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VISA

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



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THE LISTENING / READING SCRIPT

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

Visa Inc. is one of the world's largest global payments technology companies. Contrary to popular belief, it does not issue credit cards but allows financial institutions to issue cards that Visa then processes transactions on. Visa started in 1970, developing Bank of America's BankAmericard credit card program. Visa is accepted in over 200 countries worldwide and can handle 10,000 requests per second. In 2009, it processed 62 billion transactions, worth \$4.4 trillion. Its website says: Visa connects cardholders, merchants and financial institutions around the world with products and services that make payments more convenient and more secure." It adds: "Visa payment products and services have reshaped how the world does business." Visa says its commitment to innovation keeps it at the forefront of its industry.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Visa. 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 Visa. 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/visa.html>

Visa Inc. is one of the world's _____
technology _____ companies. Contrary
_____, it does not issue credit cards
but allows financial institutions _____
Visa then processes transactions on. Visa started in
1970, developing Bank of America's BankAmericard
credit card program. Visa _____ 200
countries worldwide and _____
requests per second. In 2009, it processed 62 billion
transactions, worth \$4.4 trillion. Its website says: Visa
connects _____ cardholders, _____
institutions around the world with products and services
that _____ make _____ payments _____ more _____ convenient
_____." It adds: "Visa payment
products and services have _____
does business." Visa says its commitment to innovation
keeps _____ its industry.





CORRECT THE SPELLING

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

Visa Inc. is one of the world's largest global etpsamny technology companies. Contrary to oupaplr belief, it does not issue credit cards but allows financial institutions to issue cards that Visa then osrssecpe transactions on. Visa started in 1970, developing Bank of America's BankAmericard credit card program. Visa is ceeaptdc in over 200 countries worldwide and can aneldh 10,000 ssuetqer per second. In 2009, it processed 62 billion transactions, worth \$4.4 trillion. Its website says: Visa connects cardholders, crstahemn and financial institutions around the world with products and services that make payments more nveteonnci and more secure." It adds: "Visa payment products and services have reshaped how the world does business." Visa says its commitment to voonnaitni keeps it at the roefntrof of its industry.





UNJUMBLE THE WORDS

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

Visa Inc. global largest world's the of one is payments technology companies. Contrary to popular belief, it does not credit but financial issue cards allows institutions to issue then transactions cards Visa processes on that. Visa started in 1970, developing Bank of America's BankAmericard credit card program. Visa is accepted in and handle 200 worldwide can over countries 10,000 requests per second. In 2009, it processed 62 billion transactions, worth \$4.4 trillion. Its website says: Visa connects cardholders, merchants and financial institutions products with world the around and services that convenient more payments make more and secure." It adds: "Visa payment products and services have business does world the how reshaped." Visa says its commitment at it keeps innovation to of forefront the its industry.





INSERT THE VOWELS

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

V_s_ _nc. _s_ _n_ _f th_ w_rld's l_rg_st gl_b_l
 p_ym_nts t_chn_l_gy c_mpn_n__s. C_ntr_ry t_
 p_p_l_r b_l__f, _t d__s n_t _ss__ cr_d_t c_rds
 b_t _ll_ws f_n_nc__l _nst_t_t__ns t_ _ss__ c_rds
 th_t V_s_ th_n pr_c_ss_s tr_ns_ct__ns _n. V_s_
 st_rt_d _n 1970, d_v_l_p_ng B_nk _f _m_r_c_'s
 B_nk_m_r_c_rd cr_d_t c_rd pr_gr_m. V_s_ _s
 _cc_pt_d _n _v_r 200 c__ntr__s w_rldw_d_ _nd
 c_n h_ndl_ 10,000 r_q__sts p_r s_c_nd. _n 2009,
 _t pr_c_ss_d 62 b_ll__n tr_ns_ct__ns, w_rth \$4.4
 tr_ll__n. _ts w_bs_t_ s_ys: V_s_ c_nn_cts
 c_rdh_ld_rs, m_rch_nts _nd f_n_nc__l
 _nst_t_t__ns _r__nd th_ w_rld w_th pr_d_cts _nd
 s_rv_c_s th_t m_k_ p_ym_nts m_r_ c_nv_n__nt
 _nd m_r_ s_c_r_." _t _dds: "V_s_ p_ym_nt
 pr_d_cts _nd s_rv_c_s h_v_ r_sh_p_d h_w th_
 w_rld d__s b_s_n_ss." V_s_ s_ys _ts c_mm_tm_nt
 t_ _nn_v_t__n k__ps _t _t th_ f_r_fr_nt _f _ts
 _nd_stry.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

visa inc is one of the world's largest global payments technology companies contrary to popular belief it does not issue credit cards but allows financial institutions to issue cards that visa then processes transactions on visa started in 1970 developing bank of america's bankamericard credit card program visa is accepted in over 200 countries worldwide and can handle 10000 requests per second in 2009 it processed 62 billion transactions worth \$44 trillion its website says visa connects cardholders merchants and financial institutions around the world with products and services that make payments more convenient and more secure" it adds "visa payment products and services have reshaped how the world does business" visa says its commitment to innovation keeps it at the forefront of its industry





CHOOSE THE CORRECT TENSE

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

Visa Inc. (be) one of the world's largest global payments technology companies. Contrary to popular belief, it does not (issue) credit cards but (allow) financial institutions to issue cards that Visa then (process) transactions on. Visa (start) in 1970, developing Bank of America's BankAmericard credit card program. Visa is (accept) in over 200 countries worldwide and can (handle) 10,000 requests per second. In 2009, it (process) 62 billion transactions, worth \$4.4 trillion. Its website (say): Visa (connect) cardholders, merchants and financial institutions around the world with products and services that (make) payments more convenient and more secure." It (add): "Visa payment products and services have (reshape) how the world (do) business." Visa says its commitment to innovation (keep) it at the forefront of its industry.





CHOOSE THE CORRECT WORD

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

Visa Inc. is one of the world's largest _____ payments technology companies. Contrary to popular _____, it does not issue credit cards but allows financial institutions to issue cards that Visa then processes transactions on. Visa started in 1970, developing Bank of America's BankAmericard credit card _____. Visa is accepted in over 200 countries worldwide and can _____ 10,000 _____ per second. In 2009, it processed 62 billion transactions, worth \$4.4 trillion. Its website says: Visa _____ cardholders, _____ and financial institutions around the world with products and services that make payments more convenient and more _____. It adds: "Visa payment products and services have _____ how the world does business." Visa says its commitment to innovation keeps it at the _____ of its industry.

secure
program
requests
global
forefront
connects
belief
reshaped
handle
merchants





PROJECT VISA

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

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

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





VISA – ROLE PLAY 1

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

Role A – Visa 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 – Visa 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 – Visa customer

You are a customer of Visa. 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 Visa. 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.





VISA – ROLE PLAY 2

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

Role A – Visa New Products Director

You have created a new product for Visa. 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 Visa.

Role B – Visa 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 – Visa 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 – Visa Shareholder

You know a lot about Visa'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. _____





VISA SURVEY

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

Write five GOOD questions about Visa 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.





HOMework

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

