



1551112

**LISTENING AND SPEAKING  
IN BUSINESS ENGLISH 2**

สิริวรปัญญา



## Unit 3

# TALKING ABOUT DECISIONS

In this unit you will explore vocabulary and expressions related to company decisions and history. You will describe company's objective, decision, and result.



# LESSON OBJECTIVES

1

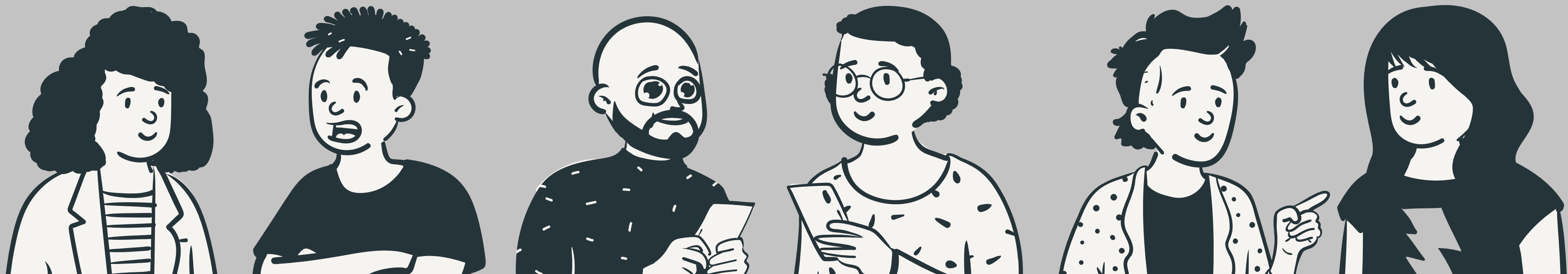
understand and use vocabulary related to decision-making processes and strategies in a business context

2

develop listening skills to comprehend presentations and discussions

3

improve speaking fluency by participating in decision-making interviews and describing company's decision





# LESSON CONTENT



## 1. A company history



## 2. Cause and effect



## 3. Business decisions



## 4. Performance Task



*Let's start*





# 01

## A COMPANY HISTORY



The company provides creativity and family gaming experience until today.

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They explored the video game industry and made a highly successful game.

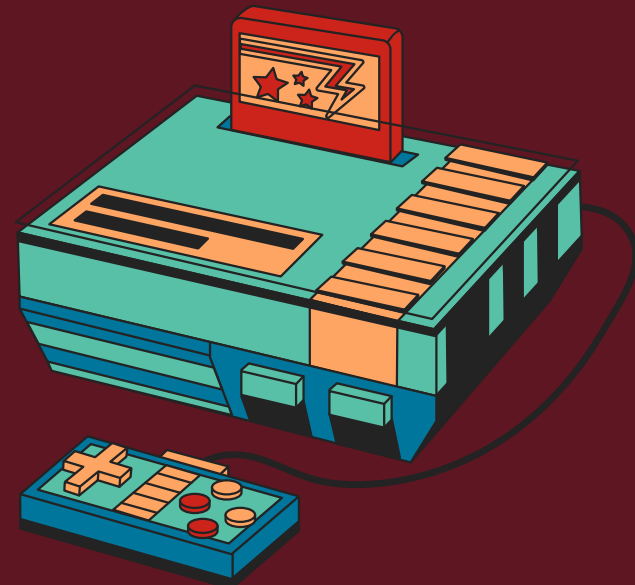
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They launched a game console and improved the home gaming experience.

