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SIEMENS

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



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THE LISTENING / READING SCRIPT

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

Siemens is the largest engineering conglomerate in Europe. It is headquartered in Munich, Germany. It has three main areas of business. Its industry sector helps industry and infrastructure customers to increase their economic and environmental competitiveness; its energy sector offers products and solutions for the generation, transmission and distribution of electrical energy; and its healthcare sector offers products and solutions from prevention and early detection to diagnosis to treatment and aftercare. Siemens was founded by Werner von Siemens in 1847. His company revolutionized the sending of telegraphs and was responsible for the world's first electric street lighting. Today, the company employs nearly half-a-million people in over 190 countries. It brings in operating revenues of \$100 billion.





WARM UPS

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

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Siemens on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. SIEMENS MORNING:** Each student pretends to be an employee of Siemens. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Siemens. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Siemens and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Siemens. 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 Siemens. 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/siemens.html>

Siemens is the largest _____
Europe. It is headquartered in Munich, Germany. It has
three main areas of business.
_____ industry and infrastructure
customers _____ and
environmental competitiveness; its energy sector offers
products and _____, transmission
and distribution of electrical energy; and its healthcare
sector offers products and _____
and early detection to diagnosis to treatment and
aftercare. Siemens was founded by Werner von Siemens
in 1847. His company _____ of
telegraphs and _____ the world's
first electric street lighting. Today, the company employs
nearly half-a-million people in over 190 countries. It
_____ of \$100 billion.





CORRECT THE SPELLING

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

Siemens is the lsatgre engineering conglomerate in Europe. It is headquartered in Munich, Germany. It has three main areas of business. Its industry otscre helps nytsurid and infrastructure customers to increase their economic and environmental competitiveness; its energy sector offers products and utolsisno for the generation, transmission and distribution of electrical energy; and its healthcare sector ferfos products and solutions from prevention and early detection to dissongia to treatment and aeercfatr. Siemens was founded by Werner von Siemens in 1847. His company revolutionized the sending of telegraphs and was eoseslrnbpi for the world's first electric street lighting. Today, the company ymelpos nearly half-a-million people in over 190 countries. It brings in operating vseeneru of \$100 billion.





UNJUMBLE THE WORDS

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

Siemens is in conglomerate engineering largest the Europe. It is headquartered in Munich, Germany. It has three main areas of business. Its industry sector helps and customers industry infrastructure to increase their economic and environmental competitiveness; its energy and for sector products solutions the offers generation, transmission and distribution of electrical energy; and its products offers sector healthcare solutions and from prevention to and detection diagnosis treatment early to and aftercare. Siemens was founded by Werner von Siemens in 1847. sending revolutionized His the company of world's and responsible the telegraphs was for first electric street lighting. Today, the company employs million people in over 190 nearly half - a - countries. It brings in operating revenues of \$100 billion.





INSERT THE VOWELS

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

S__m__ns __s__ th__ l__rg__st __ng__n__r__ng
c__ngl__m__r__t__ __n__r__p__ . __t__s__ h__dq__rt__r__d__n__
B__rl__n, G__rm__ny. __t__h__s__ thr__ __m__n__r__s__f__
b__s__n__ss. __ts__ __nd__stry__s__ct__r__h__lps__ __nd__stry__ __nd__
__nfr__str__ct__r__ __c__st__m__rs__ t__ __ncr__ __s__ th__r__
__c__n__m__c__ __nd__ __nv__r__nm__nt__l__c__mp__t__t__v__n__ss__;
__ts__ __n__rgy__s__ct__r__ff__rs__pr__d__cts__ __nd__s__l__t__ns__
f__r__ th__ __g__n__r__t__n__, tr__nsm__ss__n__ __nd__
d__str__b__t__n__ __f__ __l__ctr__c__l__ __n__rgy__; __nd__ __ts__
h__lth__c__r__s__ct__r__ff__rs__pr__d__cts__ __nd__s__l__t__ns__
fr__m__pr__v__nt__n__ __nd__ __rly__d__t__ct__n__t__
d__gn__s__s__t__tr__tm__nt__ __nd__ft__rc__r__. S__m__ns__
w__s__f__nd__d__by__W__rn__r__v__n__S__m__ns__ __n__1847.
H__s__c__mp__ny__r__v__l__t__n__z__d__th__s__nd__ng__ __f__
t__l__gr__phs__ __nd__w__s__r__sp__ns__bl__f__r__th__w__rld's__
f__rst__ __l__ctr__c__str__t__l__ght__ng. T__d__y, th__
c__mp__ny__ __mpl__ys__n__rly__h__lf__-__m__ll__n__p__pl__
__n__v__r__190__c__ntr__s. __t__br__ngs__ __n__p__r__t__ng__
r__v__n__ __s__f__\$100__b__ll__n.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

