

# Leaving Certificate Applied

# English

## Communications and Enterprise

Please see *Teachers' Notes* for explanations, additional activities, and tips and suggestions.

<b>Levels</b>	Students' English language skills should be developed to <b>Level B1</b> during funded Language Support. Mainstream subject learning will require the development of skills at <b>Level B2</b> if students are to cope with public examinations.	
<b>Language focus</b>	Key vocabulary, word identification, sentence structure, extracting information from text, writing text, grammar.	
<b>Learning focus</b>	Using LCA English textbooks and accessing curriculum content and learning activities.	
<b>Acknowledgement</b>	The <i>English Language Support Programme</i> gratefully acknowledges the permission of Gill and Macmillan to reproduce excerpts from <i>Communicate! Text and Coursework Book for LCA English</i> by Angela Doyle.	
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## Using this unit

### Language support and mainstream subject class

The sections *Activating students' knowledge*, *Focus on vocabulary*, and *Focus on grammar* have been designed, in particular, for Language Support classes.

*Focus on reading* and *Focus on writing* are suitable for use in either Language Support or subject classes.

### Answer Key

Answers are provided at the end of the unit for all activities except those based on free writing.

### Textbooks

This unit focuses on Module 2 (Communications and Enterprise) of the Leaving Certificate Applied English and Communications curriculum. Students will need to use their textbooks if they are to gain the most benefit from the activities.

### Learning Record

The Learning Record is intended to help students monitor their progress. This can be downloaded or printed from the website in the section *Advising Students and Record of Learning for the Leaving Certificate*. A copy of the Learning Record should be distributed to each student for each unit studied.

Students should:

1. Write the subject and topic on the record.
2. Tick off/date the different statements as they complete activities.
3. Keep the record in their files along with the work produced for this unit.
4. Use this material to support mainstream subject learning.

### Symbols

Symbols are used throughout the unit to encourage students to develop their own learning and support materials.



prompts students to file the sheet when they have completed the activity. This is used for activities which can be used as a reference in the future e.g. for subject classroom, revision, homework etc.



prompts students to add vocabulary, definitions, or examples of vocabulary in use to their own personal glossary for the topic. A personal glossary makes study and revision more efficient.

## Keywords

The combined list of keywords for the 4 LCA units is unit is as follows:

### Nouns

ability  
action  
activity  
advertisements (ads)  
advertising  
aims  
assessment  
assignments  
business  
career  
certificate  
common skills  
conclusions  
contribution  
core  
debate  
document  
emphasis  
enterprise  
evaluation  
experience  
folder  
future  
ideas  
individual  
interview  
interviewer  
investigation  
items  
language skills  
media  
modules  
motion  
objectives  
opinions  
opportunity  
optional  
oral communication  
organisation  
outcomes  
placement  
plan  
portfolio  
post  
presentation  
projector  
purpose  
questions

recommendations  
record  
report  
report writing  
research  
role-play  
scenario  
steps  
student  
subjects  
summary  
teamwork  
technology  
templates  
text  
tone  
visit  
visitor  
work

### Verbs

can  
must  
should  
  
to achieve  
to assess  
to assign  
to brainstorm  
to communicate  
to conclude  
to decide  
to engage  
to evaluate  
to identify  
to invite  
to learn  
to make  
to oppose  
to participate  
to plan  
to prepare  
to propose  
to recommend  
to record  
to revisit  
to role-play  
to submit  
to thank

### Adjectives

aware  
compulsory  
concise  
effective  
elaborate  
mandatory  
non-verbal  
optional  
oral  
related  
relevant  
specific  
verbal  
voluntary

### Other terms

actively (adverb)

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

**LCA English: Communications and Enterprise**

Vocabulary file (1) for the topic  
**Communications and Enterprise**

<b>Word</b>	<b>Meaning</b>	<b>Page(s) in my textbook</b>	<b>Note</b>
enterprise			
entrepreneur			
product			
service			
business venture			
task			
community			
self-employed			
advertising			



NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

**LCA English: Communications and Enterprise**

Vocabulary file (2) for the topic  
**Communications and Enterprise**

<b>Word</b>	<b>Meaning</b>	<b>Page(s) in my textbook</b>	<b>Note</b>
manufacturing			
human resources (HR)			
marketing			
skills			
leadership			
resources			
a business plan			
enthusiasm			
motivation			



## Introduction

### Activating students' existing knowledge

Use a spidergram to activate students' ideas and knowledge on the key points in this chapter. See **Teachers' Notes** for suggestions.