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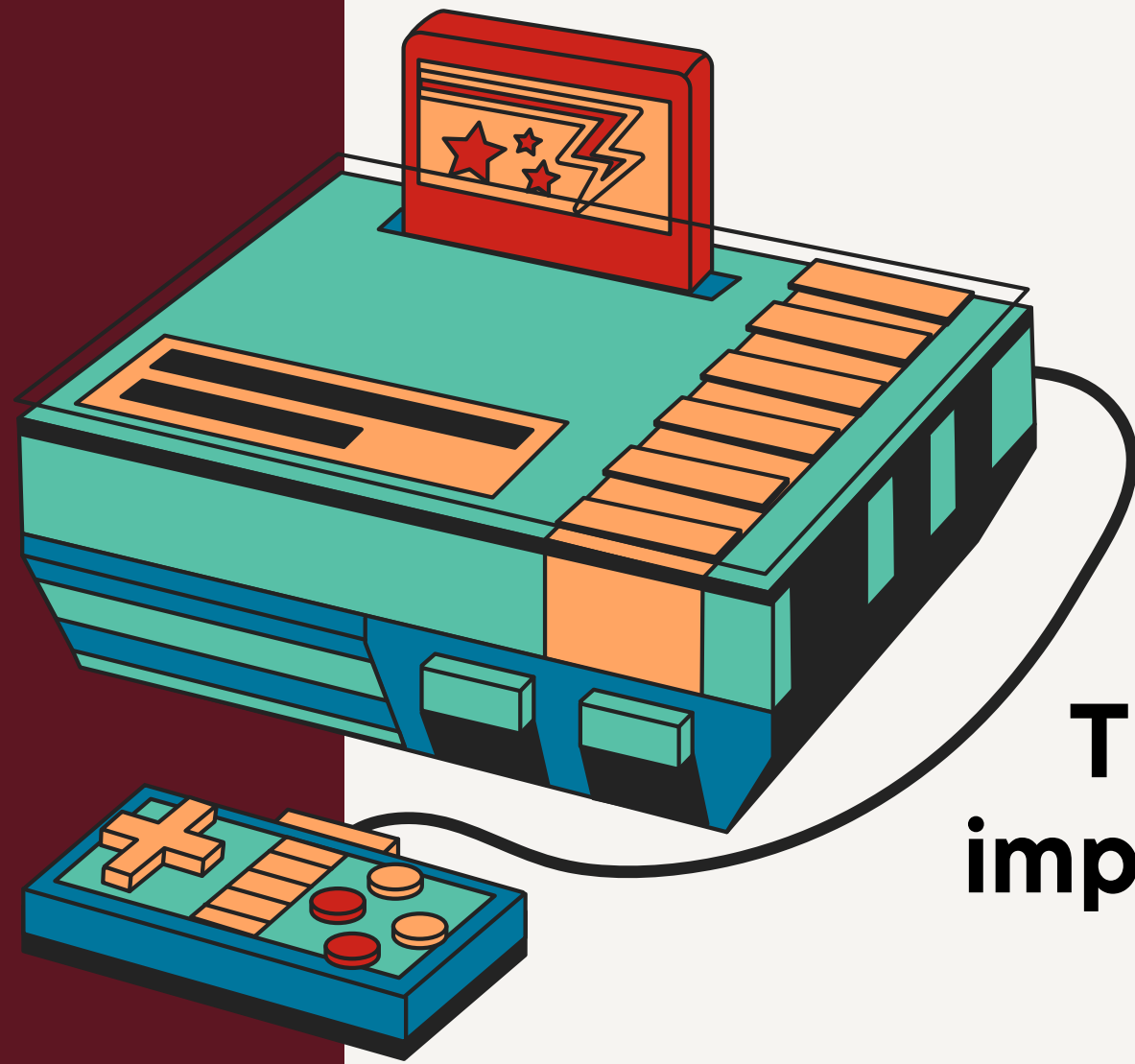
Nintendo had financial problem during their early businesses.

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**LISTEN TO A BRIEF HISTORY OF A JAPANESE COMPANY.**  
**NUMBER THE EVENTS IN THE CORRECT ORDER.**





**The company provides creativity and family gaming experience until today.**

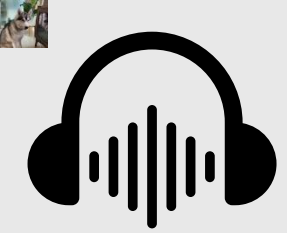
**They launched a game console and improved the home gaming experience.**

