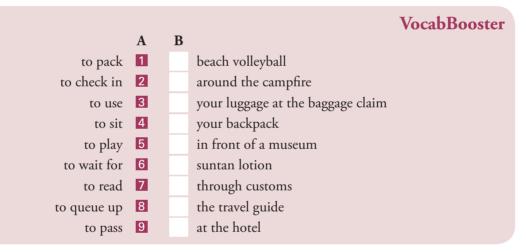


	Step up your game
1	Complete the sentences using the first or the second conditional. Then get into pairs and compare your results.
	1 If I want to pass this school year,
	2 If I follow through with my resolutions,
	I would go to the United States of America for three weeks if
	4 If I could change the timetable,
	5 If I had more free time,
	6 , I will get more pocket money
	7 If I had a choice,
2	Match the verbs in A with the appropriate words/phrases in B to make meaningful collocations Then get into pairs and use them in a sentence.





Get into pairs. You have just returned back to school from an amazing summer holiday and want to inform your classmates about it. In your conversation you should

- describe your daily routine during the holiday break
- give detailed information about your internship
- suggest ways to make the best out of the upcoming school year.

Talk for about five minutes.



Your school is currently running a green project week in which each subject contributes in a different way. Your English group has decided to publish articles on how each individual can contribute to a greener environment. The best article will be published in the next AD GREEN WEE edition of the school newsletter. In your article you should

- explain the importance of taking care of our planet
- highlight measures each individual can take to contribute
- suggest ways in which schools can actively engage in a greener environment.

Write about 250 words.

(Best Shots 3 – modular. HAK, Writing reference, p. 197)

1

Write down five questions you have always wanted to ask one of your classmates. Then report to another classmate what he/she answered. Use the reported speech. Take turns.

2	
3	
4	
5	

List the top ten office tools which you have frequently used in your internship. Then get into pairs and describe them to your partner. Take turns.

1	 6	
2	 7	
3	 8	
4	 9	
5	 10	



2

You are doing an internship at *Kape*, in London. Your boss has booked a table for 17 July at *TigerTiger* since she is going to meet Aideen O'Connor, an important business partner. She wants the interns to join them to get an insight into business life. She has asked you to prepare a presentation about business etiquette for all the interns to avoid any embarrassing moments.

- In your presentation you should
- give general information about the business dinner (date, time, customer)
- inform about dos and don'ts at the dining table
- remind them about taboo topics when talking to the client.

Talk for about five minutes. Prepare a one-page handout for the presentation.



You have just read the following blog entry.

I am going down fighting!

by Janice September 30, 9:21 pm

1 Hey everyone

The school year has just started and to me it feels as if I am already going stir-crazy. Teachers are bombarding us with assignments and our schedule barely allows us any free time.

5 How do you manage to cope with the stress? Any advice appreciated because I won't give up.



You have decided to comment on Janice's blog entry. In your blog comment you should

- say how your school year has been going so far
- give useful advice for getting back into the right mindset for being successful at school
 suggest ways to manage the stress and workload.

Write about 250 words.

(**b** Best Shots 3 – modular. HAK, Writing reference, p. 195)



Write about 250 words.

(Best Shots 3 – modular. HAK, Writing reference, p. 197)

Fill in the corresponding prepositions and form meaningful sentences using the gerund. Then get into pairs and compare your results.

1	to be good	
2	to be responsible	
5	to be keen	
6	to look forward	
7	to insist	
8	to apologise	
9	to depend	



Your English partner school is visiting your school. You have been asked to show two of the English students around and give further information on your school. In your presentation you should

- introduce yourself briefly
- say what makes your school stand out from all the other commercial colleges
- highlight options on possibilities after graduating from school.

Speak for about five minutes.



Mondelez is looking for an intern for a two-month internship. Read the job offer and write an e-mail of application. Write about 250 words.

(> Best Shots 3 – modular. HAK, Writing reference, p. 190)

Internship offer

o you want to get a taste of what the commercial world is all about? Then sink your teeth into a *Mondelēz* international internship. We'll make you an integral part of our team, giving you a real job – with real responsibilities – from day one.

We want to make sure you get the most from your time with us. That's why once you join we'll work out ambitious goals for you. Then through the support of a buddy and regular reviews with your manager, we'll help you achieve them.

