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HSBC

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



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THE LISTENING / READING SCRIPT

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

HSBC is the world's largest banking and financial services group. It was founded in 1865 as The Hong Kong and Shanghai Banking Corporation. Its headquarters was in Hong Kong until 1992 when it moved to London. The bank is listed on the London, New York, Hong Kong, Paris and Bermuda Stock Exchanges. Its slogan is "The World's Local Bank." The HSBC website says: "We have a unique international pedigree. Many of our principal companies opened for business over 100 years ago." HSBC has 9,500 branches in nearly 90 countries. To cut costs, HSBC has opened up call centres in India, China and Brazil. The bank says it saves about \$20,000 per worker for each job moved to these centres. Trade unions in the USA and UK blame these centres for job losses and salary caps in their countries.





WARM UPS

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

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

HSBC _____ and financial services group. It was founded in 1865 as The Hong Kong and Shanghai _____ Banking _____ Corporation. _____ Hong Kong until 1992 when it moved to London. _____ London, New York, Hong Kong, Paris and Bermuda Stock Exchanges. Its slogan is "The World's Local Bank." The HSBC website says: "We _____ pedigree. Many of _____ opened for business over 100 years ago." HSBC has 9,500 _____ countries. To cut costs, HSBC _____ centres in India, China and Brazil. The bank says it saves about \$20,000 per worker for each job moved to these centres. Trade unions in the USA and UK blame these centres for job _____ in their countries.





CORRECT THE SPELLING

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

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UNJUMBLE THE WORDS

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

HSBC is and banking largest world's the financial services group. It was founded in 1865 as The Hong Kong and Shanghai Banking Corporation. Its headquarters was in Hong Kong until when moved London 1992 it to. The listed is bank London the on, New York, Hong Kong, Paris and Bermuda Stock Exchanges. Its slogan is "The World's Local Bank." The HSBC website says: "We have a unique international pedigree. Many of our principal companies years opened business 100 ago for over." HSBC has 9,500 branches in nearly 90 countries. To cut costs, centres call up opened has HSBC India in, China and Brazil. per The bank says it saves about \$20,000 worker for each job moved to these centres. Trade unions in the USA and UK blame these centres for job losses and salary caps in their countries.





INSERT THE VOWELS

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

HSBC _s th_ w_rld's l_rg_st b_nk_ng _nd
 f_n_nc__l s_rv_c_s gr__p. _t w_s f__nd_d _n
 1865 _s Th_ H_ng K_ng _nd Sh_ngh__ B_nk_ng
 C_rp_r_t__n. _ts h__dq__rt_rs w_s _n H_ng K_ng
 _nt_l 1992 wh_n _t m_v_d t_ L_nd_n. Th_ b_nk
 _s l_st_d _n th_ L_nd_n, N_w Y_rk, H_ng K_ng,
 P_r_s _nd B_rm_d_ St_ck _xch_ng_s. _ts sl_g_n
 s "Th W_rld's L_c_l B_nk." Th_ HSBC w_bs_t_
 s_ys: "W_ h_v_ _ _n_q__ _nt_rn_t__n_l
 p_d_gr__ . M_ny _f __r pr_nc_p_l c_mpn__s
 _p_n_d f_r b_s_n_ss _v_r 100 y__rs _g_." HSBC
 h_s 9,500 br_nch_s _n n__rly 90 c__ntr__s. T_
 c_t c_sts, HSBC h_s _p_n_d _p c_ll c_ntr_s _n
 _nd__, Ch_n_ _nd Br_z_l. Th_ b_nk s_ys _t s_v_s
 _b__t \$20,000 p_r w_rk_r f_r __ch j_b m_v_d t_
 th_s_ c_ntr_s. Tr_d__n__ns _n th_ _S_ _nd _K
 bl_m_ th_s_ c_ntr_s f_r j_b l_ss_s _nd s_l_ry
 c_ps _n th__r c__ntr__s.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

hsbc is the world's largest banking and financial services group it was founded in 1865 as the hong kong and shanghai banking corporation its headquarters was in hong kong until 1992 when it moved to london the bank is listed on the london new york hong kong paris and bermuda stock exchanges its slogan is "the world's local bank" the hsbc website says "we have a unique international pedigree many of our principal companies opened for business over 100 years ago" hsbc has 9500 branches in nearly 90 countries to cut costs hsbc has opened up call centres in india china and brazil the bank says it saves about \$20000 per worker for each job moved to these centres trade unions in the usa and uk blame these centres for job losses and salary caps in their countries





CHOOSE THE CORRECT TENSE

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

HSBC (be) the world's largest banking and financial services group. It was (found) in 1865 as The Hong Kong and Shanghai Banking Corporation. Its headquarters (be) in Hong Kong until 1992 when it moved to London. The bank is (list) on the London, New York, Hong Kong, Paris and Bermuda Stock Exchanges. Its slogan (be) "The World's Local Bank." The HSBC website says: "We (have) a unique international pedigree. Many of our principal companies (open) for business over 100 years ago." HSBC has 9,500 branches in nearly 90 countries. To (cut) costs, HSBC has opened up call centres in India, China and Brazil. The bank says it (save) about \$20,000 per worker for each job (move) to these centres. Trade unions in the USA and UK (blame) these centres for job losses and salary caps in their countries.





REWRITE WITH SPACES

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

HSBC is the world's largest banking and financial services group. It was founded in 1865 as The Hong Kong and Shanghai Banking Corporation. Its headquarters was in Hong Kong until 1992 when it moved to London. The bank is listed on the London, New York, Hong Kong, Paris and Bermuda Stock Exchanges. Its slogan is "The World's Local Bank." The HSBC website says: "We have a unique international pedigree. Many of our principal companies opened for business over 100 years ago." HSBC has 9,500 branches in nearly 90 countries. To cut costs, HSBC has opened up call centres in India, China and Brazil. The bank says it saves about \$20,000 per worker for each job moved to these centres. Trade unions in the USA and UK blame these centres for job losses and salary caps in their countries.





CHOOSE THE CORRECT WORD

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

HSBC is the world's largest banking and _____ services group. It was founded in 1865 as The Hong Kong and Shanghai Banking Corporation. Its headquarters was in Hong Kong until 1992 when it _____ to London. The bank is _____ on the London, New York, Hong Kong, Paris and Bermuda Stock Exchanges. Its slogan is "The World's Local Bank." The HSBC website says: "We have a _____ international pedigree. Many of our _____ companies opened for business over 100 years ago." HSBC has 9,500 _____ in nearly 90 countries. To _____ costs, HSBC has opened up call centres in India, China and Brazil. The bank says it saves about \$20,000 _____ worker for each job moved to these centres. Trade unions in the USA and UK _____ these centres for job losses and salary _____ in their countries.

unique
branches
moved
per
financial
caps
listed
blame
principal
cut





PROJECT HSBC

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

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

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





HSBC – ROLE PLAY 1

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

Role A – HSBC 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 – HSBC 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 – HSBC customer

You are a customer of HSBC. 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 HSBC. 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.





HSBC – ROLE PLAY 2

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

Role A – HSBC New Products Director

You have created a new product for HSBC. 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 HSBC.

Role B – HSBC 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 – HSBC 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 – HSBC Shareholder

You know a lot about HSBC'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. _____





HSBC SURVEY

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

Write five GOOD questions about HSBC 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/hsbc.html>

Write a letter to HSBC. 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/hsbc.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.





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

