

**CAREER  
PATHS**

# MBA English

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Express Publishing

**CAREER  
PATHS**

# MBA English

Book

1

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## Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	MBA Programs	Program overview	accreditation, background, business school, concept, distance learning, employment, enrollment, executive MBA (EMBA), full-time, leadership, Masters of Business Administration (MBA), part-time	Confirming details
2	Applying to a Program	Application directions	acceptance letter, Affidavit of Support, application, consulate, embassy, exam, financial aid, GMAT, GRE, I-20 form, score, student visa, TOEFL, transcript	Asking for documentation
3	Course Information	Informational webpage	concentration, core, course, curriculum, elective, evening, load, online, require, schedule, semester, weekend	Describing plans
4	In Class	Handout	absence, attendance, call on, considerate, discussion, experience, opinion, participation, respect, share	Asking for an opinion
5	Writing Papers	Style guide	alphabetically, APA format, body, citation, cite, double-spaced, font, header, indentation, justify, margin, page number, reference, title page, type	Pointing out a mistake
6	Making in-Class Presentations	Tip sheet	audience, eye contact, naturally, nervous, notes, point, practice, preparation, summarize, topic, visual aid	Asking for advice
7	Group Projects	Article	cohesive, collaborate, divide up, face-to-face, group dynamic, group project, insight, personal schedule, pull one's weight	Making comparisons
8	Internships	Internship program description	academic internship, compensation, competency, credit, hands-on, intern, internship, job offer, recruit, skill, summer internship	Introductions
9	Types of Businesses	Textbook excerpt	cooperative, corporation, incorporated, LLC, non-profit, owner, partnership, private, public, shareholder, sole proprietor	Asking for more information
10	Departments	Company handbook	accounting, department, division, finance, human resources, IT, marketing, personnel, production, sales	Ending a conversation
11	Corporate Structure	Chart	Board of Directors, CEO, CFO, chair, COO, corporate structure, elect, inside director, outside director, president, vice president	Correcting an error
12	Communication Skills	Article	casual, clearly, communication, concisely, content, listen, present, pretentious, prose, put on the spot, verbal, written	Making a recommendation
13	Information Technology	Textbook excerpt	computer, CRM system, database, digital, email, immediate, information technology (IT), live chat, MIS, POS system, software, video conference	Disagreeing with an opinion
14	Statistics	Textbook excerpt	event, examine, intersection, outcome, possibility, probability, represent, sample space, statistics, union	Correcting yourself
15	Business Models	Article	assemble, bait and hook model, business model, charge, distributor model, factory, franchise model, infrastructure, manufacture, organization, pay-as-you-go, razor and blades model, utility model	Talking about costs



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## Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Management Style 1	Article	authoritarian, breathe down (someone's) neck, consider, demanding, harsh, heavy-handed, limited, management style, micromanage, subordinate, unilateral	Offering sympathy
2	Management Style 2	Discussion question response	approachable, boss, communicate, consult, contribute, deal with, lack, loyalty, motivation, paternalistic, turnover, value	Asking for additional information
3	Management Style 3	Blog post	arrive at, bottom-up, consensus, debate, delay, democratic, empower, morale, participation, satisfaction, steer, streamline, top-down	Asking for an opinion
4	Accounting	Textbook excerpt	asset, balance, cash-basis accounting, cost-accounting, credit, debit, equity, expense, financial accounting, income, liability, management accounting, transaction	Expressing interest
5	Leadership Development	Textbook excerpt	achieve, concept, confidence, goal, honorable, influence, problem solving, respect, self-serving, set an example, trustworthy, value	Correcting yourself
6	Marketing	Assignment instructions	avenue, billboard, competitor, consumer, distribution channel, flyer, market research, niche, outlet, packaging, promotion, prospective, range, target market	Explaining a decision
7	Human Resources	Occupational manual excerpt	assessment, benefits, collective bargaining unit, employment law, labor law, labor union, onboard, payroll, recruitment, selection, termination, training	Asking for clarification
8	Finance	Internship program description	deduction, depreciation, earnings, expenditure, financial report, grant, income, incurred, net loss, profit and loss statement, quarter, revenue	Describing job duties
9	Economics	Course description	allocate, elasticity, goods, macroeconomics, microeconomics, need, opportunity cost, resource, scarcity, service, supply and demand, want	Verifying what someone is saying
10	Business Strategy	Flyer	branch out, dominate, foothold, formulate, industry leader, mission, profitability, stabilize, strategic management, strategy, vision	Giving an explanation
11	Operations	Assignment instructions	control, distribution, efficiency, factor, inventory management, minimize, operations, storage, strategic business unit, supply chain, tactic, transportation	Agreeing with someone
12	Production	Job Advertisement	assembly line, defect, implement, just-in-time production, lean manufacturing, manufacturer, measure, output, oversee, raw material, recall, specification, surplus	Asking about knowledge
13	Benchmarks	Email	analyze, apply, assess, benchmark, best practice, compare, competitive benchmark, functional benchmark, internal benchmark, measure	Asking for an explanation
14	Quality Standards	Discussion question response	certification, compliance, criteria, guideline, International Organization for Standardization (ISO), policy, quality control, quality standards, statute, statutory requirements	Talking about roles
15	Sales Forecasts	Sales report	comparison, contract, estimate, existing, expect, past sales, predict, sales forecast, seasonal trend, volume	Explaining a decision