It'll be quite a challenge. After all, we're a global company working in a fast-paced, fast-changing environment. But if all goes well, you could be offered a graduate role.

Within Europe, we offer internships/traineeships across all of our business areas lasting between two and three months depending on the



country and business area. We offer to students on all relevant degree courses or to graduates who may not have completed an internship as part of their degree.

Some roles may require you to be geographically mobile.

Interested?

Apply now at

internship@mondelez.com

4



You have just come across a blog entry about Amazon.

Amazon – evil in disguise?! by Brian

February 09, 08:15

- 1 My mum's little small town bookstore, which she has been investing all her energy in for the past 20 years, has just run out of business. And it is not because of her inability to keep up with new developments and innovations. But just like many other small stores, she has
- 5 fallen victim to *Amazon*. People just do not go to bookstores anymore. *Amazon* offers everything, makes tons of money but at the same time exploits their employees and causes real life stores to close. Please everyone, value the smaller stores and buy your stuff at local shops.



You have decided to comment on Brian's blog entry. In your blog comment you should

- outline your Amazon shopping habits
- discuss the pros and cons of buying at *Amazon*
- suggest effective strategies for smaller shops to promote their business.

Write about 250 words.

(> Best Shots 3 – modular. HAK, Writing reference, p. 195)

S	tep up your game
cha her rev	a used to have a terrible lifestyle, but now has anged her life completely. She got rid of most of negative habits. Have a look at the situations and write the sentences using used to/not used to/did t use to constructions.
1	She was a heavy smoker, but for the past three months, she has not had a single cigarette.
2	Rita spent lots of money on useless products. Now she saves money to travel the world.
3	She was not very sporty, but now, going for a run in the morning has become part of her routine.
4	Rita did not meet her friends very often because she worked a lot. Now she has a better w life balance.
5	She never went hiking but now she enjoys fresh air and the beautiful towering mountain of Austria at the weekend.
6	Rita went to work by car but nowadays she cycles to work whenever the weather allows it.
7	She also stopped complaining about situations she cannot change and has adopted a posit lifestyle.
the	ve a look at the phrases to describe different skills and qualifications at the workplace. In missing letters to make a meaningful phrase. Then use the phrases in a sentence. The Pe (0) has been done for you.
0	to be a f <u>ast</u> learner – Tom ís a fast learner because he easily learn new skills.
1	to be a team p

6

.

3 to be f _ _ _ _ in English – ______ 4 to be h _ _ _ _ motivated – 5 to be good at l _ _ _ _ groups – 6 to have good computer s _ _ _ _ _ _ _ _ _ **7** to be capable of i _____ work –



Get into pairs. Your English-speaking friend is having a job interview. She is very nervous and asks you for useful pieces of advice. In your conversation you should

- give information on your experience with job interviews
- discuss the dos and don'ts in job interviews
- suggest appropriate attire for the interview.

Speak for about five minutes. Use appropriate phrases for giving useful pieces of advice.



You are doing an internship at Marcom, a marketing company in Upper Austria. Your boss wants you to write an e-mail to office@professionalprinting.com to get more information on their services. In your business e-mail you should

- briefly introduce yourself and the company you work for
- give details on why you are writing (use the information from the note)
- ask for further information at the end of your e-mail.

Write about 180 words.

- costs for 5,000 coloured

- check if customised layouts brochures
- are possible ask for production period and
- delivery times
- negotiate a discount
- future business

(> Best Shots 3 – modular. HAK, Writing reference, p. 184)

2

Step up your game

Get into pairs. Have a look at the verbs in the box followed by an infinitive and form meaningful sentences. Take turns.

to advise so. \blacksquare to choose \blacksquare to remind so. \blacksquare to want \blacksquare to try \blacksquare to promise \blacksquare to plan \blacksquare to agree \blacksquare to remember \blacksquare to refuse

Match the beginnings of the phrases in A with the appropriate endings in B to make meaningful small talk phrases. Then get into pairs and make three mini small talk dialogues about a topic of your choice including the phrases below. Talk for about one minute each. Take turns.





You are doing an internship at *Hitch*, a social marketing company in the UK. The company is hosting a booth at an international marketing conference. A potential customer approaches you and wants some information on social media marketing.

