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CITIBANK

<http://www.BusinessEnglishMaterials.com/citibank.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/citibank.html>

Citibank is the banking division of the financial services giant Citigroup. It was founded in 1812 as the City Bank of New York. It is one of the biggest banks in the world and one of the widest-reaching. Citibank has more than 1,400 branches in over 100 countries. Over half of these are in the USA. The bank offers many products in addition to banking. It offers customers insurance services, credit cards and investment products among other things. Citibank boasts one of the most popular online banking operations in the world, with more than 15 million customers. The bank suffered huge losses in the 2008 financial crisis and had to be bailed out by the U.S. government. Citibank says it "is committed to running our business in a manner that benefits society and the environment".





WARM UPS

From: <http://www.businessenglishmaterials.com/citibank.html>

1. BRAINSTORM CHAT: Write all the words you can think of about Citibank on the board or on a piece of paper. Talk about these words with your partner(s).

2. CITIBANK MORNING: Each student pretends to be an employee of Citibank. They walk around the class and talk about the company and their job.

3. RUMOURS: Each student writes down a pretend rumour about Citibank. They then walk around the class and talk to other students about their rumour.

4. GOOD AND BAD: Brainstorm good and bad things about Citibank and write them on the board. Students talk about these in pairs.

5. TRUE OR FALSE: Students find out several facts about Citibank. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.

6. FACTS: In groups, students write down as many facts as they can about Citibank. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/citibank.html>

Citibank _____ the financial services giant Citigroup. It was founded in 1812 as the City Bank of New York. It is one of the biggest banks in the world and _____. Citibank has more than 1,400 branches in over 100 countries. _____ the USA. The bank offers many _____ banking. It offers customers insurance services, credit cards and investment _____. Citibank boasts one of the most popular online banking operations in the world, with more than 15 million customers. The bank _____ in the 2008 financial crisis and _____ by the U.S. government. Citibank says it "is committed to running our business _____ benefits society and the environment".





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/citibank.html>

Citibank is the banking nsvidiio of the financial services giant Citigroup. It was dfodenu in 1812 as the City Bank of New York. It is one of the biggest banks in the world and one of the widest-reaching. Citibank has more than 1,400 chnrseab in over 100 countries. Over half of these are in the USA. The bank offers many stdorpuc in tiaoidnd to banking. It offers customers insurance services, credit cards and investment products omgna other things. Citibank boasts one of the most popular online banking nitproeaso in the world, with more than 15 million customers. The bank fuefsred huge losses in the 2008 financial crisis and had to be liadeb out by the U.S. government. Citibank says it "is committed to running our business in a manner that benefits teyocis and the environment".





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/citibank.html>

Citibank is banking of financial the division the services giant Citigroup. founded It City as in was Bank the 1812 of New York. It is one of the biggest banks in the world the and widest one - of reaching. Citibank has more than 1,400 branches in over 100 countries. Over half of these are in the USA. many offers bank The in products addition to banking. It offers customers insurance services , credit cards and investment products among other things. popular boasts of most Citibank one the online banking operations in the world, with more than 15 million customers. The bank suffered huge losses in the 2008 had to be bailed out financial crisis and by the U.S. government. Citibank says it "is committed to running our in business benefits that manner a society and the environment".





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/citibank.html>

C_t_b_nk _s th_ b_nk_ng d_v_s__n _f th_
 f_n_nc__l s_rv_c_s g__nt C_t_gr__p. _t w_s
 f__nd_d _n 1812 _s th_ C_ty B_nk _f N_w Y_rk.
 _t _s _n_ _f th_ b_gg_st b_nks _n th_ w_rld _nd
 n _f th_ w_d_st-r__ch_ng. C_t_b_nk h_s m_r_
 th_n 1,400 br_nch_s _n _v_r 100 c__ntr__s. _v_r
 h_lf _f th_s_ _r_ _n th_ _S_. Th_ b_nk _ff_rs
 m_ny pr_d_cts _n _dd_t__n t_ b_nk_ng. _t _ff_rs
 c_st_m_rs _ns_r_nc_ s_rv_c_s, cr_d_t c_rds _nd
 _nv_stm_nt pr_d_cts _m_ng _th_r th_ngs.
 C_t_b_nk b__sts _n_ _f th_ m_st p_p_l_r _nl_n_
 b_nk_ng _p_r_t__ns _n th_ w_rld, w_th m_r_
 th_n 15 m_ll__n c_st_m_rs. Th_ b_nk s_ff_r_d
 h_g_ l_ss_s _n th_ 2008 f_n_nc__l cr_s_s _nd
 h_d t_ b_ b__l_d __t by th_ __.S. g_v_rnm_nt.
 C_t_b_nk s_ys _t "_s c_mm_tt_d t_r_nn_ng __r
 b_s_n_ss _n _m_nn_r th_t b_n_f_ts s_c__ty _nd
 th_ _nv_r_nm_nt".





