, losing our job, getting married, buying a new house, moving to a new country etc.

توجد العديد من المواقف في حياتنا حيث يحدث التغيير دائما ويؤثر علينا بشكل ما . على سبيل المثال فقدان وظيفة الزواج شراء منزل جديد الانتقال الى بلد جديد.....الخ.

Unit 7 - Vocabulary**Exercise A:**

Below are prefixes بادئات and when used with a verb create words related to change:

| down- | de- | up- | re- |
|---|--|--------------------------|--|
| Size يقلص حجم الشركة من خلال تقليل العمال . | centralise يجعله لا مركزيا regulate يزيل العوائق الحكومية | grade يحسن من جودة شئ ما | structure يعيد تنظيم train يعيد تدريب وتعليم organise يعيد تنظيم develop يعيد تطوير launch يعيد اطلاق size locate يتسبب في نقل |

Exercise B:

Complete the sentences using the correct form of the verb from the box in exercise A.

١-It is now so expensive to rent offices in the city centre that many companies are relocating to the suburbs.

ان تـؤجر مكاتب في وسط المدينة غاية في التكلفة مما تسبب في نقل الشركات لمكاتبها الى الضواحي.

٢-The company has recently had to downsize its workforce.

لابد ان تقلص الشركة من القوة العاملة بها .

٣-Excellent customer service is vital to keep up with the competition. The company has introduced new networking practices and is retraining all part-time staff.

من الاشياء الضرورية للحفاظ على المنافسة خدمة العملاء الممتازة . وقد قدمت الشركة ممارسات على النت لاعادة تدريب كل طاقم العمل من اصحاب الدوام الجزئي.

٤-The seating plan in our office has been reorganised to accommodate new staff.

خطة ترتيب المقاعد في مكتبنا تم اعادة تنظيمها لتلائم طاقم العمل الجديد.

٥-Our product was not doing well in the market. We decided to relaunch it under a different name.

لم يسجل منتجنا نجاحا بالسوق . سوف نقوم باعادة اطلاقه من جديد تحت اسم مختلف.



1-The company has decided to redevelop the disused car park site.

قررت الشركة ان تعيد تطوير مقع موقف السيارات المساء استخدامة.

2-The most successful decision in our company was the decision to restructure the company hierarchy.

القرار الاكثر نجاحا بالشركة كان قرار اعادة تنظيم الشركة هرميا.

Unit 7 - Grammar (Language Review):

Past simple and present perfect

الماضي البسيط والمضارع التام

| Past simple | الماضي البسيط | Present perfect | المضارع التام |
|--|---------------|---|---------------|
| We use the past simple for actions at a particular point in the past. نستعمل الماضي البسيط للاحداث التي حدثت في نقطة معينة في الماضي . | | We use the present perfect for actions linking the present to a point in the past. نستخدم المضارع التام للربط بين المضارع ونقطة ما في الماضي . | |
| 1- I visited our clients in Hong Kong. زرت عملاءنا في هونج كونج. 2- I sent the fax. ارسلت الفاكس. 3- I studied for my business exam last year.. ذاكرت لاختبار الاعمال العام الماضي . 1. 4- I ate lunch with the boss. تناولت الغداء مع المدير. | | 1- we have made a lot of changes since 2009.. عملنا الكثير من التغييرات منذ 2009.. 1- Have you gone to the conference yet? هل ذهبتم الى المؤتمر ؟ Yes, we have gone to the conference نعم ذهبنا الى المؤتمر . | |

Exercise A:

1-I received (receive) last year's results and I am delighted to announce a fantastic year.

لقد تسلمنا نتائج العام الماضي وانا مسرور باعلانه عاما رائعا.

2-We started (start) in 1970 in a small factory in Madinah.

لقد بدأنا في عام 1970 بمصنع صغير في المدينة.

3-We only employed (employ) four people at that time.

لقد قمنا بتوظيف اربعة اشخاص في هذا الوقت.

4-That number has grown (grow) to around 2,000 today.

تزايد هذا الرقم اليوم لحوالي 2000.

5-In 1982, we nearly went (go) bankrupt.

تقريباً في عام 1982 افلسنا.

5-In recent years we have expanded our product range.

في الاعوام الحالية زدنا من مستوى منتجنا .

٧-A lot of change has taken (take) place recently.

تم الكثير من التغيير مؤخرا.

٨-Last year most of our sales came (come) from Asia.

