

# Practical, Easy and Fun Activities for Business English Classes

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*Re-imagining teaching  
Rejuvenating and transforming classroom practices*

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# What makes activities practical and fun?

- ▶ Maximum learner input and output
- ▶ Soft skills practiced with business vocabulary
- ▶ Team work and social involvement
- ▶ Adaptable to different groups
- ▶ Relevance to real situations
- ▶ Game-like aspects



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# Forming a company

- ▶ Explain to learners that they are going to form a fictional company.
- ▶ Tell one group they have to leave the room while the other group comes up with an idea which they will have to guess.

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- ▶ The group in the room comes up with a code for answering 'yes' or 'no'.
- ▶ Call the others back and have them ask some of these questions to guess the company.



# Questions about a company

- ▶ Do you employ over / under ... people?
- ▶ Do you have a turnover above ...?
- ▶ Are you located in Europe/Asia/Middle East...?
- ▶ Do you produce something / offer a service?
- ▶ Do you have a hierarchical/flat/matrix organisation?
- ▶ Do you need shift workers?
- ▶ Is the company especially innovative?
- ▶ Can people work from home / telecommute?
- ▶ Do you have competition in the market?



# Business anecdotes

- ▶ Think of a minor work problem you had in the last few days.
- ▶ Write your name on a small piece of paper.
- ▶ Exchange stories and the cards with names with another person.
- ▶ Tell the story you heard to another person but change a small detail.
- ▶ Continue telling the story until you are stopped.
- ▶ Tell the last story you heard.
- ▶ Try to guess which story was your original.



# A marketing campaign

- ▶ Choose an everyday item and come up with a new use for it.
- ▶ Create a campaign based on these ideas:
  - Which target group are you aiming at?
  - What will you call the product?
  - What are its USP's?
  - What will it cost per unit?
  - Which distribution channels will you use?
  - Where will you sell it?
  - Use AIDA (Attention, Interest, Desire, Action) for promotion



# The country game

- ▶ Divide the class into small groups, one of which is a group of observers
- ▶ Tell the other groups they have to determine three values or customs in their fictional cultures as well as greeting and leave-taking rituals.
- ▶ Give the groups the information on the resources they have and the ones they need.
- ▶ Send them off to negotiate with each other using the cultural information.
- ▶ Have the observers report back on what they saw.



# What did we do?

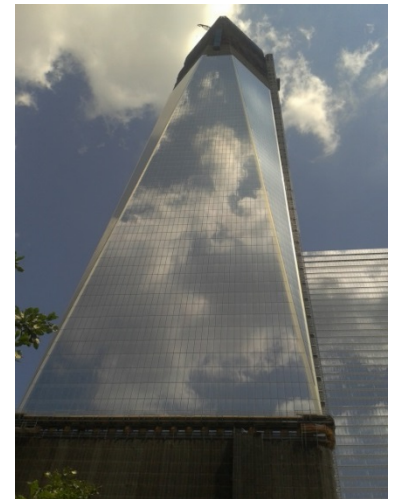


- ▶ Learners asked questions and used information to come to conclusions. (Forming a company)
- ▶ Learners listened and retold stories. (Business anecdotes)
- ▶ Learners came up with ideas to market a product. (A marketing campaign)
- ▶ Learners negotiated with each other and observed cultural differences (The country game)

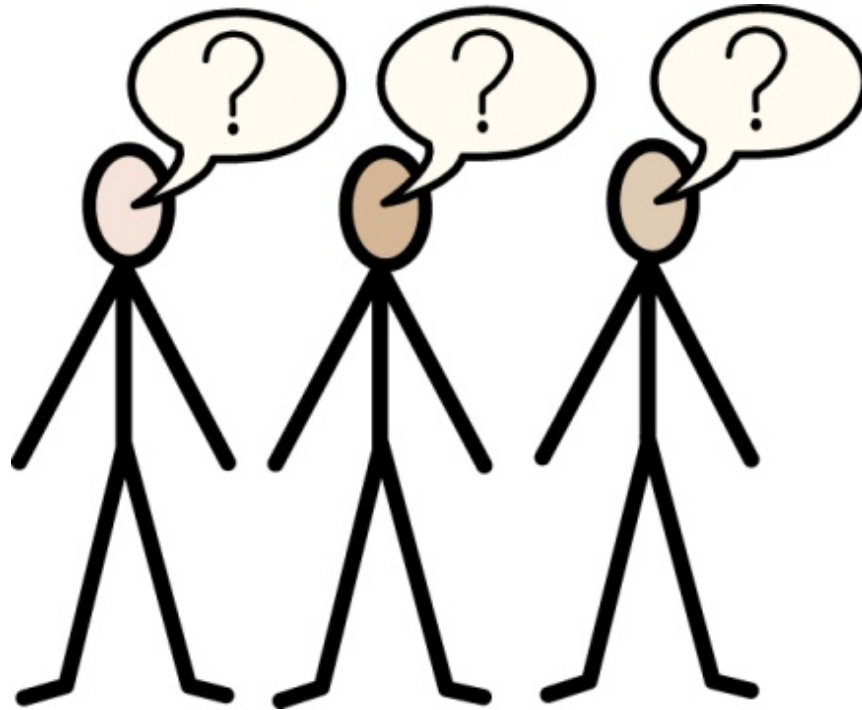


# Reflection

- ▶ Which activity will work in your classroom and why?
- ▶ Do you have any ideas on how to adapt these activities?
- ▶ Can these activities be turned into longer ones making use of the four skills?
- ▶ Which soft skills were used?
- ▶ Which business skills were addressed?



# Questions



# Acknowledgements

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Microsoft clip art

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Thank you for  
your attention!

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