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## Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Project Management 1	Email	adapt, executed, face, milestone, phase, proactive, problem solving, progress report, project management, setback, stick to, succeed, track	Expressing concerns
2	Project Management 2	Assignment excerpt	component, constraint, duration, Gantt chart, predecessor, project management software, resource, scope, task, timeline, waterfall model, WBS	Clarifying information
3	Risk Management	Article	averse, chance, contingency plan, continuity, course of action, crisis, insurance, mitigate, potential, public relations, risk, risk management, threat	Talking about what needs to be done
4	Team Building	Assignment overview	chairperson, completer, coordinator, creative, implementer, monitor evaluator, plant, resource investigator, role, shaper, specialist, team, team building, teamworker	Asking for an example
5	Giving Feedback	Letter	clarify, comment, constructive criticism, enunciate, expand on, feedback, improve, mumble, redo, revise, strength, weakness, work	Showing understanding
6	Costs and Expenses	Quiz	activity-based costing, cost driver, direct cost, direct labor, direct materials, fixed costs, fixed overhead, indirect costs, in general, variable costs, variable overhead	Asking about feelings
7	Budgets	Letter	allot, budget, cash budget, forecast, fund, invest, lay off, long-term, outdated, pick up, rumor, short-term, slash	Giving a compliment
8	Balance Sheets	Balance sheet and letter	accounts payable, accounts receivable, balance sheet, current assets, current liabilities, figure, fixed assets, intangible assets, inventory, net worth, owner's equity, property and equipment (P&E)	Giving bad news
9	Presentations	Article	chart, copy, diagram, display, graph, handout, image, laser pointer, prepare, presentation, projector, reserve, resize, table	Asking for advice
10	Meetings	Agenda	agenda, brainstorm, generate, idea, identify, item, key point, minutes, note-taker, objective, point of view, presenter, submit, time allotment	Changing topics
11	Negotiations	Letter	anticipate, back down, beneficial, close, compromise, conflicting, confrontation, deal, hostile, interest, mutually, negotiate, trade-off	Making a counterargument
12	Networking	Advertisement	approach, business card, business lunch, conference, contact information, etiquette, exchange, face-to-face, gaffe, impression, networking, referral, social gathering, social networking	Expressing agreement
13	Business in Different Cultures	Article	address, by accident, culture, customary, expectation, foreign, gesture, host, manners, misunderstanding, nonverbal, offend, position, respectful, surname, translator	Asking for advice
14	Business Ethics	Report	abuse, business ethics, child labor, environmental damage, human rights, impact, pollution, priority, put before, social responsibility, sweatshop, transparency, unethical	Explaining a choice
15	Company Culture	Employee manual	adopt, affordable, core values, endeavor, environmental, foster, gap, initiative, innovation, issue, one step ahead, opportunity, perk, strive	Encouraging inquiry

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shareholder

LLC

MEMORANDUM OF LIMITED LIABILITY CONTRACT  
...PRESENTS, that on ...

cooperative

owner

partnership

# Types of Businesses

A business can be a **corporation**, **cooperative**, or **non-profit**. A corporation is an **incorporated business**. This makes it separate from the people in it. A cooperative is the opposite of this. It is owned by the workers. A non-profit keeps any extra money in the company.