**They explored the video game industry and made a highly successful game.**

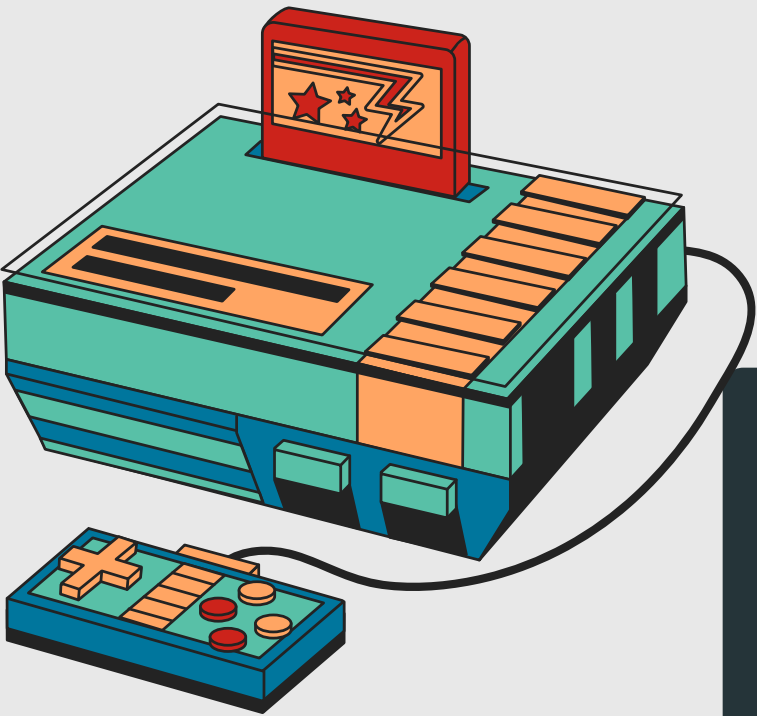
**Nintendo had financial problem during their early businesses.**







## LISTEN AGAIN AND FILL IN THE BLANKS



Nintendo keeps making new and fun games like Mario, Zelda, and Pokémon, **so** they are still dominant and influential in the world of video games today.

Then they released the Nintendo Entertainment System (NES) game console and **as a result**, home gaming was significantly changed.

They explored the video game industry and made Donkey Kong game featuring the character Mario. They became very popular internationally **because** of the huge success of this game.

Nintendo's earlier business ventures were largely unsuccessful **so** it faced financial difficulties.





# 02

## CAUSE & EFFECT



Look at these two statements about the Japanese company, Nintendo. One is cause, and one is an effect.

### Cause

Nintendo's Mario was a huge success.

### Effect

The company became very popular internationally.

We can connect these two statements like this.

### Cause

and / as a result

### Effect

Nintendo's Mario was a huge success **so** the company became very popular internationally.