In your conversation you should

- describe what has changed in marketing in the last few years
- highlight the benefits of a professional social media presence for companies
- explain the importance of social media in teenagers' and adults' everyday lives.

Get into pairs and talk for about five minutes.



A friend who works in one of your school's practice firms has asked you to help update and revise their website for international visitors.

Your task is to write a company profile. In your company profile you should

- give basic information about your practice firm (name, address, established date, etc.)
- say what the company does
- highlight the benefits of using your service/buying your products.

Write about 200 words.



Choose any living person you like (e.g. a celebrity, a family member or yourself). Think about what this person has already achieved (e.g. prizes, medals, graduation, etc.) and in what year the person achieved this. Do some online research if necessary. Write down sentences using the present perfect tense simple (A) and the past tense simple (B). Then get into pairs and compare your results. An example has been given.

He won it in 2008, 2013, 2014, 2016 and 2017.
·
·
meaningful sentences with the words given. Then get into pairs and compare your results
ospitable:
oss-cultural:
spectful:
ersonality traits:
tolerance:
sumption:
uropean Union is looking for blog entries the influence of foreign cultures on gers' lives. You have decided to contribute rrite a blog entry which you post on <i>Eu-culture4you.eu</i> .
r blog entry you should
scribe where the products you use daily me from
plain how you and your community are luenced by other cultures
aluate the importance of a multicultural ciety.
about 250 words.

Unit



You are attending an international students' conference in Brussels about career options after graduating from school. You have been asked to give a short presentation about possible jobs in the tourism industry.

In your presentation you should

- introduce yourself and the type of school you are attending
- explain the importance of the tourism industry for Austria
- give examples for career opportunities in tourism
- present two jobs that are especially suitable for students of commercial/vocational colleges in detail.

Talk for about five minutes. Use the phrases for giving a presentation from Best Shots 3 – modular. HAK, page 34.