Possible key terms for the spidergram:

- Would you like to be a businessman/businesswoman?  
Why? Why not?
- If you could set up your own business what business  
would it be?

- Invite students to provide key words in their own languages.
- Encourage dictionary use.
- Encourage students to organise their vocabulary into relevant categories (e.g. meaning, nouns, keywords, verbs etc.).



Students should record vocabulary and terms from the spidergram in their personal dictionaries.

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**LCA English: Communications and Enterprise**

Level: A2/B1  
Individual / pair

**Focus on vocabulary**

**1. Word building**

a) Study the definitions:

*Enterprise*: a business or organisation

*Enterprising*: enthusiastic and willing to do something new, clever and difficult.

Finish the following sentence:

An enterprising person is \_\_\_\_\_

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b) Check your understanding by drawing a line through the word that doesn't belong.

Enterprise

a business

a marriage

a company

a firm

Enterprising

silly

clever

energetic

creative

Risky

possibly bad

possibly dangerous

unsafe

safe

**2. Useful phrases**

Match a verb on the left with a word/s on the right.

- to run
- to make
- to be made
- to set up
- to take
- to be

- redundant
- a profit
- a business
- self-employed
- a business
- a risk

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

**LCA English: Communications and Enterprise**

**3. Matching**

Column A has the titles of jobs different management jobs in a company. Match each job title in Column A with a definition in Column B. Draw a line between them.

Column A	Column B
Managing Director	The person who controls how much is spent within the company.
Purchasing Manager	The person in charge of making people want to buy products, though advertising and other means.
Production Manager	The person who deals with finding new people to work in a company, keeps records about them, and helps them with any problems.
Marketing Manager	The person in charge of buying materials for the business.
Finance Manager	The main person in control of a company.
Human Resources Manager	The person who makes sure that all of the machines and operations happen correctly and on time

**4. Vocabulary in use**

Check your understanding of the 6 job titles by matching them to one of the jobs this person might do.

- \_\_\_\_\_: is responsible for the day-to-day running of the business.
- \_\_\_\_\_: gets estimates for the costs of raw materials.
- \_\_\_\_\_: makes sure machines are in good working order.
- \_\_\_\_\_: organises an advertising campaign.
- \_\_\_\_\_: makes out budgets for each department.
- \_\_\_\_\_: provides training for staff.



Level: A2/B1  
Individual / pair

### Focus on grammar

#### 5. Forming Yes/No Questions

a) Read this dialogue – students are trying to guess what the teacher is talking about.

SS: *Is it in the classroom?*

T: *Yes*

SS: *Can we eat it?*

T: *No*

SS: *Can we read it?*

T: *Yes*

SS: *Is it a book?*

T: *Yes*

Now finish the sentence in the box:

We form Yes/No questions by

b) Now it's your turn!

Take it in turns to think of an object. Other students have to ask you questions. You can only answer **yes** or **no**.