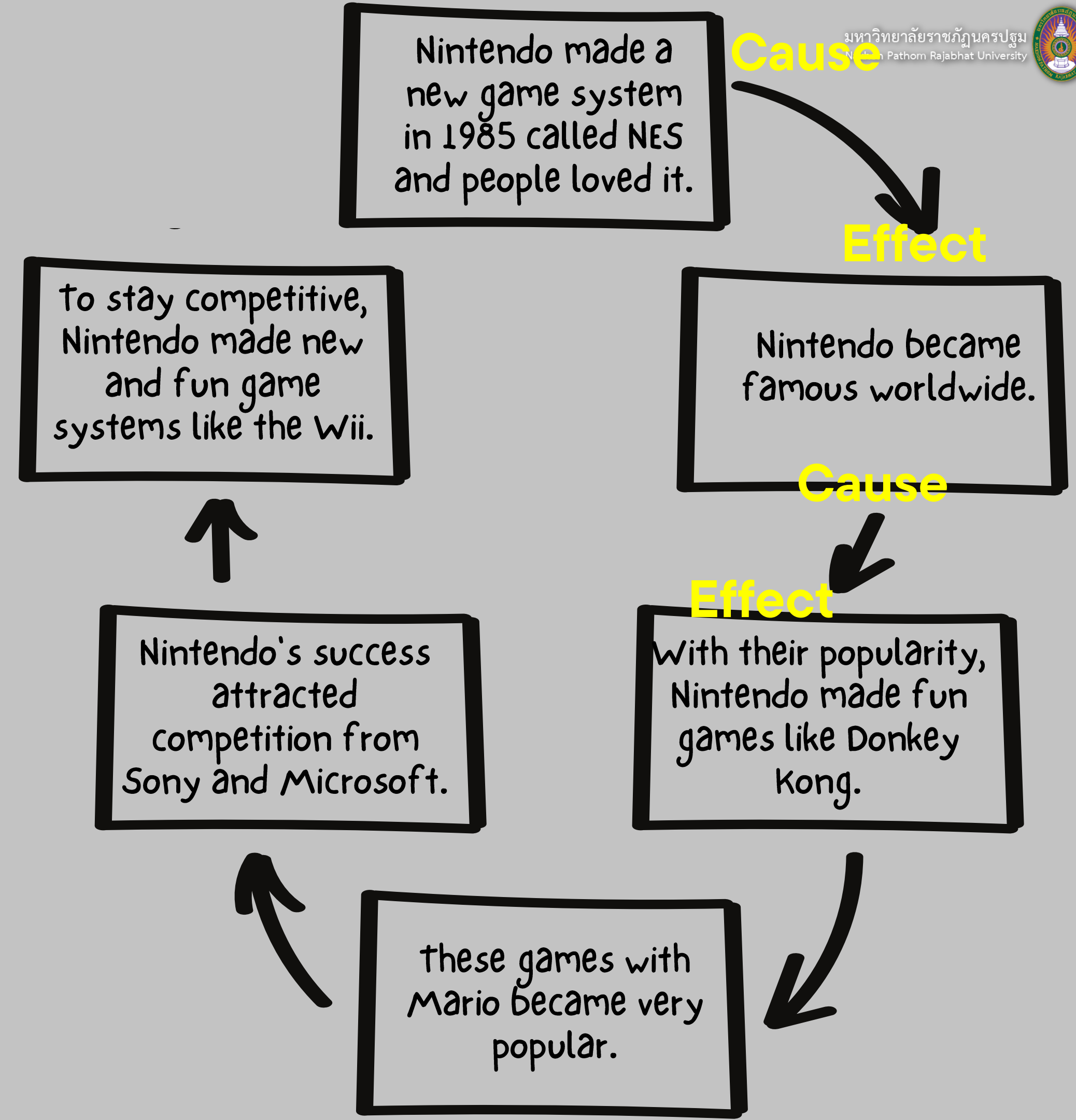
### Effect

### Cause

The company became very popular internationally **because** Nintendo's Mario was a huge success.



Work with a partner. Take turns connecting these statements about Nintendo in the same way.



Nintendo made a new game system in 1985 called NES and people loved it.

Cause



Effect

Nintendo became famous worldwide.

Cause



Effect

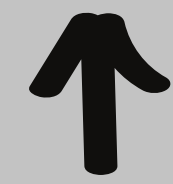
With their popularity, Nintendo made fun games like Donkey Kong.



these games with Mario became very popular.



Nintendo's success attracted competition from Sony and Microsoft.



To stay competitive, Nintendo made new and fun game systems like the wii.

Cause

Nintendo's Mario was a huge success so / and / as a result the company became very popular internationally.

Effect

Effect

The company became very popular internationally because Nintendo's Mario was a huge success.

Cause



Now ask and answer questions about Nintendo. Start like this:

Why did Nintendo become famous worldwide?

Because they made a new game system in 1985 called NES and people loved it.



Nintendo made a new game system in 1985 called NES and people loved it.

To stay competitive, Nintendo made new and fun game systems like the wii.

Nintendo became famous worldwide.

Nintendo's success attracted competition from Sony and Microsoft.

