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IBM

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CONTENTS

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International Business Machines (IBM) is a multinational computer and information technology corporation. It's the fourth largest tech company in the world and has the second most valuable brand. IBM has its origins in the nineteenth century. It was founded in 1896 as the Tabulating Machine Company by Herman Hollerith. It was listed on the New York Stock Exchange in 1911 as the Computing Tabulating Recording Corporation and became International Business Machines in 1917. Today its business is computer systems, software and hardware, semi-conductors, and IT consulting services. The company employs 400,000 people worldwide. Its staff have won five Nobel Prizes among numerous other international awards. According to its website, these IBMers share the corporate value of "innovation that matters."

👔 WARM UPS

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about IBM. 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 IBM. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.

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_nt_rn_t__n_l B_s_n_ss M_ch_n_s (_BM) _s _ m_lt_n_t__n_l c_mp_t_r _nd _nf_rm_t__n t_chn_l_gy c_rp_r_t__n. _t's th_ f__rth l_rg_st t_ch c_mp_ny _n th_ w_rld _nd h_s th_ s_c_nd m_st v_l__bl_ br_nd. _BM h_s _ts _r_g_ns _n th_ n_n_t__nth c_nt_ry. _t w_s f__nd_d _n 1896 _s th_ T_b_l_t_ng M_ch_n_ C_mp_ny by H_rm_n H_ll_r_th. _t w_s l_st_d _n th_ N_w Y_rk St_ck _xch_ng_ _n 1911 _s th_ C_mp_t_ng T_b_l_t_ng R_c_rd_ng C_rp_r_t__n _nd b_c_m_ _nt_rn_t__n_l B_s_n_ss M_ch_n_s _n 1917. T_d_y _ts b_s_n_ss _s c_mp_t_r syst_ms, s_ftw_r_ _nd h_rdw_r_, s_m_-c_nd_ct_rs, _nd _T c_ns_lt_ng s_rv_c_s. Th_ c_mp_ny _mpl_ys 400,000 p__pl_ w_rldw_d_. _ts st_ff h_v_ w_n f_v_ N_b_l Pr_z_s _m_ng n_m_r__s _th_r _nt_rn_t__n_l _w_rds. _cc_rd_ng t_ _ts w_bs_t_, th_s_ _BM_rs sh_r_ th_ c_rp_r_t_ v_l__ _f "_nn_v_t__n th_t m_tt_rs."

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✋ REWRITE WITH SPACES

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econdmostvaluablebrand.IBMhasitsoriginsinthenineteenthcentury.Itwasfound
edin1896astheTabulatingMachineCompanybyHermanHollerith.Itwaslistedont
heNewYorkStockExchangein1911astheComputingTabulatingRecordingCorpor
ationandbecameInternationalBusinessMachinesin1917.Todayitsbusinessisco
mputersystems,softwareandhardware,semi-
conductors,andITconsultingservices.Thecompanyemploys400,000peopleworl
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share

employs

valuable

multinational

matters

hardware

listed

tech

numerous

became

👔 PROJECT IBM

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

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

👔 IBM – ROLE PLAY 1

Role A – IBM 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 – IBM 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 – IBM customer

You are a customer of IBM. 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 IBM. 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.

👔 IBM – ROLE PLAY 2

Role A – IBM New Products Director

You have created a new product for IBM. 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 IBM.

Role B – IBM 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 – IBM 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 will him/her.

Role D – IBM Shareholder

You know a lot about IBM'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. _____

👔 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. _____

🎗 DISCUSSION (Write your own questions)

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

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

⬤ IBM SURVEY

Write five GOOD questions about IBM 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

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

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WRITING 2 – LETTER OF COMPLAINT

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

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![tie] WRITING 3 – LETTER OF APOLOGY

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.

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👔 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 IBM. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about IBM. 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. IBM POSTER Make a poster about IBM. 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 IBM LESSON: Make your own English lesson on IBM. 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 IBM. Share your findings with the class.