A company can have one **owner**. This person is a **sole proprietor**. The other option is a **partnership**. This is when several people own a company. An owner or partner is responsible for company debt. But this is not the case with an **LLC**.

Businesses are **private** or **public**. The latter has **shareholders**. Shareholders are people who have bought part of the company.

## Get ready!

- 1 Before you read the passage, talk about these questions.
- 1 What are some different types of businesses?
  - 2 What are some ownership options for businesses?

## Reading

- 2 Read the textbook excerpt. Then, complete the table.

Type of Company	Characteristics
Cooperative	1 _____
Non-profit	2 _____
Corporation	3 _____
Public	4 _____

## Vocabulary

- 3 Read the sentence pairs. Choose which word best fits each blank.
- 1 **incorporated / public**

A The business was \_\_\_\_\_, so it was a corporation.

B When the company went \_\_\_\_\_, investors bought stock.
  - 2 **owner / corporation**

A The student learned that a \_\_\_\_\_ is a separate legal entity.

B The company's \_\_\_\_\_ had to pay off the debt.
  - 3 **partnership / shareholder**

A The man bought stock in the company and became a \_\_\_\_\_.

B The three people in the \_\_\_\_\_ put money into the business.

**4** Read the sentences and choose the correct words or phrases.

- 1 The woman could not buy shares in the **private/incorporated** company.
- 2 The owner had a(n) **shareholder/LLC** and limited liability.
- 3 The **non-profit/corporation** was a charity that helped the poor.
- 4 The man did not want partners, because he liked being the **sole proprietor/partnership**.
- 5 The workers at the **owner/cooperative** liked owning part of the company.

**5** Listen and read the textbook excerpt again. What are the main types of company ownership?

## Listening

**6** Listen to a conversation between a professor and a student. Mark the following statements as true (T) or false (F).

- 1 \_\_\_ The woman lists three different kinds of businesses.
- 2 \_\_\_ The woman forgets the difference between public and private.
- 3 \_\_\_ The general public is unable to buy shares in private companies.

**7** Listen again and complete the conversation.

**Professor:** Jessica, what are some types of businesses?  
**Student:** There are corporations, cooperatives, and **1** \_\_\_\_\_.  
**Professor:** Can you tell me more? I'm **2** \_\_\_\_\_ about public versus private.  
**Student:** Okay. Anyone can **3** \_\_\_\_\_ a public company. They do this by purchasing stocks.  
**Professor:** And how **4** \_\_\_\_\_ from private companies?  
**Student:** Private companies don't have stocks for sale. The **5** \_\_\_\_\_ cannot own part of it.  
**Professor:** How does a cooperative tie into this?  
**Student:** Cooperatives follow another **6** \_\_\_\_\_. The workers own the company.

## Speaking

**8** With a partner, act out the roles below based on Task 7. Then, switch roles.

**USE LANGUAGE SUCH AS:**

*What are some ... ?  
Can you tell me ... ?  
Anyone can ...*

**Student A:** You are a professor. Talk to Student B about:

- types of businesses
- public versus private
- cooperatives

**Student B:** You are a student. Talk to Student A about businesses.

## Writing

**9** Use the textbook excerpt and the conversation from Task 8 to fill out the student's notes.

# Notes

Types of businesses: \_\_\_\_\_

Public versus private: \_\_\_\_\_

Forms of ownership: \_\_\_\_\_



# 13 Information Technology

## Get ready!

1 Before you read the passage, talk about these questions.

- 1 What is Information Technology (IT) and what are some IT devices?
- 2 Why is Information Technology (IT) important in business?



## Introduction: Information Technology (IT) in Business

**(IT)** In the 1990s, there was a **digital** revolution in business. Information technology brought **computers** into offices. Stored information left file cabinets and went into **databases**. **Software** helped us do more in less time. **Email** and **live chat** made **immediate communication** a reality.