العام الماضي اتت معظم مبيعاتنا من آسيا.

٩-This year we have decided (decide) to try and break into the US market.

قررنا هذا العام ان نحاول النزول للسوق الامريكى .

١٠-So far this year we have prospered (prosper).

حتى الان لقد حققنا رخاءا هذا العام.

Shake-ups that leave us shaken but not stirred

Reading Summary:

The article is talking about change that happens in companies. It discusses that change is now frequent in companies. Change happen when new employees come or when old employees leave the company. Most employees are not happy about change because most of the time they are not told until the last moment.

يتحدث المقال عن التغيير الذى يحدث فى الشركات . يناقش ان التغيير يكون الان متكررا فى الشركات . يحدث التغيير عندما ياتى موظفين جدد او يذهب موظفين قدامى من الشركة . معظم الموظفين لا يسعدو بهذا التغيير بصدد هذا التغيير لان معظمهم لا يتم اخبارهم الا فى اللحظات الاخيرة.

Exercise A:

١-John recently resigned from his job with a European airline.

استقال جون مؤخرا من وظيفته مع خطوط الطيران الاوروبيه.

٢-He had a very bad experience when he left.

تكونت لديه خبرة سيئة عندما غادر.

٣-He was the last one to leave.

كان هو اخر المغادرين.

٤-The redundancies were announced in an unplanned way.

الاستغناءات تم الاعلان عنها بطريقة غير مخطط لها .

٥-No consultation was given when the workload was redistributed.

لم تعطى اى استشارة عندما تم توزيع قوة العمل .

٦-Because of workplace change, ٥٨% of people in the study feel de-motivated and less committed.

بسبب نقل مكان العمل فان ٥٨ % من الاشخاص بالدراسة يشعرون بعدم التمس للعمل وقلة الاخلاص.

٧-Because of workplace change, ١٤% have left and ٤٩% have considered leaving.

بسبب تغيير مكان العمل فان ١٤ % قد غادروا ويعتبر ٤٩ % مغادرين.

٨-Employees want more involvement and clearer explanations for the reasons in workplace change.

يريد الموظفون المزيد من المشاركة والتفسيرات الاكثر وضوحا فيما يتعلق باسباب تغيير محل العمل.

٩-MyVoice Research shows that senior managers know of the need to communicate clearly the benefits and objectives of change.

يوضح بحث صوتي ان المديرين الاكبر على معرفة بالحاجة للتواصل بشكل واضح مع فوائد واهداف التغيير.

٦٦% of employees say that change is imposed rather than discussed.

٦٦% من الموظفين يقول ان التغيير فرض قسرا ولم يناقش.

١١-The article was printed in the Financial Times.

تمت طباعة هذا المقال في الفايننشال

١.

Unit ٨ - Communication Skills (Useful Language):

Exercise A:

ما الذي سوف تقول عند السؤال عن التوضيح؟ *What would you say when asking for clarification?*

- What do you mean...? ماذا تعني ب.....؟
- What exactly are you saying? ماذا تقول بالضبط؟
- Sorry, I don't follow you? آسف لم اتابعك
- Can you explain in more detail? هل يمكن ان تشرح بمزيد من التفصيل؟
- What exactly do you mean? ماذا تقصد تحديدا؟

Exercise B:

ما الذي سوف تقول عند الرد عند التوضيح؟ *What would you say when clarifying?*

- What I mean is... ما اعنيه هو.....
- What I'm saying is..... ما اقول هو ان.....
- To clarify..... لاوضح.....
- To be more specific.... لمزيد من التوضيح....

Exercise C:

ما الذي سوف تقول عند التعامل مع المقاطعات؟ *What would you say when dealing with interruptions?*

- Just a moment... دقيقة فقط...
- I'd like to finish if I may.... احب ان انهي لو.....
- I Hold on. Can I finish the point? انا اتوقف. هل استطيع ان انهي هذه النقطة؟

Exercise D:

ما الذي سوف تقوله عند تقديم اقتراح؟ *What would you say when making proposals?*

- I suggest.... اقترح ان.....
- I propose that افترض ان.....
- How about كيف عن.....
- We could نستطيع ان.....

Exercise E:

What would you say when rejecting proposals?? ما الذى سوف تقول عند رفض اقتراح

- Sorry, I don't think so. / that's a good idea.. آسف لا اعتقد هذا / هذه فكرة جيدة
- I'm not sure I agree with you .. لست واثقا من ان اتفق معك
- That just won't work. هذا سوف لن يعمل .