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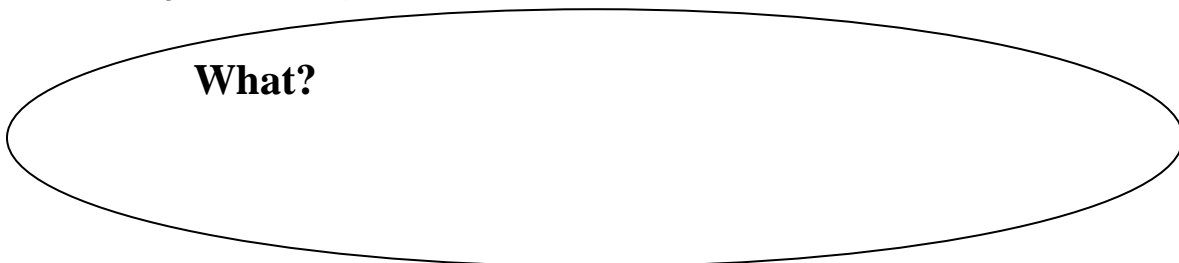
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#### 6. Question Words

a) There are 8 main question words in English. Put them in the circle below. (Hint: 7 of them begin with wh...!)



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**LCA English: Communications and Enterprise**

b) Fill the gaps in the following questions using each of the 7 question words.

\_\_\_\_\_ is your favourite film star?

\_\_\_\_\_ is your favourite sport?

\_\_\_\_\_ do you like best – English, maths or PE?

\_\_\_\_\_ were you born?

\_\_\_\_\_ do you like chocolate?

\_\_\_\_\_ did you get to school?

\_\_\_\_\_ bicycle was stolen last week?

\_\_\_\_\_ did you wake up this morning?

c) If possible, work in pairs to answer the questions in this quiz.

**Ireland Quiz**

*(Your teacher may need to help you with the answers!)*

1. Who is the president of Ireland?
2. What is the currency in Ireland?
3. Where is Croke Park?
4. How do Irish people drink tea?
5. Which county is the biggest?
6. Whose statue is on O'Connell Street?
7. Why are there no snakes in Ireland?
8. When did Ireland win the World Cup (soccer)?

d) Now it's your turn! Write a quiz about a country of your choice. Then give it to other students to answer.

**(Country) Quiz**

1. What \_\_\_\_\_
2. Where \_\_\_\_\_
3. When \_\_\_\_\_
4. Why \_\_\_\_\_
5. How \_\_\_\_\_
6. Who \_\_\_\_\_
7. Whose \_\_\_\_\_
8. When \_\_\_\_\_

Level: B1 / B2  
Individual / pair

## Focus on reading

### 7. Reading for the main idea

When you read in English, it is very important to have a **reason** for reading. If not, you might read too slowly, and stop at every word you are not sure of. Always read the questions first, and then read the passage in order to find the answers.

- Name three types skills a manager needs.
- What is the old style of management? /What is the new style?

#### Management Skills

A manager will have to have the practical skills needed to run his/her own department. For example, a person in charge of finance will most likely be an accountant. As well as these practical skills, probably the two most important managerial skills are the ability to lead others – leadership skills, and the ability to communicate – interpersonal skills.

All managers will have a team of people working under them in the different departments. Basically, what a manager is trying to do is run his department as efficiently as possible, and that means getting the most out of his workers.

The old style of management was autocratic; where the managers made all the decisions and controlled their staff largely through fear. The manager often acted like a dictator.

The modern style of management is more democratic. Workers have a say in how the department is run. Research has shown that if workers have a say in making decisions they will tend to work harder. Today's manager is more like a leader.

Managers must be able to motivate their workers to achieve the targets that are set. One of the most important skills that a manager must have is the ability to lead others and to inspire people to do as well as they possibly can. In this sense, a business manager is no different from the manager or captain of a football team.

**8. Reading to develop vocabulary**

- a) Read the five explanations of words below. Can you guess what these words might be? Write down your guesses.

\_\_\_\_\_ : someone who starts their own business.  
 \_\_\_\_\_ : an amount of money provided by a government or organisation for a special purpose.  
 \_\_\_\_\_ : a person, team or company that is competing with others.  
 \_\_\_\_\_ : a set of questions asked of a large number of people to discover information about a subject.  
 \_\_\_\_\_ : an examination of people's opinions or behaviour made by asking people questions.

- b) Read the text once to get a general idea of what it is about.  
 c) Now read the text more carefully in order to find the five words which are explained above.