	S	tep up your game	e	
1		in the gaps using <i>if, even if</i> or <i>uni</i> en get into pairs and compare yo		in brackets to form meaningful sentences.
	1	you desire to be well p focused and determined.	oaid, you	(to have / to be) more
	2	you want to lose your your attitude.	job, you	(to have / to change)
	3	you have some experie essential to do your work properl		(to be)
	4	you know how to do in on the task force.		(not/to get) a spot
	5	you consider everythir on the way.	ng, there	(to be) some problems
	6	you close the deal, it history of the company.		(to be) the biggest success in the
	7	you improve your nego to let) you go.	otiation skills, we	(to have/
2	The	en get into pairs and compare yo	our results.	extra verbs that you should not use.
2	The	en get into pairs and compare yo modify • to swipe • to showcase • to The aim of marketing is always to It is essential for brands to	ur results. o establish ∎ to gain I	 extra verbs that you should not use. to encourage to interact to reach to opt customers to buy more. with the consumers, especially on social
2	The to r	en get into pairs and compare yo modify • to swipe • to showcase • to The aim of marketing is always to It is essential for brands to media.	our results. o establish = to gain 1 o	to encourage to interact to reach to opt customers to buy more. with the consumers, especially on social
2	The to r	en get into pairs and compare yo modify • to swipe • to showcase • to The aim of marketing is always to It is essential for brands to	our results. o establish = to gain • o omers to	to encourage to interact to reach to opt customers to buy more.
2	The to 1 1 2 3 4	en get into pairs and compare yo modify to swipe to showcase to The aim of marketing is always to It is essential for brands to media. Stores offer apps that allow custo In order to	our results. o establish a to gain a omers to a new audiend	 to encourage to interact to reach to opt customers to buy more. with the consumers, especially on social through offers in the store.
2	The to 1 1 2 3 4	en get into pairs and compare yo modify to swipe to showcase to The aim of marketing is always to It is essential for brands to media. Stores offer apps that allow custo In order to business. Most successful brands have mar	o establish to gain o establish to gain omers to a new audient naged to	to encourage to interact to reach to opt customers to buy more. with the consumers, especially on social through offers in the store. ce, social media is utilised by almost every
2	The tor 1 2 3 4 5	en get into pairs and compare yo modify to swipe to showcase to The aim of marketing is always to It is essential for brands to media. Stores offer apps that allow custo In order to business. Most successful brands have mar with their customers.	o establish a to gain o omers to a new audient naged to	to encourage to interact to reach to opt customers to buy more. with the consumers, especially on social through offers in the store. ce, social media is utilised by almost every an emotional connection
2	The torr 1 2 3 4 5 5 6 7 7 You Un not	en get into pairs and compare yo modify to swipe to showcase to The aim of marketing is always to It is essential for brands to media. Stores offer apps that allow custo In order to business. Most successful brands have mar with their customers. Media has the power to	o establish to gain o establish to gain o omers to a new audient naged to to Vienna last wee st. As you still have company you have	to encourage to interact to reach to opt customers to buy more. with the consumers, especially on social through offers in the store. ce, social media is utilised by almost every an emotional connection the thoughts of people. immense popularity.
3	The torr 1 2 3 4 5 6 7 You Un not dec In y	en get into pairs and compare yo modify to swipe to showcase to The aim of marketing is always to It is essential for brands to media. Stores offer apps that allow custo In order to business. Most successful brands have mar with their customers. Media has the power to <i>YouTube</i> has helped ordinary peo the travelled by plane from London fortunately, your suitcase was lose theard anything from the airline of cided to write an e-mail of compley your e-mail of complaint you show	o establish to gain o establish to gain o a new audiend naged to to to Vienna last wee st. As you still have company you have laint.	to encourage to interact to reach to opt customers to buy more. with the consumers, especially on social through offers in the store. ce, social media is utilised by almost every an emotional connection the thoughts of people. immense popularity.
3	The torr 1 2 3 4 5 6 7 You Un not dec In y	en get into pairs and compare yo modify to swipe to showcase to The aim of marketing is always to It is essential for brands to media. Stores offer apps that allow custo In order to business. Most successful brands have mar with their customers. Media has the power to <i>YouTube</i> has helped ordinary peo u travelled by plane from London fortunately, your suitcase was los t heard anything from the airline of cided to write an e-mail of compl your e-mail of complaint you show explain what happened	o establish to gain o establish to gain o omers to a new audient haged to to Vienna last wee st. As you still have company you have laint. uld <i>KLM</i> flight AA5	to encourage to interact to reach to opt customers to buy more. with the consumers, especially on social through offers in the store. ce, social media is utilised by almost every an emotional connection the thoughts of people. immense popularity.
3	The to r r r r r r r r r r r r r r r r r r	en get into pairs and compare yo modify to swipe to showcase to The aim of marketing is always to It is essential for brands to media. Stores offer apps that allow custo In order to business. Most successful brands have mar with their customers. Media has the power to <i>YouTube</i> has helped ordinary peo the travelled by plane from London fortunately, your suitcase was lose theard anything from the airline of cided to write an e-mail of compley your e-mail of complaint you show	o establish to gain o establish to gain o o o mers to a new audiend naged to to pple to to Vienna last wee st. As you still have company you have laint. uld	to encourage to interact to reach to opt customers to buy more. with the consumers, especially on social through offers in the store. ce, social media is utilised by almost every an emotional connection the thoughts of people. immense popularity.

(> Best Shots 3 – modular. HAK, Writing reference, p. 189)

Unit 🖁



Have a look at the quotations about the American Dream. Then get into pairs and discuss the questions below. Use the discussion phrases from Best Shots 3 – modular. HAK, page 13, act. 3.

"The American Dream is a term that is often used, but also often misunderstood. It isn't really about becoming rich or famous. It is about things much simpler and more fundamental than that." *Marco Rubio (American politician)*

"The road to success is not easy to navigate, but with hard work, drive and passion, it's possible to achieve the American Dream." *Tommy Hilfiger (American designer)*

"When we make college more affordable, we make the American Dream more achievable." *William J. Clinton (42nd US President)*

- 1 What is the key message of each of the quotes?
- 2 Which of them do you find most/least interesting? Give reasons.
- **3** Do you feel that Austria enables people to realise their dreams? Explain.