Topic : Money

المال/النقود

Introduction:

You know what they say, 'money makes the world go round'. There are many situations in our lives where we use money. We use money to buy, sell, trade and indeed as a general medium of exchange. Money or making money is probably the most important aspect for many businesses. As such, there are many terms associated with the term money. This will be explored in the vocabulary section now.

مقدمة :

انت تعرف المقولة "المال هو الذى يجعل العالم يتحرك" يوجد العديد من المواقف فى حياتنا حيث نستخدم المال. نستخدم النقود لنشتري نبيع نتاجر وبالفعل فى كل اشكال العامة للتبادل. النقود او كسبها ربما تكون المفهوم الاكثر اهمية فى العديد من الاعمال. وبالمثل هناك العديد من المفاهيم المرتبطة بفهموم المال. وهذا سيتم اكتشافه الان عند المرور بقسم المفردات

| | meaning | | meaning |
|--------------|------------------------------|-----------------|----------------------|
| Debt | دين | A forecast | تنبؤ |
| Gross margin | هامش ربح | Bankruptcy | افلاس |
| Recession | فترة ركود اقتصادي | Revenues | عوائد/ارباح |
| Investment | استثمار | Pre-tax profits | ارباح ما قبل الضريبة |
| Stock market | البورصة(سوق الاوراق المالية) | Dividend | نسبة الارباح |
| Shares | اسهم | A shareholder | صاحب الاسهم |

Exercise B:

Complete the sentences with the words from Exercise A

In our home markets, it has been another excellent year. *Pre-tax profits* are up by £23 million and the *forecast* for the next quarter is equally good. Profits from abroad are down because of a *recession* in Japan. However, our performance overall has been good and the *shares* have increased to 26.4p and the *earnings per share* will be increased to 4.3p per share which will please our *shareholders*.

Exercise A:

Please complete the following sentences with the appropriate preposition.

١. Sales have increased from £⁰m to £^٦m.
٢. Sales have increased by £^٢m.
٣. There has been an increase of £^١m in sales.
٤. Sales now stand at £^٦ million.
٥. Sales reached a peak of £^٥ million in June.

Unit 10 - Communication Skills (Useful Language):

When dealing with numbers, figures, currencies and percentages, we must be careful in how we pronounce them. Examples are highlighted in Exercise A.

عند التعامل مع الأرقام - الأشكال - العملات والنسب المئوية. لا بد أن نكون على حذر في كيفية نطقهم. الأمثلة موضحة بالتفصيل في المثال أ.

Years

الاعوام

| | |
|------|----------------------------|
| ١٨٨٨ | Eighteen eighty eight. |
| ١٩٧٩ | Nineteen seventy-nine. |
| ٢٠١٣ | Two thousand and thirteen. |

Currencies

العملات:

| | |
|---------|--|
| £٥,٩٩ | Five pounds ninety nine. OR Five pounds and ninety nine pence. |
| €١,٩٩ | One euro ninety nine. OR One euro ninety nine cents. |
| ¥٣٠٠ | Three hundred yen. |
| \$٧,٥٠٠ | Seven thousand five hundred dollars. |

Decimals

الكسور العشرية

| | |
|--------|-----------------------------------|
| ١٦% | Sixteen per cent. |
| ٢٤,٥% | Twenty four point five per cent. |
| ٠,١٢٥% | Zero point one two five per cent. |
| ٠,٠٥% | Zero point zero five per cent. |

Numbers

الأرقام:

| | |
|----------------|---|
| ١٢٥ | One hundred and twenty five. |
| ٣,٠٠٥ | Three thousand and five. |
| ١٦٨,٣٢٤ | One hundred and sixty eight thousand three hundred and twenty four. |
| ١m (١,٠٠٠,٠٠٠) | one million. |



-Advertising companies spend a lot of money on creating clever (mailshots/directories/slogans) that are short and memorable.

تنفق شركات الاعلانات الكثير من الاموال على الشعارات الذكية التي تكون قصيرة وتترك اثرا في الذاكرة .

٤-Celebrity (exhibition/research/endorsement) is a technique that is very popular in advertising at the moment.

احتفالية التصديق هي تقنية غاية في الشهرة في الدعاية في هذه الايام .

٥-If news came to you by (internet/word of mouth/press), it means someone tells you about it rather than you seeing an advert.