The new millennium brought new conveniences. One major convenience is **video conferences**. Audio-visual technology allows meetings without requiring physical presence.

Information Technology has become essential. This is especially true regarding the use of databases. The retail industry offers the best example. The **CRM system** helps retailers offer better customer service. The **POS system** helps them maintain inventory. Lastly, **MIS** keeps records of expenses, sales, and productivity.



## Reading

2 Read the textbook excerpt. Then, choose the correct answers.

- 1 What is the excerpt mainly about?
  - A how video conferences work
  - B why retailers need databases
  - C the importance of IT in business
  - D why we no longer use file cabinets
- 2 Which of the following was NOT introduced in the 1990s?
 

A email	C video conferences
B live chat	D software
- 3 How does the CRM system help retailers?
  - A It helps them with customer service.
  - B It tracks productivity levels.
  - C It keeps records of sales.
  - D It helps them maintain inventory.

## Vocabulary

3 Match the words or phrases (1-6) with the definitions (A-F).

- |               |                 |
|---------------|-----------------|
| 1 __ MIS      | 5 __ POS system |
| 2 __ digital  | 6 __ CRM system |
| 3 __ database |                 |
| 4 __ software |                 |

- A a storage bank that records a company's interactions with customers
- B a storage bank that tracks sales, expenses, investments, and productivity
- C being related to information presented in numeric form
- D a collection of data available for searches and retrieval on a computer
- E a set of computer programs that provides a computer with instructions
- F a storage bank ensuring that units of sold items are removed from inventory



- 4 Fill in the blanks with the correct words or phrases from the word bank.

## Word BANK

immediate computer Internet  
live chat video conference email

- These days, most business correspondence is sent as \_\_\_\_\_.
  - The CEO was in Singapore, so he held a \_\_\_\_\_ instead of a traditional meeting.
  - Many online technicians talk to customers via \_\_\_\_\_.
  - Our company now uses a high-speed \_\_\_\_\_ connection in each of its offices.
  - Fred uses instant messaging so that he can provide clients with \_\_\_\_\_ responses.
  - Jill has a desktop \_\_\_\_\_ in her office, but usually works on a tablet.
- 5 Listen and read the textbook excerpt again. Why is Information Technology (IT) essential to retailers?

## Listening

- 6 Listen to a conversation between two students. Mark the following statements as true (T) or false (F).
- The woman thinks that databases are the most useful IT function.
  - Tracking systems are examples of databases.
  - MIS is a type of video conference.

- 7 Listen again and complete the conversation.

**Student 1:** Which 1 \_\_\_\_\_ do you think is the most useful in business?

**Student 2:** 2 \_\_\_\_\_.

**Student 1:** Among all current 3 \_\_\_\_\_, that's your choice?

**Student 2:** Absolutely. You can be a CEO in Tokyo and conduct a board meeting in London.

**Student 1:** I think 4 \_\_\_\_\_ are more essential.

**Student 2:** Why?

**Student 1:** 5 \_\_\_\_\_ help us track larger amounts of information and inventory.

**Student 2:** I guess you're thinking of 6 \_\_\_\_\_, which also makes it harder for dishonest employees to steal.

## Speaking

- 8 With a partner, act out the roles below based on Task 7. Then, switch roles.

### USE LANGUAGE SUCH AS:

*Which IT function do you think is ...?*

*I agree that it's convenient, but I disagree with ...*

*I guess you're thinking of ...*

**Student A:** You are a student. Talk to Student B about:

- IT functions in business
- which IT function you think is most useful
- the point on which you disagree

**Student B:** You are a student. Talk to Student A about IT functions.

## Writing

- 9 Use the textbook excerpt and the conversation from Task 8 to fill out a brief report on which IT function you think is most beneficial in business.

## Report

I believe that \_\_\_\_\_ is the most beneficial IT function in business. \_\_\_\_\_ allows businesspeople to \_\_\_\_\_. This means that \_\_\_\_\_. There are other useful IT functions as well. However, in my opinion, \_\_\_\_\_ is the most useful of them all.