Choose a company you are interested in and write a short description of the company using the ideas from the box. Use the present tense simple and present tense continuous. Write about 180 words.

name of the company \blacksquare slogan \blacksquare logo \blacksquare current projects \blacksquare type of company \blacksquare most popular product \blacksquare location \blacksquare number of employees \blacksquare names of CEO / CFO

The following phrases are useful when dealing with customer complaints. Write the phrases from the box into the appropriate columns of the grid below. Add two phrases on your own for each category. Then get into pairs and compare your findings.

I'm sorry for any inconvenience Of course, I can explain That must have been ... Please tell me what happened I apologise again I'm sure I can explain what happened I am terribly sorry

apologising	inquiring	justifying

	3
E	\vdash

2

Your principal has just started a partnership with a school in Bulgaria. He wants to exchange information about school life in the different schools and has asked you to create a leaflet about your school's practice firms.

In your leaflet you should

- describe current projects of the practice firms at your school
- outline the tasks which need to be done at a practice firm
- point out the benefits of working at a practice firm.

Use the phrases from the VocabBooster in Best Shots 3 – modular. HAK, page 34. Write about 250 words. (> Best Shots 3 – modular. HAK, Writing reference, p. 189)



The rise of the Internet, and especially social media, has not brought only advantages to society. As everybody can publish online, unverified and false information can be spread quite easily. Get into pairs and discuss the following questions. Use the discussion phrases from Best Shots 3 – modular. HAK, page 13, act. 3.

- **1** How do you usually access information?
- 2 Which types of media do you trust/distrust? Explain.
- **3** Can you think of any examples of fake news? Give examples.
- 4 What are the possible consequences of fake news?
- 5 What do you do to avoid falling victim to fake news?





Get into pairs and describe as many types of companies, structures and positions within a business from the box as possible. You are not allowed to use any of the words used in the term itself. How many terms can your partner guess within three minutes? Take turns.

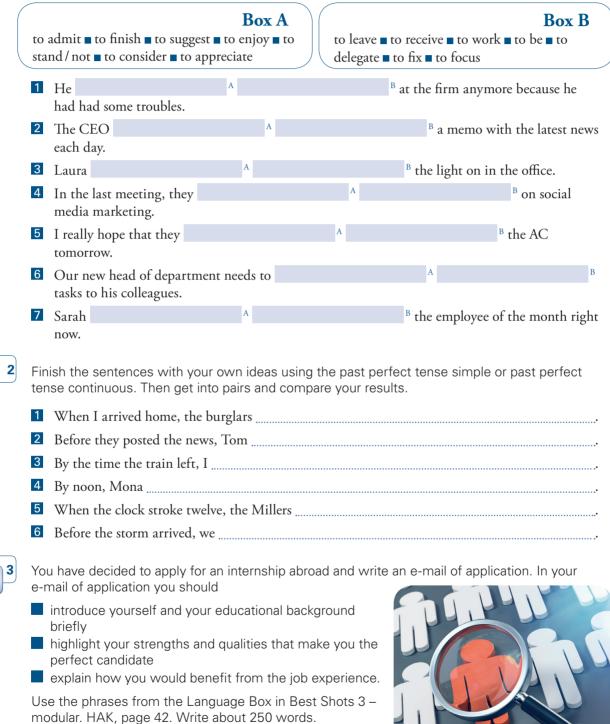
public company (BE) / corporation (AE) \blacksquare partnership \blacksquare private company \blacksquare sole trader (BE) / sole proprietor (AE) \blacksquare Chief Executive Officer (= CEO) \blacksquare Chief Financial Officer (= CFO) \blacksquare line manager \blacksquare Chief Marketing Officer (= CMO) \blacksquare Head of Sales \blacksquare staff

If you have trouble remembering what the words mean, go back to the VocabBoosters in Best Shots 3 – modular. HAK, activities 1 and 3 on page 56 to check the meaning.

14

Step up your game

Complete the following sentences. Fill in an appropriate word / phrase from Box A in the first gap (A). Mind the tenses. Then fill in a verb from Box B in the second gap (B) to make meaningful gerund constructions.



(> Best Shots 3 – modular. HAK, Writing reference, p. 190)





In your mini-practice firm you are currently developing a business plan for an app that makes applying for jobs easier. At the moment, your partner school from China is visiting and they are interested in your idea.

