

1:22

- I: What can you do for us that someone else can't?
- O: Well, it's true that lots of people have similar qualifications to mine but, on the other hand, not so many people have excellent people skills. I believe that my ability to get on with people will be very valuable to your company. For one thing, working as a team to achieve a common goal is essential in marketing and, for another, real quality is only possible when every member of the team is committed to adding value to the organization. I have a proven ability to get people to work together and, in addition, to share values like respect, honesty and hard work.

### 1.6 Case study: Mangalia Business School

1:23

First of all, I would like to thank you all for coming here today. We hope you will enjoy your visit, and experience for yourselves why Mangalia is such a wonderful place to live and study. As you know, institutions like MBS now compete in a global market. The days when we could rely on our contacts in Romania and Central Europe to fill our school are long gone. Today we compete with giants like Harvard and the London Business School. Small schools like MBS face a difficult choice: either we sit back and watch the brightest students and the best professors fly away to Massachusetts, Paris, Barcelona or London, or we take risks, invest and develop new ways to be more competitive in the global marketplace. Here in Mangalia, we are not used to sitting back and doing nothing. We have chosen to draw up a five-year plan to make MBS a truly international business school, and we have invited you here to help us. We are not only relying on your experience, your know-how and your creativity to help us make the right decisions, but we are also counting on you to identify and promote the USPs – the unique selling propositions – that will give us a competitive advantage in attracting the best students and the most influential corporate clients. As far as finance is concerned, some of you will already have heard the excellent news that the prominent businessman and multimillionaire Ion Bumbescu has offered to sponsor our school. This would have the immediate effect of doubling our budget. However, Mr Bumbescu's business methods are somewhat controversial, and his offer specifies that the school should be known as the Bumbescu Business School. Consequently, I must ask you to consider carefully all the implications of such a change.

1:24

In business news, controversial multimillionaire Ion Bumbescu has again been accused of involvement in defence procurement for developing countries. Mr Bumbescu, who is believed to be travelling in Southeast Asia, was unavailable for comment, but in a short statement made earlier today, a spokesman for Bumbescu Holdings claimed that 'the group's companies had done nothing illegal.' Mr Bumbescu's business methods have been frequently criticized by his competitors. Recently his Bumbescu Foundation has been pouring millions into research and education projects, in what appears to be an attempt to improve his image.

## Unit 2 Information

### 2.1 About business: IT solutions

1:25–1:28

**Speaker 1:** I'm not sure all this technology is a good thing. Take these BlackBerry<sup>®</sup> smartphones, for example. I was at a meeting last week where three of the six attendees spent most of the time doing email! People get really addicted to it – it's a drug! I heard about one executive whose wife got so fed up with him checking his emails all weekend that she flushed his BlackBerry down the toilet!

**Speaker 2:** IT? Oh, I love it! As soon as there's a new gadget, I have to have it. I think it's just amazing what you can do nowadays. Of course, you don't really save time, but you get so much more done in a day. I just cannot imagine how anyone can manage without a smartphone and an iPad.

**Speaker 3:** As far as I'm concerned, information technology is just another weapon in the class war. Management will use any way they can to exploit the workers, and increasing productivity with computer systems is just another way to get as much as they can. Not to mention the untold damage that the radiation and microwaves from all these electronic devices are doing to our eyes, our backs and our brains!

**Speaker 4:** Well, I have to use the computer at work sometimes, but I wouldn't have one in the house. All those viruses, spam and computer crime! Anyway, a lot of people at work seem to spend more time fixing computer problems than actually doing any work. I think we'd be better off without them!

### 2.2 Vocabulary Information systems and communication

1:29–1:37

**Speaker 1:** Hello? Mr Skopelitis? Oh. This is Ebony Brooks in Accounts. Something went wrong with the system when I was in the middle of a backup. Everything just stopped. It wasn't just my computer. Do you think you could call me? Give me a ring as soon as you can.

**Speaker 2:** George, it's Maurice. I'm still having that problem making appointments on the website. I log in, then everything seems to freeze, and when I try to escape, I get the famous blue screen. Can you give me an update on what progress you've made on this problem? Just a quick report.

**Speaker 3:** Yeah, George, it's Martha here. Listen, could you contact me? I want to replace my department's laptops with something more modern. Our old ones are getting pretty tired, know what I mean? Please get in touch as soon as you have a moment.

**Speaker 4:** Hello, George. This is Lincoln Thigpen. I hope you can help me out. I seem to have done something stupid. I was cleaning up my hard disk, and well, now some very important presentation slides seem to have disappeared. I hope you have some way of rescuing them. If you could get back to me with an answer sometime today, I'd appreciate it.

**Speaker 5:** Hi, Mr Skopelitis. This is Camilla Ramsey from Customer Services. It's about that little software thingy you sent me. I've copied it into the database program like you told me to, but it doesn't seem to work. I know some other people were having the same problem. Do you think you could

include me in the group of people to inform? You know, keep me in the loop. Thanks.

**Speaker 6:** George, Maurice again. Where are you?! Marketing are hassling me every five minutes because they still can't use the Internet. Will you please tell me when you're going to be able to get them online? Let me know asap.

**Speaker 7:** George, Marvin. Remember how you said you could get that software from the Internet to make my sound card work? I can't work without my music! I guess you're working on it, but can you keep me informed, maybe a regular progress report, OK?

**Speaker 8:** Good morning, Mr Skopelitis. This is Cara Bickerson in Marketing. I'm looking for a quicker way to get information from our market studies into the database – typing it all in is just too slow. I'm interested in voice recognition software. I wonder if you could fill me in on the details of what's available? You can reach me any time today before 4 p.m. Thank you.

### 2.4 Speaking: Telephoning

1:37

**Lorenzo:** Accounts?

**Kelly:** Lorenzo? It's Kelly, from Sales.

**L:** Uh-huh.

**K:** Listen, I'm with a customer and I need you to give me last year's billing figures.

**L:** What's the customer account number?

**K:** Um, I don't have it here. But it's Zimmer, in Warsaw.

**L:** Well, if you don't have the account number, I can't help you.

**K:** Oh, come on, Lorenzo. I really need this! I'm sure you can find it.

**L:** Look, Kelly, it's the end of the month and we're closing the accounts. I'd like to help you, but I'm up to my eyes in work here. I really haven't got time to look for your customer's records now. Try Marielle in Sales Administration. I'll put you through.

**K:** Thanks a million.

1:38

**Cory:** Cory Wilks.

**Tabetha:** Hello, Cory. It's Tabetha Pullman here.

**C:** Oh, hi Tabetha, how are you doing?

**T:** I'm fine, thanks. How are you?

**C:** Well, you know, mustn't grumble, I suppose. Things'll be a bit easier when the weather improves.

**T:** Oh yeah, it's been a really long winter, hasn't it? Anyway, have you got a couple of minutes?

**C:** Yes, sure.

**T:** Well, do you happen to know how to set up a WiFi connection to a laptop? I would've asked the IT department, but apparently they're all in some big meeting, so I thought you might be able to help me.

**C:** Oh, I'm sorry, Tabetha. I wish I could help you, but I don't know that much about it myself. Amanda does all my department's computer stuff and she's out of the office today. I'm sorry.

**T:** Don't worry. I just thought you might know, but it doesn't matter. Thank you anyway.

**C:** No problem.

**T:** Anyway, I won't keep you any longer – thanks once again.

**C:** You're welcome – sorry I couldn't help you more.

**T:** That's all right. Bye.

**C:** Bye.