عندما تاتي اخبار شفاهة , هذا يعنى ان شخص ما يخبرك عنه بخلاف ان تراه في اعلان .

٦-If you have something to sell, you can (target/place/launch) an advert in the local newspaper.

لو ان لديك شيئا لتبيعه فبامكانك ان تضع اعلان في جريدة محلية.



١. This year the sales conference is in The Netherlands.
٢. Next year I am going to work for an advertising company in The Kingdom of Saudi Arabia.
٣. We are going to The UK for an international IT Conference.
٤. Scotland, England, Wales and Ireland make The UK.
٥. Dubai is in The Emirates.

Unit ١٢ – Reading : What makes Nike's advertising tick?

Reading Summary:

The article is discussing how a famous sports company, Nike, uses advertising and famous celebrities to help sell their products. The article also discusses the other factors that have helped in Nike lead to its huge success. المقال يناقش كيف ان شركة رياضية ك (نايك) تستخدم نجوم اعلانات مشهورين لتساعد في بيع منتجاتهم. المقال يناقش ايضا العوامل الخرى التى ساعدت شركة نايك للنجاح الضخم.

Exercise C:

Check your answers below:

١. Who is Phil Knight? من هو فيل نايت؟
He is the co-founder and former Chief Executive of Nike.
٢. What does Knight use as an advertising strategy? ما الذى يستخدمه نايت كاستراتيجية اعلانية؟
He uses superstar athletes / celebrity athlete endorsements.
٣. What or who is Nike? ماذا او من نايك ؟
Nike is an international sports shoes and clothing company
٤. What has made Nike very successful? ما الذى جعل نايك فى قمة النجاح؟
Its advertising strategy.
٥. When did Nike loose its number one position to Reebok? متى خسرت نايك مكانها الاول الى ريبوك؟
Nike lost its number ١ position to Reebok in ١٩٨٦.
٦. Who did Nike work with to create successful advertisements? من جعل نايك تبذع فى عمل اعلانات ناجحه؟
Nike worked with sporting masters. like Jimmy Connors, John McEnroe, Tiger Woods, Ronaldo and Michael Jordan.
٧. What other famous people has Nike used in their ad campaigns? ما الشخصيات المشهورة التى استخدمتها نايك فى حملاتها الاعلانية؟
IlieNatase and Andri Agassi.
٨. What is Knight's advertising principle? ما هو المبدأ الاعلانى لنايت؟
To use a mix of global ad campaigns such as 'good vs evil' with famous sports stars as well as local advertising.
٩. What is the article generally discussing? ما الذى يناقشه المقال بشكل عام؟
The article is generally discussing Nike's success and its advertising strategy.
١٠. Which newspaper was the article printed in? اى جريدة نشر بها المقال ؟
The article was printed in The Guardian newspaper.

Exercise D:

١١. Nike has been Advertiser of the Year three times. True / False? **True**
١٢. Nike uses only worldwide advertising. True / False? **True**
١٣. Nike believes market research pre-testing is very important.
True / False? **True**
٢. A lot of computer tricks are used in Nike ads. True / False? **True**

Questions for thought..... اسئلة للتفكير

Exercise E:

What do you think are the advantages and disadvantages of using celebrity advertising?
ماذا تعتقد ما هي المميزات والعيوب لاستخدام نجوم الاعلانات؟

Exercise F:

Which celebrities from Saudi Arabia are used in advertising?

اي النجوم السعوديين استعمل في الاعلانات؟

Exercise G:

The article mentions an attention grabbing advertisement. Match similar words 1 - 6 to the words a - f to make word partnerships.

١. Energyb) saving (energy saving) توفير الطاقة
٢. Eyed) catching (eye catching) لمح البصر
٣. Thirst e) quenching (thirst quenching) قاهر العطش
٤. Moneyf) saving (money saving) توفير او ادخار النقود
٥. Mouth c) watering (mouthwatering) طعام يسيل له اللعاب
٦. Braina) teasing (brain teasing) شئ يحير العقل

Unit 12 – Writing:

Exercise A:

Choose the correct words to complete the following email:

Now check if your answers are correct:

Astra Office Solutions

100 Alexandra Road-Birmingham

Ms Sandra Perkins

13th June 2013

Purchasing Manager

United Freight Agencies

Liverpool

Dear Ms Perkins,

As Head of our Customer Service Department, *I have pleasure* in enclosing our latest catalogue, featuring our exciting new range of office equipment and furniture at the most competitive prices currently on the market.

