

Practical, Easy and Fun Activities for Business English Classes



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What makes activities practical and fun?

- ▶ Maximum learner input and output
- ▶ Soft skills practiced with business vocabulary
- ▶ Team work and social involvement
- ▶ Adaptable to different groups
- ▶ Relevance to real situations
- ▶ Game-like aspects



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Let's form a company

- ▶ We are going to form a fictional company.
- ▶ One half of the class will go out of the room and come up with an idea and the others will have to guess what type of company it is and what they do.
 - ▶ Think about where you are located.
 - ▶ Decide how many employees you have.
 - ▶ Determine if you produce a product, sell a product, provide a service, etc.
 - ▶ Talk about other aspects such as hierarchy and company structure, level of formality, corporate culture, etc.
 - ▶ Discuss competition you might have in the market.
 - ▶ Decide on your profitability, turnover, finances, etc.



Some questions to ask



- ▶ Do you employ over / under ... people?
- ▶ Do you have a turnover above / below ...?
- ▶ Are you profitable / struggling to survive?
- ▶ Are you located in Europe/Asia/Middle East...?
- ▶ Do you produce something / sell goods / offer a service?
- ▶ Do you have a hierarchical/flat/matrix organisation?
- ▶ Do you have a strict or relaxed corporate culture?
- ▶ Do you need shift workers?
- ▶ Is the company especially innovative?
- ▶ Can people work from home / telecommute?
- ▶ Do you have competition in the market?

Forming a company

- ▶ Explain to learners that they are going to form a fictional company.
- ▶ Tell one group they have to leave the room while the other group comes up with an idea which they will have to guess.

- ▶ The group in the room comes up with a code for answering 'yes' or 'no'.
- ▶ Call the others back and have them ask some of these questions to guess the company.



Business anecdotes

- ▶ Think of a minor work problem you had in the last few days.
- ▶ Write your name on a small piece of paper.
- ▶ Exchange stories and the cards with names with another person.
- ▶ Tell the story you heard to another person but change a small detail.
- ▶ Continue telling the story until you are stopped.
- ▶ Tell the last story you heard.
- ▶ Try to guess which story was your original.



A marketing campaign

- ▶ Choose an everyday item and come up with a new use for it.
- ▶ Create a campaign based on these ideas:
 - Which target group are you aiming at?
 - What will you call the product?
 - What are its USPs?
 - What will it cost per unit?
 - Which distribution channels will you use?
 - Use AIDA (Attention, Interest, Desire, Action) for promotion
 - How can you use the 4 P's?



The country game

- ▶ Divide the class into small groups, one of which is a group of observers
- ▶ Tell the other groups they have to determine three values or customs in their fictional cultures as well as greeting and leave-taking rituals.
- ▶ Give the groups the information on the resources they have and the ones they need.
- ▶ Send them off to negotiate with each other using the cultural information.
- ▶ Have the observers report back on what they saw.



Can you describe this picture?



What did we do?



- ▶ Learners asked questions and used information to come to conclusions. (Forming a company)
- ▶ Learners listened and retold stories. (Business anecdotes)
- ▶ Learners came up with ideas to market a product. (A marketing campaign)
- ▶ Learners negotiated with each other and observed cultural differences (The country game)
- ▶ Learners described a picture to a partner who drew it

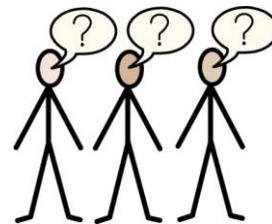
Reflection

- ▶ Which activity will work in your classroom and why?
- ▶ Do you have any ideas on how to adapt these activities?
- ▶ Can these activities be turned into longer ones making use of the four skills?
- ▶ Which soft skills were used?
- ▶ Which business skills were addressed?



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Questions



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Microsoft clip art

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Thank you for your attention!



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