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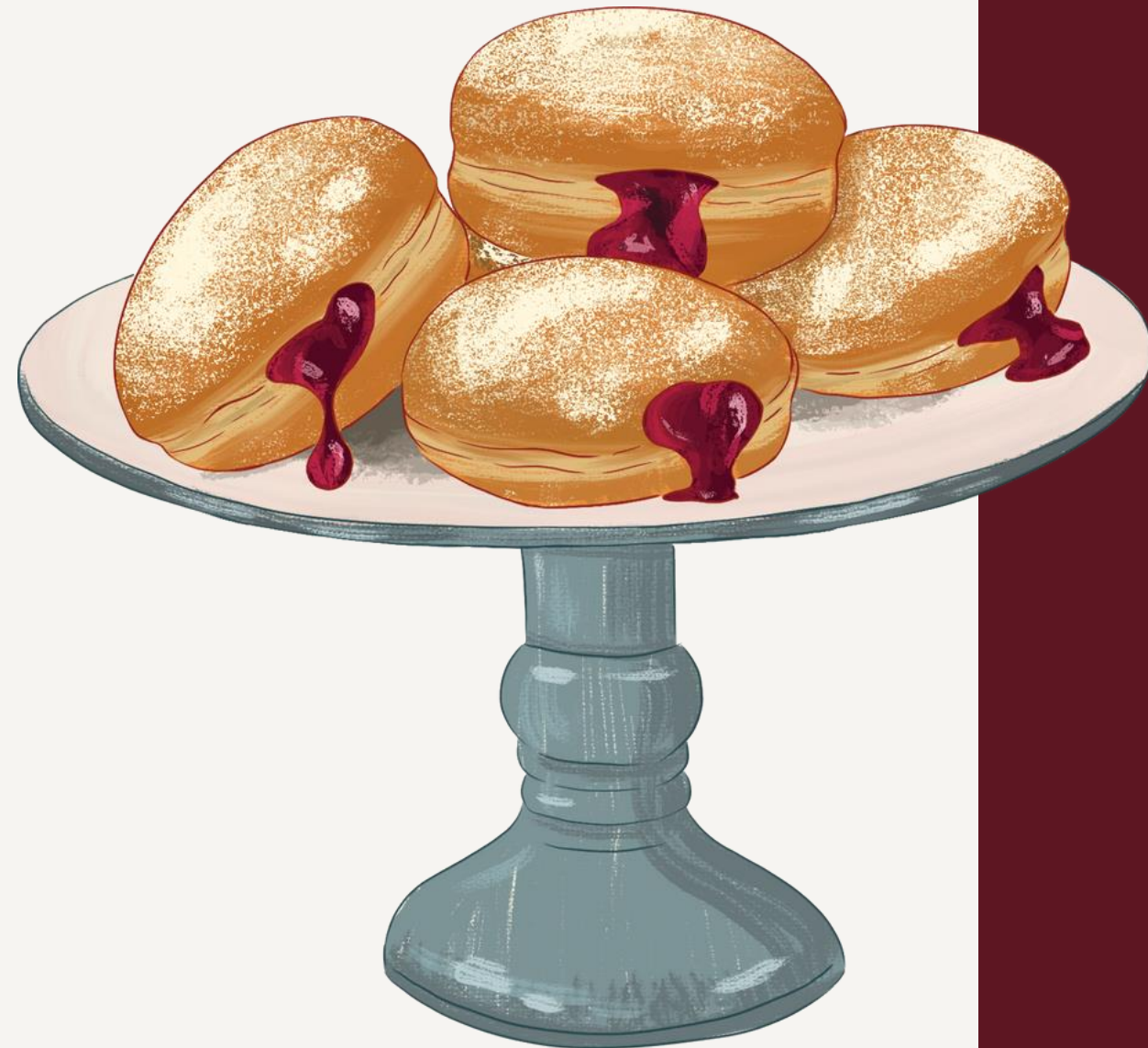




# 03

## BUSINESS DECISIONS





**Look at the information and listen to the interview with John White talking about his business.**



## **John White, Fruta's Donut**

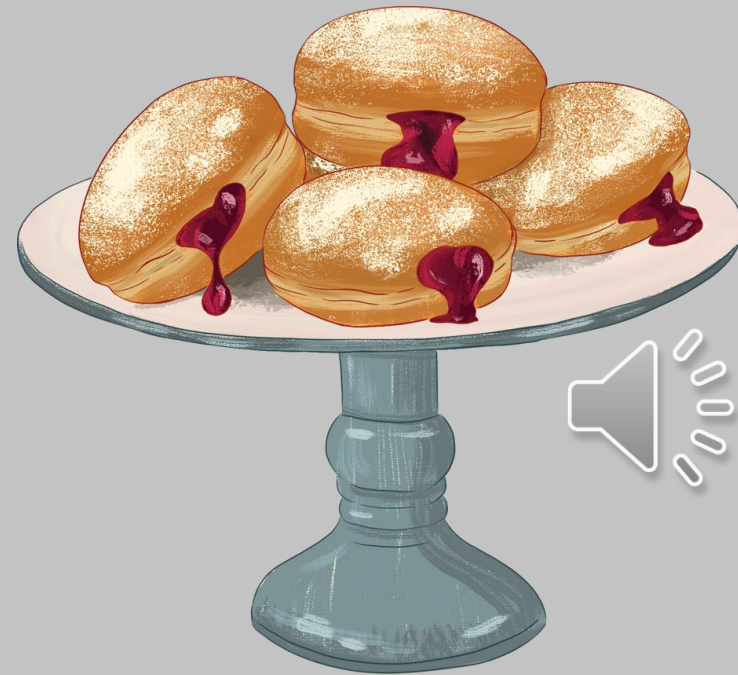
- >>> provide healthy options to customers
- >>> create new donut flavors using local fruits and vegetables
- >>> became the number one donut for health conscious people

What was your objective?

I wanted to provide options to customers.

So what did you decide to do?