We would be very grateful if you could let us know which of our products would be of interest to you. Once we have this information, we *could arrange* for an expert from our sales staff to visit your company in order to carry out a detailed needs analysis and produce a unique office solution for you, entirely free of charge.

Our expert will also give you *full details* of our special offers. At Astra Office Solutions, we offer our regular customers more than just discounts. For example, there is a two-month free trial period for all electrical equipment, including photocopiers, and much more.

If you would like to *take advantage of* a visit from our expert, please inform us of a suitable *date and time*.

We look forward to hearing from you.

Yours sincerely,

Ammar Sellimi

Sales Manager

Think about.....

فكر

١. Who is the letter to? (Ms. Perkins)
٢. Who is the letter from? (AmmarSellimi)
٣. What is the letter about? (It's about arranging a sales visit from Astra Office Solutions to visit and discuss furniture requirements for Ms. Perkins).

Topic V: Cultures

Introduction:

Every country or even city has its culture. Religions and races also have cultures. Culture is the practice or a certain type of norm, value or behaviour associated with a group of people.

لكل بلد او حتى مدينة ثقافتها الخاصة. الاديان والاعراق ايضا لهم ثقافتهم. الثقافة هي ممارسة نوع معين من العادة او اقيمة او السلوك المرتبطة بمجموعة من الناس .

Unit ١٣ - Vocabulary:

Exercise A:

Like any other language, the English language has many phrases or idioms that express a meaning or point of view. One such idiom is 'let me put you in the picture' which means to give someone the general idea of a subject / to tell someone about a particular situation.

كاي لغة اخرى فان اللغة الانجليزية بها العديد من العبارات والمصطلحات والتعبير عن معنى او وجهة نظر. احد هذه المصطلحات "دعني اضحك في الصورة" والتي تعني ان تعطى شخصا ما الفكرة العامة لموضوع او لتخبر شخص ما عن .

Choose the most appropriate word in the box to complete the idioms in the sentences below:

| | | | | |
|-------|-----|-----------|------|------|
| eye | eye | end | fire | foot |
| water | | ice water | | |

تابع ترجمة المصطلحات في التمرين بعد التالي .

١. I was thrown in at the deep end when my company sent me to run the German office. I was only given two days' notice to prepare.
٢. We don't see eye to eye about relocating our factory. The Finance Director wants to move production to the Far East, but I want to remain in Spain.

١. I got into hot water with my boss for wearing casual clothes to the meeting with our Japanese customers.
٤. Small talk is one way to break the ice when meeting someone for the first time.
٥. I really put my foot in it when I met our Chinese partner. Because I was so nervous, I said 'Who are you?' rather than 'How are you?'
٦. I get on like a house on fire with our Nigerian agent; we like the same things and have the same sense of humour.
٧. When I visited China for the first time I was like a fish out of water. Everything was so different and I couldn't read any of the signs!
٨. My first meeting with our overseas clients was a real eye-opener. I had not seen that style of negotiation before.

Which of the idioms in Exercise A have a positive meaning? التركيبات ذات المعنى الايجابي

real eye-opener

get on like a house on fire

break the ice

Which of the idioms in Exercise A have a negative meaning? التركيبات ذات المعنى السلبي

thrown in at the deep end

like a fish out of water

put my foot in it.

see eye to eye

got into hot water

a) **Given a difficult job to do without preparation.** هام جدا

Thrown in at the deep end. مهمة صعبة بدون اعداد.

b) Quickly have a friendly relationship with someone.

Like a house on fire. علاقة ودية سريعة مع شخص ما.

c) Feel uncomfortable in an unfamiliar situation.

Like a fish out of water يشعر بعدم الارتياح في موقف غير مألوف

11) Say or do something without thinking carefully, so that you embarrass or upset someone.

Put your foot in it . ان يقول او يفعل شيء بدون تفكير مما يؤدي الى احراج شخص ما .

e) To disagree with someone.

Don't see eye to eye. يختلف مع شخص ما في الراى

f) An experience where you learn something surprising or something you didn't know before.

A real eye-opener. تجربة حيث نتعلم شيء جديد مدهش لم تكن تعرفه من قبل .

g) Make someone you have just met less nervous and more willing to talk.

Break the ice. يجعل شخص ما اقل عصبية وميال لان يتحدث

h) To get into trouble.

