
BUSINESS ENGLISH MATERIALS.com

DELL

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



CONTENTS

- | | |
|-----------------------------|-----------------------------|
| 2. Listening/Reading script | 12. Project |
| 3. Warm-ups | 13. Role play 1 |
| 4. Gap fill | 14. Role play 2 |
| 5. Correct the spelling | 15. Job interview role play |
| 6. Unjumble the words | 16. Discussion |
| 7. Insert the vowels | 17. Survey |
| 8. Punctuate the text | 18. Speed writing |
| 9. Choose the correct tense | 19. Letter of complaint |
| 10. Rewrite with spaces | 20. Letter of apology |
| 11. Choose the correct word | 21. Homework |

Follow me: <http://twitter.com/SeanBanville>



THE LISTENING / READING SCRIPT

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

Dell Inc. is a multinational information technology company. It is best known for its competitively-priced computers and its original distribution methods. It was started by Michael Dell in 1984 under the name of PCs Limited. Dell was a student at the University of Texas and believed he could make money by making computers for and selling directly to his customers. He made \$73 million in his first year by allowing customers to order their computers and choose design options. In 1996, Dell started selling computers via the Internet and his company became a serious contender in the PC market. In 2002, Dell moved into making televisions, music players and printers. Dell is committed to innovation and green technologies. It is working towards being “the greenest technology company on the planet”.





WARM UPS

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

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

Dell Inc. is _____ technology company. It is best known for its competitively-priced computers and its _____. It was started by Michael Dell in 1984 _____ PCs Limited. Dell was a student at the University of Texas and believed he could _____ computers for and selling directly to his customers. He made \$73 million in his first year _____ to order their computers _____. In 1996, Dell started selling computers via the Internet and his company became _____ the PC market. In 2002, Dell moved into making televisions, music players and printers. Dell is committed to innovation and green technologies. It is working _____ technology company on the planet”.





CORRECT THE SPELLING

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

Dell Inc. is a ionanmiutlalt information technology company. It is best known for its competitively-pcired computers and its original distribution shdetom. It was started by Michael Dell in 1984 under the name of PCs Limited. Dell was a student at the University of Texas and eviebdle he could make money by making computers for and selling ltdcreiy to his customers. He made \$73 million in his first year by gilaowln customers to order their computers and choose design ioopsnt. In 1996, Dell started selling computers via the Internet and his company became a iuesrso contender in the PC market. In 2002, Dell moved into making televisions, music players and printers. Dell is committed to otivnnona and green technologies. It is working towards being “the seneretg technology company on the planet”.





UNJUMBLE THE WORDS

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

Dell Inc. is a multinational information technology company. its It best for competitively is known-priced computers distribution its methods original and. It was started by Michael Dell name PCs 1984 the of in under Limited. Dell was a student at the University of Texas and believed he could computers making by money make for and selling directly to his customers. He made \$73 million in his to customers allowing by year first order options design choose and computers their. In 1996, Dell started selling computers via the Internet and his company became a serious contender in the PC market. In 2002, Dell moved into making televisions, music players and printers. Dell is committed to innovation and green technologies. It is working towards being "the planet greenest technology company on the".





INSERT THE VOWELS

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

Dell Inc. is a multinational information technology company. It is best known for its computer-totally-processed computers and its original distribution methods. It was started by Michael Dell in 1984 and within a few PCs Limited. Dell was started not at the university of Texas and believed he could make money by making computers for and selling directly to his customers. He made \$73 million in his first year by allowing customers to order their computers and choose designs options. In 1996, Dell started selling computers via the internet and his company became successful and ranked the PC market. In 2002, Dell moved into making televisions, music players and printers. Dell is committed to innovation and growth technology. It is working towards being "the greatest technology company in the planet".





PUNCTUATE THE TEXT AND ADD CAPITALS

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

dell inc is a multinational information technology company it is best known for its competitively-priced computers and its original distribution methods it was started by michael dell in 1984 under the name of pcs limited dell was a student at the university of texas and believed he could make money by making computers for and selling directly to his customers he made \$73 million in his first year by allowing customers to order their computers and choose design options in 1996 dell started selling computers via the internet and his company became a serious contender in the pc market in 2002 dell moved into making televisions music players and printers dell is committed to innovation and green technologies it is working towards being "the greenest technology company on the planet"





CHOOSE THE CORRECT TENSE

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

Dell Inc. (be) a multinational information technology company. It is best (know) for its competitively-priced computers and its original distribution methods. It (be) started by Michael Dell in 1984 under the name of PCs Limited. Dell was a student at the University of Texas and (believe) he (can) make money by making computers for and selling directly to his customers. He (make) \$73 million in his first year by allowing customers to order their computers and (choose) design options. In 1996, Dell (start) selling computers via the Internet and his company became a serious contender in the PC market. In 2002, Dell (move) into making televisions, music players and printers. Dell is (commit) to innovation and green technologies. It is (work) towards being "the greenest technology company on the planet".





CHOOSE THE CORRECT WORD

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

Dell Inc. is a multinational information technology company. It is best _____ for its competitively-priced computers and its original distribution _____. It was started by Michael Dell in 1984 under the name of PCs Limited. Dell was a student at the University of Texas and believed he could _____ money by making computers for and selling _____ to his customers. He made \$73 million in his first year by allowing customers to _____ their computers and choose design _____. In 1996, Dell started selling computers via the Internet and his company became a _____ contender in the PC market. In 2002, Dell moved into making televisions, music players and printers. Dell is _____ to innovation and green technologies. It is working towards _____ "the greenest technology company on the _____".

directly

known

order

being

make

serious

planet

methods

committed

options





PROJECT DELL

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

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

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





DELL – ROLE PLAY 1

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

Role A – Dell 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 – Dell 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 – Dell customer

You are a customer of Dell. 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 Dell. 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.





DELL – ROLE PLAY 2

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

Role A – Dell New Products Director

You have created a new product for Dell. 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 Dell.

Role B – Dell 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 – Dell 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 – Dell Shareholder

You know a lot about Dell'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. _____

Copyright © www.BusinessEnglishMaterials.com



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. _____

Copyright © www.BusinessEnglishMaterials.com



DISCUSSION (Write your own questions)

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

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





DELL SURVEY

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

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