In your presentation you should

- outline different ways to apply for jobs
- describe common pitfalls in the application process
- highlight what your app does and what makes it special (Input 1).

Input 1

automated grammar correction
location based job search video tips for job interviews
application photo feature online form to fill in skills / education video CV feature

Talk for about four minutes. Use the phrases for giving a presentation from Best Shots 3 – modular. HAK, page 34.

1

Match the words/phrases in A with the appropriate words/phrases in B to make meaningful collocations. Then compare your results with your partner. Sometimes there is more than one possibility.

			VocabBooster
	Α	B	
to make assumptions about	1		advertising campaigns
to know	2		a market gap
to run targeted	3		product from others
to fill	4		loyalty
to have	5		market shares
to distinguish so.'s	6		your target customer
to build	7		in-store promotion
to increase	8		about your clientele
to have	9		a positive effect on

2 Have a look at the schedule for tomorrow and complete it with your own ideas. Then get into pairs and ask your partner questions about his/her schedule using either future tense continuous or future perfect tense simple. An example has been given. Take turns.

8:05 am			arrive at office
	_		meeting with
10:45 am	_	11:15 am	
	_		
12:15 pm	_	1:45 pm	lunch with
	_		monthly presentation at boss's office
	_		
4:00 pm	_	4:45 pm	performance review of last quarter
	_		
6:00 pm			leave office

A: Will you have arrived at the office by 8 am? B: By 8 am I will not have arrived at the office.



You are doing an internship at *MKM Financial Services Austria.* The CEO has decided to create job opportunities for refugees. As they will start working next month, you have been asked to give a presentation about diversity at the company's monthly meeting.

In your presentation you should

- explain what diversity and inclusion mean
- point out the advantages of diversity in the workplace
- suggest ideas for diversity and inclusion projects.

Get into pairs and give your presentations. Talk for about four minutes. Take turns.





Your school magazine's next issue is about starting a business. You have been asked to write an article about crowdfunding. Do some research on the Internet and write an article.

In your article you should

- describe what crowdfunding is
- point out advantages and disadvantages of crowdfunding
- give examples of successful crowdfunding.

Write about 250 words.

(> Best Shots 3 – modular. HAK, Writing reference, p. 197)



You were invited to speak about social media advertising at an international students' conference in Budapest.

In your presentation you should

- highlight the benefits of having a social media account for a company/brand
- comment on possible challenges when running a social media account
- give valuable tips for running a social media account.

Talk for about four minutes. Use the phrases for giving a presentation from Best Shots 3 – modular. HAK, page 34.



Have a look at the pie chart below and write a description about media consumption in America.

In your description you should

- summarise the most important information of the chart
- outline effects of excessive use of electronic media
- recommend ways to help people refrain from using electronic media for a few hours a day.

Use the phrases from the LanguageBox and the guidelines for writing a description of graphs and statistics in Best Shots 3 – modular. HAK, page 31. Write about 250 words.

AMERICANS USE ELECTRONIC MEDIA 11+ HOURS A DAY

Average time American adults (18+) spent with electronic media in Q4 2018 (hours: minutes)







Many of today's powerful brands have their roots in Europe. Write the name of the country next to the flag in the grid on the following page and then match the countries in A with the company logos in B. Do some research on one of the companies and prepare a short presentation.

In your presentation you should

- describe the company in more detail
- outline what makes the company successful
- provide your personal opinion on the brand.

Talk for about five minutes. Use the phrases for giving a presentation from Best Shots 3 – modular. HAK, page 34.

Unit



flag	country	A	B	logo	flag	country	A	B	logo
		1					5		
		2		ĽORÉAL			6		adidas
+-		3					7		NOKIA
		4		O vodafone					
		'		1					



You are doing an internship at Central, an accounting company located in Brighton. As some employees have not behaved appropriately at work recently your boss has asked you to write a circular e-mail to the members of staff. You have his notes.

In your circular e-mail you should

- say which behaviour rules have to be obeyed
- outline what the no-goes are
- explain which behaviour is accepted
- suggest what employees could do to improve the work environment.

Use passive constructions with modal verbs. Write about 250 words.



okay (may/can)

- store food in the fridge
- wear jeans on Friday - listen to music at an
- appropriate volume

- treat customers respectfully