Get into hot water. يتورط في مشكلة

Exercise E:

Can you think of a place that you visited which was a 'real eye-opener'?

Can you think of a situation when you:

a) Put your foot in it?

b) Felt like a fish out of water?

c) Got into hot water?

d) Were thrown in at the deep end?

Unit 13 - Grammar (Language Review):

When we speak to friends, family or colleagues, we usually give them words of advice and words expressing obligation or necessity. We can even express words and phrases that lack obligation or necessity. عندما نتحدث الى اصدقائنا , عائلتنا, او زملائنا فنحن نعطيهم غالبا كلمات النصح وكلمات للتعبير عن الالزام او الضرورة . وحتى نستطيع التعبير بكلمات اللاضرورة والملا الزام .

1. Advice:

We can use should and shouldn't to give or to ask for advice.

Ex - You should learn to pray at an early age.

- You should study early before your final exams.

٢. Obligation / Necessity: *الضرورة / الالتزام*

We often use must when the obligation comes from the person speaking or writing.

- We must buy a gift for our visitor.

We use mustn't to say something is prohibited / not allowed.

- You mustn't smoke in the plane.
- You mustn't use a mobile phone during an exam.

We use have to show that the obligation comes from another person or institution, not the speaker.

- You have to get a visa to go to the UK.
- You have to get at least ٦٠% to pass the exam.

٣. Lack of Obligation / Necessity: *عدم الضرورة / أو الالتزام*

Examples include:

- You don't have to clean your car every week.
- You mustn't work long hours. It's bad for your health.

Exercise A:

Please complete the sentences below by choosing the most appropriate verb

١. Visitors must / shouldn't carry their identity cards at all times when travelling.
 ٢. Passengers mustn't / don't have to smoke anywhere on the plane.
 ٣. All staff don't have to / should come to work on time.
 ٤. My boss doesn't have to / shouldn't travel so much – he is looking tired and ill.
 ٥. Monday is a public holiday. I mustn't / don't have to work.
 ٦. When travelling to a new country to do business, you should / mustn't do some research on the etiquettes and taboos of the host country.
 ٧. You must / don't have to have a visa when travelling from Asia to Europe.
-

Unit 14 - Writing:

Exercise A:

Choose the correct words in the box to complete the following invitation:

as you suggested كما سبق واقترحت I look forward to انا اتطلع الى Further to your letter ايماءا الى خطابك ..

As you probably know امتلاك invitation دعوة ربما تعرف As you probably know امتلاك invitation دعوة ربما تعرف
كل الامكانيات السابقة

if you could let me know كنت ساكون لو امكن ان تدعنى اعرف I would be delighted كنت ساكون
ملائم او مناسب convenient مسرورا

١٣/٠١/٢٠١٣

Dear Mrs. Lambert,

Further to your letter of 10 January, I would like to thank you for your kind invitation.

I would be delighted to run a one-day seminar for your staff.

As you probably know, I have first-hand experience of the Far East, and it is always a great pleasure for me to run seminars focusing specifically on that region.

However, owing to previous engagements, I am afraid that I could not possibly run a workshop in March as you suggested.

I would be grateful if you could let me know whether late February or early April would be convenient for you.

I look forward to hearing from you in due course.

Best regards,

Mr. John Pemberton



EXAM SAMPLE : _____ نموذج اختبار

(١)

نموذج _____

Please Read the following instructions:

من فضلك اقرأ التعليمات التالية

١. ONLY use pencils on the answer sheet.
استعمل المرسم فقط في نموذج الاجابة
٢. Choose ONLY ONE ANSWER for each question.
اختر اجابة واحدة لكل سؤال
٣. Fill in your student number as shown below:
املا رقم الطالب كما هو مبين اسفل

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| ٠ | ٠ | ٠ | ٤ | ١ | ٠ | ٥ | ٣ | ٢ | ٣ |
|---|---|---|---|---|---|---|---|---|---|

٤. When entering your answers into the electronic Answer Sheet, you are to do so by choosing the Arabic letters as follows: A = أ , B = ب , C = ج , D = د
عند ادخالك اجابتك في ورقة الاجابة الالكترونية لابد ان تفعل ذلك باختيار الحروف العربية كما هو مبين

A = أ , B = ب , C = ج , D = د

مع خالص الامنيات بالتوفيق والنجاح

Prepared by :

Mr. Tamer Hassan

تحت اشراف

مكتبة الـ _____ وان