siemens is the largest engineering conglomerate in europe it is headquartered in Munich germany it has three main areas of business its industry sector helps industry and infrastructure customers to increase their economic and environmental competitiveness its energy sector offers products and solutions for the generation transmission and distribution of electrical energy and its healthcare sector offers products and solutions from prevention and early detection to diagnosis to treatment and aftercare siemens was founded by werner von siemens in 1847 his company revolutionized the sending of telegraphs and was responsible for the world's first electric street lighting today the company employs nearly half-a-million people in over 190 countries it brings in operating revenues of \$100 billion





CHOOSE THE CORRECT TENSE

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

Siemens (be) the largest engineering conglomerate in Europe. It is (headquarter) in Munich, Germany. It (have) three main areas of business. Its industry sector (help) industry and infrastructure customers to (increase) their economic and environmental competitiveness; its energy sector (offer) products and solutions for the generation, transmission and distribution of electrical energy; and its healthcare sector (offer) products and solutions from prevention and early detection to diagnosis to treatment and aftercare. Siemens was (found) by Werner von Siemens in 1847. His company (revolutionize) the sending of telegraphs and (be) responsible for the world's first electric street lighting. Today, the company (employ) nearly half-a-million people in over 190 countries. It (bring) in operating revenues of \$100 billion.





REWRITE WITH SPACES

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

SiemensisthelargestengineeringconglomerateinEurope.Itisheadquartered in Berlin, Germany. It has three main areas of business. Its industry sector helps industry and infrastructure customers to increase their economic and environmental competitiveness; its energy sector offers products and solutions for the generation, transmission and distribution of electrical energy; and its healthcare sector offers products and solutions from prevention and early detection to diagnosis, treatment and aftercare. Siemens was founded by Werner von Siemens in 1847. His company revolutionized the sending of telegraphs and was responsible for the world's first electric street lighting. Today, the company employs nearly half-a-million people in over 190 countries. It brings in operating revenues of \$100 billion.





CHOOSE THE CORRECT WORD

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

Siemens is the largest engineering conglomerate in Europe. It is _____ in Munich, Germany. It has three main areas of business. Its industry _____ helps industry and infrastructure customers to _____ their economic and environmental competitiveness; its energy sector offers products and _____ for the generation, transmission and distribution of electrical energy; and its healthcare sector offers products and solutions from _____ and early detection to diagnosis to treatment and _____. Siemens was founded by Werner von Siemens in 1847. His company revolutionized the _____ of telegraphs and was _____ for the world's first electric street lighting. Today, the company employs nearly half-a-million people in over 190 countries. It _____ in operating _____ of \$100 billion.

- sending*
- sector brings*
- solutions*
- headquartered*
- revenues*
- aftercare*
- responsible*
- increase*
- prevention*





PROJECT SIEMENS

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

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

Main products			
How to improve them			
A brand new 'killer' product			
How Siemens 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.





SIEMENS – ROLE PLAY 1

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

Role A – Siemens 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 – Siemens 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 – Siemens customer

You are a customer of Siemens. 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 Siemens. 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.





SIEMENS – ROLE PLAY 2

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

Role A – Siemens New Products Director

You have created a new product for Siemens. 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 Siemens.

Role B – Siemens 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 – Siemens 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 – Siemens Shareholder

You know a lot about Siemens'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. _____





SIEMENS SURVEY

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

Write five GOOD questions about Siemens 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 2 – LETTER OF COMPLAINT

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

Write a letter to Siemens. 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/siemens.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 Siemens. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Siemens. 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. SIEMENS POSTER** Make a poster about Siemens. 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 SIEMENS LESSON:** Make your own English lesson on Siemens. 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 Siemens. Share your findings with the class.