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/citibank.html>

citibank is the banking division of the financial services giant citigroup it was founded in 1812 as the city bank of new york it is one of the biggest banks in the world and one of the widest-reaching citibank has more than 1400 branches in over 100 countries over half of these are in the usa the bank offers many products in addition to banking it offers customers insurance services credit cards and investment products among other things citibank boasts one of the most popular online banking operations in the world with more than 15 million customers the bank suffered huge losses in the 2008 financial crisis and had to be bailed out by the us government citibank says it "is committed to running our business in a manner that benefits society and the environment"





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/citibank.html>

Citibank (be) the banking division of the financial services giant Citigroup. It was (found) in 1812 as the City Bank of New York. It is one of the biggest banks in the world and one of the widest-reaching. Citibank (have) more than 1,400 branches in over 100 countries. Over half of these (be) in the USA. The bank offers many products in addition to banking. It (offer) customers insurance services, credit cards and investment products among other things. Citibank (boast) one of the most popular online banking operations in the world, with more than 15 million customers. The bank (suffer) huge losses in the 2008 financial crisis and had to be bailed out by the U.S. government. Citibank says it "..... (be) committed to running our business in a manner that benefits society and the environment".





REWRITE WITH SPACES

From: <http://www.businessenglishmaterials.com/citibank.html>

Citibank is the banking division of the financial services giant Citigroup. It was founded in 1812 as the City Bank of New York. It is one of the biggest banks in the world and one of the widest-reaching. Citibank has more than 1,400 branches in over 100 countries. Over half of these are in the USA. The bank offers many products in addition to banking. It offers customers insurance services, credit cards and investment products among other things. Citibank boasts one of the most popular online banking operations in the world, with more than 15 million customers. The bank suffered huge losses in the 2008 financial crisis and had to be bailed out by the U.S. government. Citibank says it "is committed to running our business in a manner that benefits society and the environment".





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/citibank.html>

Citibank is the banking _____ of the financial services giant Citigroup. It was _____ in 1812 as the City Bank of New York. It is one of the biggest banks in the world and one of the widest-reaching. Citibank has more than 1,400 _____ in over 100 countries. Over half of these are in the USA. The bank offers many products in _____ to banking. It offers customers insurance services, credit cards and investment products _____ other things. Citibank boasts one of the most popular online banking _____ in the world, with more than 15 million customers. The bank _____ huge _____ in the 2008 financial crisis and had to be bailed out by the U.S. government. Citibank says it "is _____ to running our business in a _____ that benefits society and the environment".

among
losses
founded
manner
addition
suffered
division
committed
branches
operations





PROJECT CITIBANK

From: <http://www.businessenglishmaterials.com/citibank.html>

Part 1. Your mission is to increase the profits and sales of Citibank. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Citibank is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





CITIBANK – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/citibank.html>

Role A – Citibank CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Citibank worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Citibank customer

You are a customer of Citibank. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Citibank. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





CITIBANK – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/citibank.html>

Role A – Citibank New Products Director

You have created a new product for Citibank. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Citibank.

Role B – Citibank Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Citibank Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Citibank Shareholder

You know a lot about Citibank's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





CITIBANK SURVEY

From: <http://www.businessenglishmaterials.com/citibank.html>

Write five GOOD questions about Citibank in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





WRITING 1 – SPEED WRITING

From: <http://www.businessenglishmaterials.com/citibank.html>

Write anything about Citibank for 10 minutes. Show your partner your paper. Correct each other's work.





WRITING 2 – LETTER OF COMPLAINT

From: <http://www.businessenglishmaterials.com/citibank.html>

Write a letter to Citibank. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other’s work.





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/citibank.html>

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





HOMWORK

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about Citibank. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Citibank. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. CITIBANK POSTER** Make a poster about Citibank. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY CITIBANK LESSON:** Make your own English lesson on Citibank. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Citibank. Share your findings with the class.