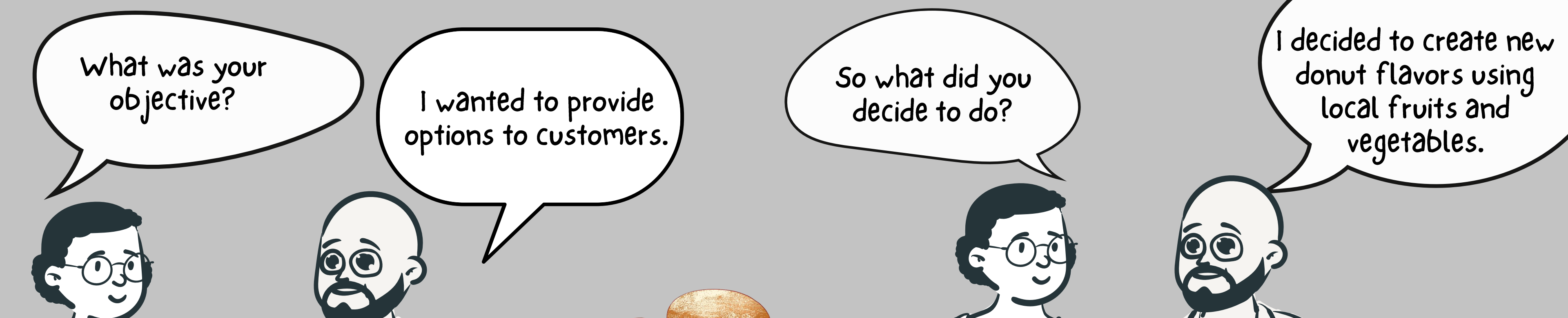
I decided to create new donut flavors using local fruits and vegetables.



And what was the result of your decision?



The company became the number one donut for health-conscious people




What was your objective?

I wanted to provide options to customers.

So what did you decide to do?

I decided to create new donut flavors using local fruits and vegetables.

**Practice the conversation with a partner.**



And what was the result of your decision?

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What was your objective?

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And what was the result of your decision?



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**Read this information about an American company.  
Work with a partner. Take turns talking about these  
decisions. Use the previous conversation as a model.**