# Glossary

- double-spaced** [ADJ-U5] If a page is **double-spaced**, typed text appears on every other line within the document, leaving alternate lines blank.
- elect** [V-T-U11] To **elect** someone is to choose that individual by popular vote to hold an office or position that has not yet been filled.
- elective** [N-COUNT-U3] An **elective** is an academic course that a student chooses to take, rather than one that is required.
- email** [N-UNCOUNT-U13] **Email** is electronic mail that is sent between computers via online networks.
- embassy** [N-COUNT-U2] An **embassy** is a residence that houses a group of diplomatic representatives, usually headed by an ambassador.
- employment** [N-UNCOUNT-U1] **Employment** is paid work that you do for a company or person.
- enrollment** [N-UNCOUNT-U1] **Enrollment** is the act or process of registering.
- evening** [N-COUNT or UNCOUNT-U3] The **evening** is the latter part of the day and early part of the night.
- event** [N-COUNT-U14] An **event** is a group of outcomes. It is a subset of the sample space resulting from an experiment.
- exam** [N-COUNT-U2] An **exam** is an exercise that is designed to test one's knowledge of a particular subject, or qualification to perform a job.
- examine** [V-T-U14] To **examine** something is to study or analyze it.
- executive MBA (EMBA)** [N-COUNT-U1] An **executive MBA (EMBA)** is a special type of MBA for people who already have strong backgrounds and experience in business. It places a lot of emphasis on real life experiences.
- experience** [N-UNCOUNT-U4] **Experience** is knowledge and skill that you get by doing a job or activity.
- eye contact** [N-UNCOUNT-U6] **Eye contact** is when two people's eyes meet, as each person looks at the other.
- face-to-face** [ADJ-U7] If someone is **face-to-face** with someone else, he or she is within sight of the other with their fronts or faces towards each other, especially when close together.
- factory** [N-COUNT-U15] A **factory** is a place in which goods are manufactured and assembled.
- finance** [N-UNCOUNT-U10] **Finance** is a system, or area of study, that deals with the management of funds. This includes the circulation of money, investments, credit, and the interaction with banks.
- financial aid** [N-UNCOUNT-U2] **Financial aid** is monetary support offered to students in the forms of loans, grants, and scholarships.
- font** [N-COUNT-U5] A **font** is a group of typed characters that are all of one size and, usually, one style.
- franchise model** [N-COUNT-U15] The **franchise model** is a business model in which an established business allows others to make use of its name, infrastructure, and business plan by purchasing and operating an instance of that business.
- full-time** [ADJ-U1] If something is **full-time**, it is done for the number of hours in the week during which people typically work.
- GMAT** [N-UNCOUNT-U2] The **GMAT**, or the Graduate Management Admission Test, is a test taken by college graduates who wish to gain entry to graduate school in the interest of pursuing a Master of Business Administration degree.
- GRE** [N-UNCOUNT-U2] The **GRE** (Graduate Record Examination), is a test taken by college graduates who wish to gain entry to graduate school in the interest of pursuing a Master of Arts or Sciences degree, or a PhD.
- group dynamic** [N-UNCOUNT-U7] A **group dynamic** is the system of behaviors and mental processes which form and define the relations between people.
- group project** [N-COUNT-U7] A **group project** is an assignment that requires several individuals to work together in order to complete a task or to produce an idea.
- hands-on** [ADJ-U8] If something is **hands-on**, it is characterized by active, direct physical involvement.
- header** [N-COUNT-U5] A **header** is text that is separate from the main body and appears at the top of each page, usually containing the author's name and the page number, or an abbreviated form of the title.
- human resources** [N-UNCOUNT-U10] **Human resources** is the department of a business responsible for the training, management, and administration of employees.
- I-20 form** [N-COUNT-U2] An **I-20 form** is a government form issued by colleges and universities to confirm to the U.S. government that an international student is eligible for an F-1 student visa.

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# MBA English

**Career Paths: MBA English** is a new educational resource for business professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. **Career Paths: MBA English** addresses topics including management skills, communications, parts of a business, balance sheets, and types of businesses.

The series is organized into three levels of difficulty and offers over 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

**Included Features:**

- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The **Teacher's Guide** contains detailed lesson plans, a full answer key and audio scripts.

The **audio CDs** contain all recorded material.



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