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SAMSUNG

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



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THE LISTENING / READING SCRIPT

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

The Samsung Group is a huge Korean corporation. It is the world's largest conglomerate, with annual revenues close to \$200 billion. Around 20 percent of all Korean exports are from Samsung. It was started by Lee Byung-chull in 1938 who started trading in dried fish and noodles. It grew spectacularly and diversified into heavy industry, skyscraper construction, shipbuilding, insurance and high-tech electronics. Samsung Electronics is the world's largest electronics company. Its website says: "Through innovative, reliable products and services; talented people, a responsible approach to business and global citizenship; and collaboration with our partners and customers, Samsung is taking the world in imaginative new directions." If it were a country, Samsung would be the world's 35th largest economy.





WARM UPS

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

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

The Samsung Group is _____. It is the world's largest conglomerate, with annual revenues _____. Around 20 percent of all Korean exports are from Samsung. It was started by Lee Byung-chull in 1938 who started _____ noodles. It grew spectacularly _____ industry, skyscraper construction, shipbuilding, insurance _____. Samsung Electronics is the world's largest electronics company. Its website says: "Through _____ and services; talented people, _____ to business and global citizenship; and collaboration with our partners and customers, Samsung is taking the world in _____." If it were a country, Samsung would be the world's 35th largest economy.





CORRECT THE SPELLING

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

The Samsung Group is a huge Korean corporation. It is the world's rteglas conglomerate, with annual revenues close to \$200 billion. Around 20 percent of all Korean teoxsrp are from Samsung. It was started by Lee Byungchull in 1938 who started trading in dried fish and noodles. It grew spectacularly and vedidrfieis into heavy uritynsd, skyscraper construction, shipbuilding, insurance and high-tech electronics. Samsung Electronics is the world's largest electronics company. Its website says: "Through innovative, ieelbrla products and services; antledte people, a responsible approach to business and global citizenship; and collaboration with our strrenap and osurmestc, Samsung is taking the world in imaginative new dsiniteocr." If it were a country, Samsung would be the world's 35th largest oncmoey.





UNJUMBLE THE WORDS

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

The Samsung Group is a huge Korean corporation. It is the world's largest conglomerate, with annual revenues close to \$200 billion. all of percent 20 Around Korean exports are from Samsung. It was started by Lee Byung-chull in trading started who 1938 in fish dried and noodles. It spectacularly diversified heavy grew and into industry, skyscraper construction, shipbuilding, insurance and high-tech electronics. Samsung Electronics is the world's largest electronics company. Its website says: "and Through innovative ", reliable products services; talented people, and business to approach responsible a global citizenship; collaboration partners with and our and customers, is Samsung in world the taking imaginative new directions." If it were a country, Samsung be world's largest would the 35th economy.





INSERT THE VOWELS

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

Th_ S_ms_ng Gr__p _s _ h_g_ K_r__n
 c_rp_r_t__n. _t _s th_ w_rld's l_rg_st
 c_ngl_m_r_t_, w_th _nn__l r_v_n__s cl_s_ t_
 \$200 b_ll__n. _r__nd 20 p_rc_nt _f _ll K_r__n
 _xp_rts _r_ fr_m S_ms_ng. _t w_s st_rt_d by L__
 By_ng-ch_ll _n 1938 wh_ st_rt_d tr_d_ng _n
 dr__d f_sh _nd n__dl_s. _t gr_w sp_ct_c_l_rly
 _nd d_v_rs_f__d _nt_ h__vy _nd_stry, skyscr_p_r
 c_nstr_ct__n, sh_pb__ld_ng, _ns_r_nc_ _nd
 h_gh-t_ch _l_ctr_n_cs. S_ms_ng _l_ctr_n_cs _s
 th_ w_rld's l_rg_st _l_ctr_n_cs c_mp_ny. _ts
 w_bs_t_ s_ys: "Thr__gh _nn_v_t_v_, r_l__bl
 pr_d_cts _nd s_rv_c_s; t_l_nt_d p__pl_, _
 r_sp_ns_bl_ _ppr__ch t_ b_s_n_ss _nd gl_b_l
 c_t_z_nsh_p; _nd c_ll_b_r_t__n w_th __r
 p_rtn_rs _nd c_st_m_rs, S_ms_ng _s t_k_ng th_
 w_rld _n _m_g_n_t_v_ n_w d_r_ct__ns." _f _t
 w_r_ _ c__ntry, S_ms_ng w__ld b_ th_ w_rld's
 35th l_rg_st _c_n_my.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

the samsung group is a huge korean corporation it is the world's largest conglomerate with annual revenues close to \$200 billion around 20 percent of all korean exports are from samsung it was started by lee byung-chull in 1938 who started trading in dried fish and noodles it grew spectacularly and diversified into heavy industry skyscraper construction shipbuilding insurance and high-tech electronics samsung electronics is the world's largest electronics company its website says "through innovative reliable products and services talented people a responsible approach to business and global citizenship and collaboration with our partners and customers samsung is taking the world in imaginative new directions" if it were a country samsung would be the world's 35th largest economy





CHOOSE THE CORRECT TENSE

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

The Samsung Group (be) a huge Korean corporation. It (be) the world's largest conglomerate, with annual revenues (close) to \$200 billion. Around 20 percent of all Korean exports (be) from Samsung. It was (start) by Lee Byung-chull in 1938 who (start) trading in dried fish and noodles. It (grow) spectacularly and diversified into heavy industry, skyscraper construction, shipbuilding, insurance and high-tech electronics. Samsung Electronics (be) the world's largest electronics company. Its website (say): "Through innovative, reliable products and services; talented people, a responsible approach to business and global citizenship; and collaboration with our partners and customers, Samsung is (take) the world in imaginative new directions." If it (be) a country, Samsung (will) be the world's 35th largest economy.





CHOOSE THE CORRECT WORD

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

The Samsung Group is a _____ Korean corporation. It is the world's largest conglomerate, with annual revenues _____ to \$200 billion. Around 20 percent of all Korean _____ are from Samsung. It was started by Lee Byung-chull in 1938 who started _____ in dried fish and noodles. It grew spectacularly and diversified into _____ industry, skyscraper construction, shipbuilding, insurance and high-_____ electronics. Samsung Electronics is the world's largest electronics company. Its website says: "Through innovative, reliable _____ and services; _____ people, a responsible approach to business and global citizenship; and collaboration with our partners and customers, Samsung is taking the world in imaginative new _____." If it were a country, Samsung would be the world's 35th largest _____.

trading

huge

economy

products

heavy

directions

close

talented

exports

tech





PROJECT SAMSUNG

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

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

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





SAMSUNG – ROLE PLAY 1

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

Role A – Samsung 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 – Samsung 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 – Samsung customer

You are a customer of Samsung. 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 Samsung. 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.





SAMSUNG – ROLE PLAY 2

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

Role A – Samsung New Products Director

You have created a new product for Samsung. 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 Samsung.

Role B – Samsung 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 – Samsung 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 – Samsung Shareholder

You know a lot about Samsung'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. _____





SAMSUNG SURVEY

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

Write five GOOD questions about Samsung 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

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

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





WRITING 2 – LETTER OF COMPLAINT

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

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