## Pear Company

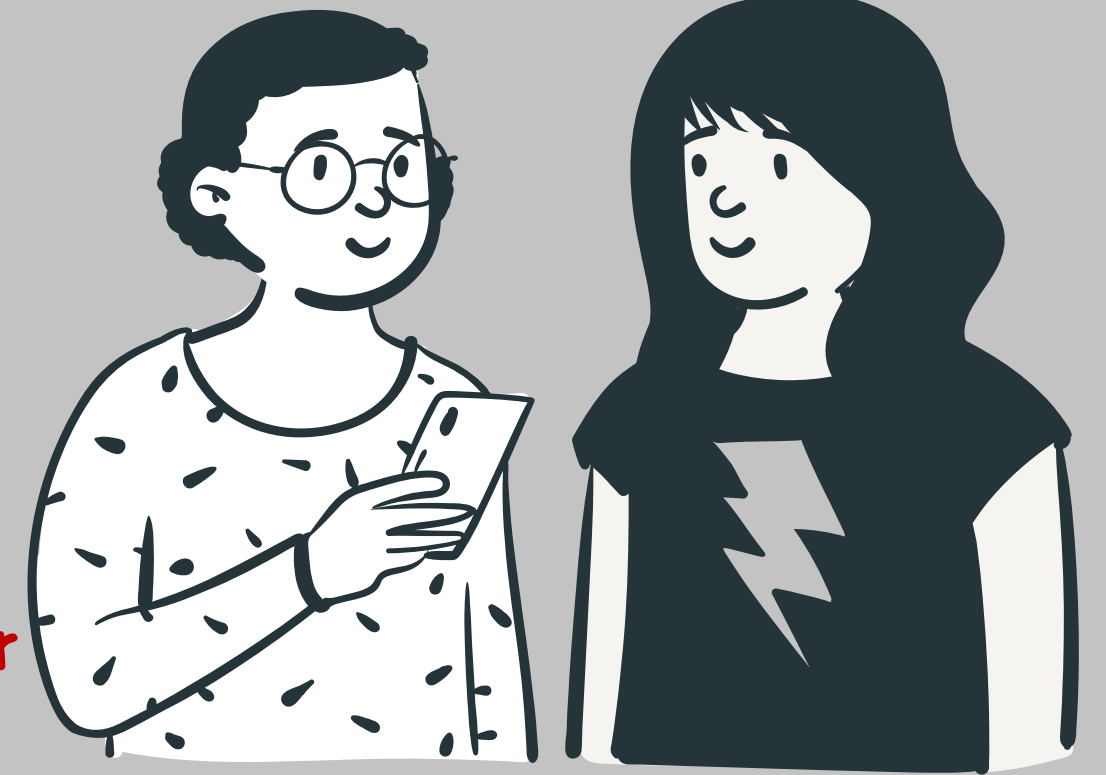
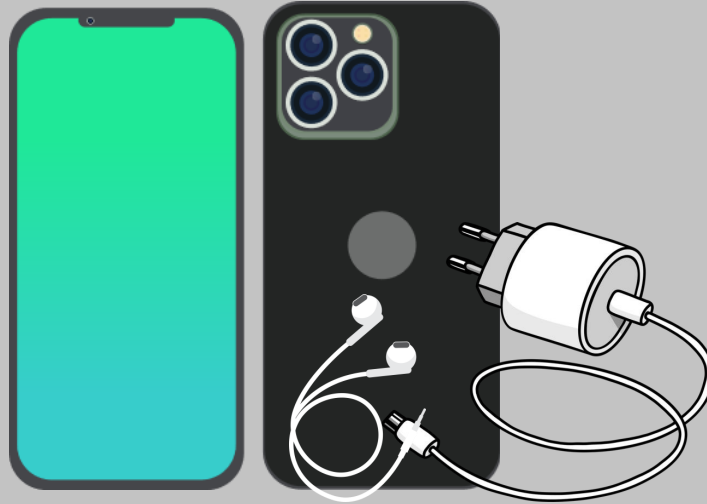
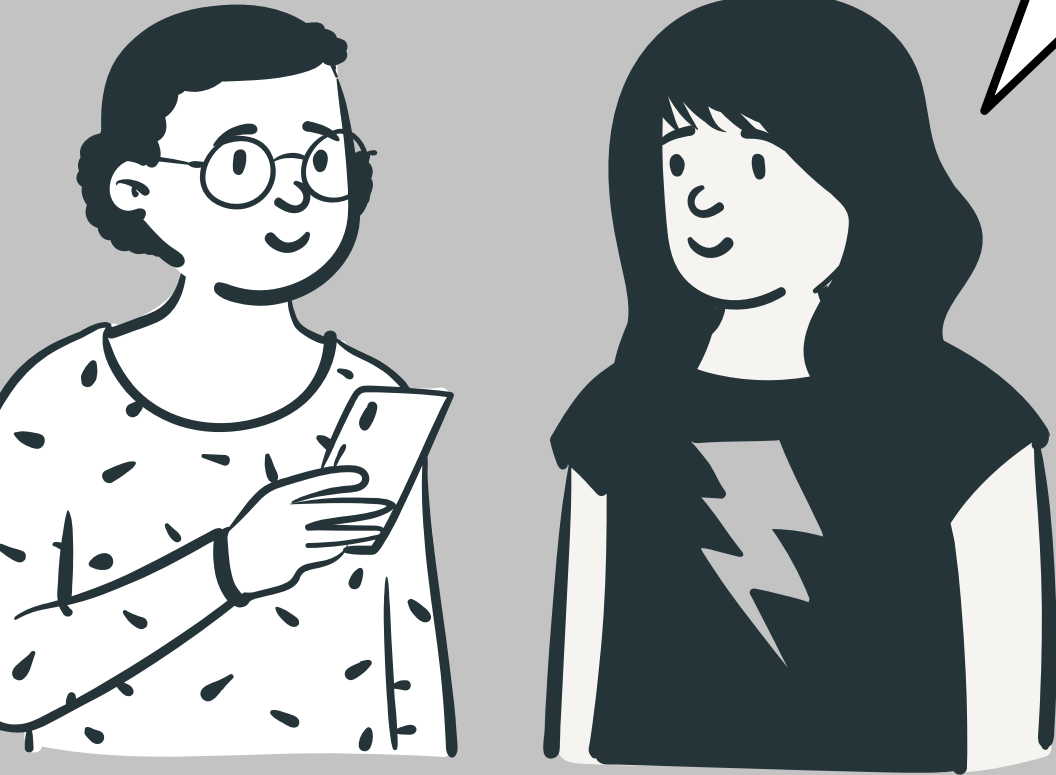
- >>> reach carbon neutrality by 2030
- >>> do not include a power adapter or earpods
- >>> cut the packaging by 70% and reduce the shipping-related emissions

What was your objective?