**Market Research**

Before spending a lot of money developing a product or service, an entrepreneur needs to know if he is going to be able to sell it. If he is looking for a loan from the bank, the bank manager will insist that the results of market research are available. If he applies to the country enterprise board for a grant they will also insist that market research is done.

In the same way, you will need to do market research before you decide on what exactly you will be producing or what service you will be offering. You need to be able to answer 'yes' to the following questions before you go into business:

- Will we be producing what the customers want?
- Will we be producing it at the right price?
- Will we be producing a better product than our competitors?

Finding the answers to these questions will involve going out into the market place to carry our research.

The most common type of research method is the questionnaire. The simplest type of survey is to do a face-to-face survey. Simply set yourself up in some suitable place such as the local shopping centre. If you know your market is going to be confined to the school, do your research at break-time, when people will have time to answer your questions.

Level: B1 / B2  
Individual / pair

### Focus on writing

#### 9. Writing a questionnaire

For this module of the LCA course, you will need to do market research. In order to do this, you may need to write a questionnaire. The following exercise will give you practice in doing this.

*You company is thinking about bringing out a new healthy eating product. Before you do this write out a questionnaire to help you to get more information on how healthy people are and what they like to eat. Write 5 yes/no questions and 5 'wh-'questions. (See grammar exercises).*

#### How healthy are you?

- 1. \_\_\_\_\_ Yes/No
- 2. \_\_\_\_\_ Yes/No
- 3. \_\_\_\_\_ Yes/No
- 4. \_\_\_\_\_ Yes/No
- 5. \_\_\_\_\_ Yes/No
  
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
  
- 8. \_\_\_\_\_
  
- 9. \_\_\_\_\_
  
- 10. \_\_\_\_\_

## Answer key

### 1. Focus on vocabulary

a) Sample answer: An enterprising person is creative, brave, hardworking, dynamic and thorough.

b) Odd word out:

Enterprise

-a marriage

Enterprising

silly —

Risky

-safe

### 2. Useful phrases

to run a business

to make a profit

to be made redundant

to set up a business

to take a risk

to be self employed

### 3. Matching

Managing Director	The main person in control of a company.
Purchasing Manager	The person in charge of buying materials for the business.
Production Manager	The person who makes sure that all of the machines and operations happen correctly and on time.
Marketing Manager	The person in charge of making people want to buy products, through advertising and other means.
Finance Manager	The person who controls how much is spent within the company.
Human Resources Manager.	The person who deals with finding new people to work in a company, keeps records about them, and helps them with any problems.

#### 4. Vocabulary in use

- The Managing Director is responsible for the day-to-day running of the business.
- The Purchasing Manager gets estimates for the costs of raw materials.
- The Production Manager makes sure machines are in good working order.
- The Marketing Manager organises an advertising campaign.
- The Finance Manager makes out budgets for each department.
- The Human Resources Manager provides training for staff.

#### 5. Forming yes/no questions

We form yes/no questions by putting the verb first. We can – Can we?

#### 6. Question words

a) The 8 question words are: what, where, when, how, why, whose, who, which?

b) Who is your favourite film star?

What is your favourite sport?

Which do you like best – English, maths or PE?

Where were you born?

Who knows the answer?

How did you get to school?

Whose bicycle was stolen last week?

When did you get up this morning?

c) Ireland Quiz

Who is the president of Ireland? Mary McAleese.

What is the currency in Ireland? The euro.

Where is Croke Park? In Dublin.

How do Irish people drink tea? With milk (and often sugar).

Which county is the biggest? Cork.

Whose statue is on O'Connell Street? Charles Stewart Parnell /James Larkin? Daniel O Connell.

Why are there no snakes in Ireland? According to legend, because St Patrick banished them.

When did Ireland win the World Cup (soccer)? Never! Not yet!

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

**LCA English: Communications and Enterprise**

**7. Reading for the main idea**

practical skills, leadership skills, interpersonal skills  
autocratic/democratic

**8. Reading to develop vocabulary**

Entrepreneur, grant, competitor, questionnaire, survey