We wanted to

So what did you decide to do?

We decided to

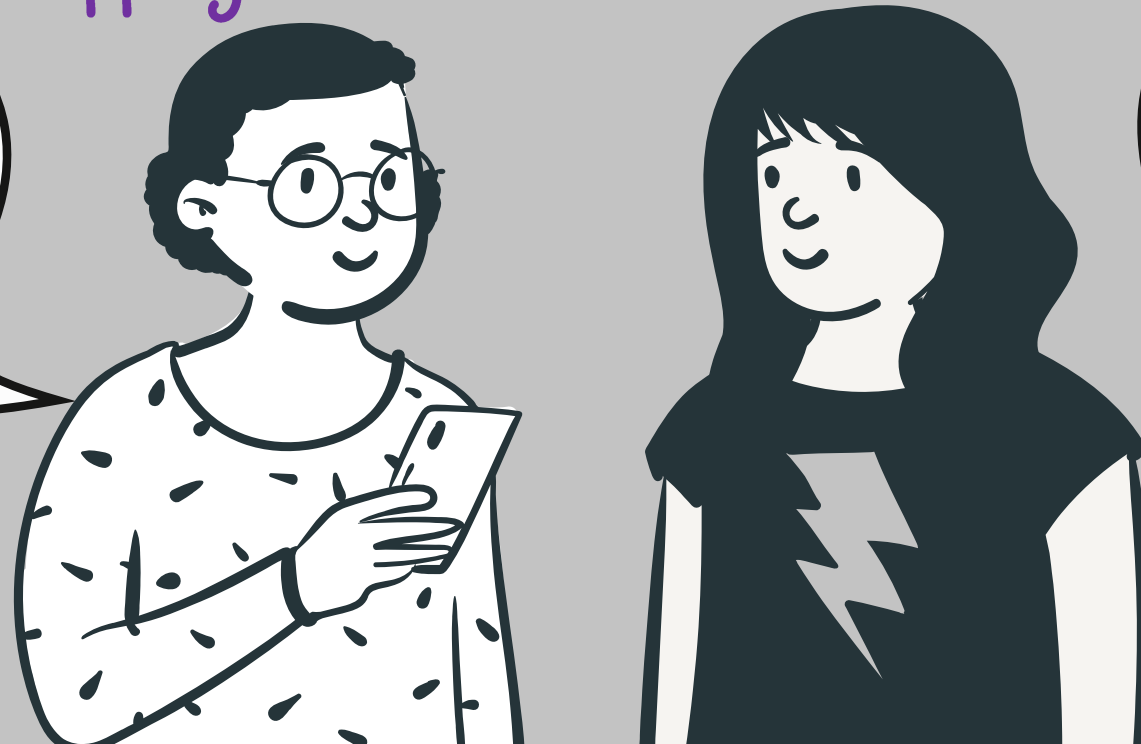


### Pear Company

- >>> reach carbon neutrality by 2030
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And what was the result of your decision?

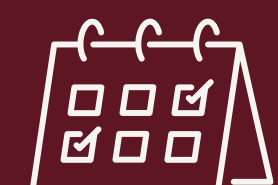
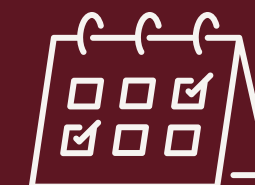
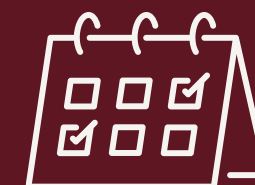
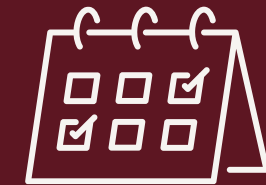
the company





# 04

## PERFORMANCE TASK



# PERFORMANACE TASK



**Work in pairs. Imagine that you are assigned to create a short company introduction. Choose a company that you would like to present in class and research about the following information:**

1. objective
2. decision
3. results





## REFERENCE

*Nintendo history.* (n.d.). Nintendo of Europe AG. Retrieved March 10, 2024, <https://www.nintendo.co.uk/Hardware/Nintendo-History/Nintendo-History-625945.html>





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