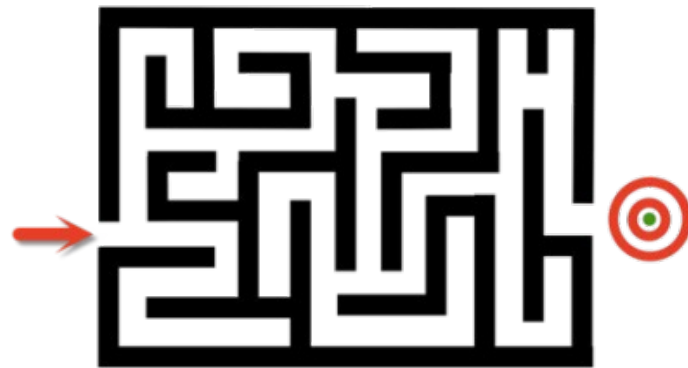


An Adventure in eLearning and eTeaching



PaulEmmerson.com

Business English Ideas Bank

Fun, Free & Varied Business English eLearning



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Talk Business

Watch business professionals talk about their world.

Find out about business and improve your English at the same time. Listen to both native and non-native speakers. Do quizzes to check progress.



Business Bites

Watch bite-sized introductions to key areas of business.

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Tobias talks about supplying parts to the auto industry

Course Status: In Progress



Tobias, a German manager, discusses various issues relating to supply chain management in the auto industry.

Why study this course?

To revise and develop vocabulary and grammar
To increase knowledge of the business world
To understand a non-native speaker

Course Overview

1. First you watch an interview with a German manager. Topics include technology (forging vs casting); machining and assembly; Just-In-Time and Just-In-Sequence; 'basic' vs individualized cars; quality control. The script is available on the same page.

2. After the interview there is language analysis and vocabulary development.

Course Navigation

- ▶ Learning Goals
- ▶ Prepare: vocabulary
- ▶ Predict before you watch
- ▶ VIDEO INTERVIEW and script
- ▶ Check your understanding
- ▶ Analysis: written commentary
- ▶ Analysis: written commentary (continued)
- ▶ Analysis: video commentary
- ▶ Vocabulary development
- ▶ Test Welcome
- ▶ Final test
- ▶ Goodbye

Classroom Activities

- ▶ Activity 1 (discussion)
- ▶ Activity 2 (internet research and mini-presentation)

VIDEO INTERVIEW and script

Watch the video and listen carefully. Watch again.

To see the script of the video, click the '+' button immediately below the video. You will see the exact words that Tobias uses.



- [Click here to show or hide a script for the video](#)

Can you tell me a little about your company?

Our company is manufacturing automotive parts for premium brands as is well known in Europe as well as in US. Our manufacturing facility is in Germany, in the eastern region of Germany. And total sales of the company is 34 million turnover per year. We manufacture approximately two million parts a year. And [our] the range of our products is pretty focussed on some special dedicated suspension parts. You find typically our products on the front axle, made from aluminium. In this particular case we use the technology 'forging'.

I know that with forging you start with solid metal and apply force. Whereas with casting you pour liquid metal into a mould.

Course Navigation

- ▶ Learning Goals
- ▶ Prepare: vocabulary
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- ▶ Check your understanding
- ▶ Analysis: written commentary
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[Return to Tobias talks about supplying parts to the auto industry](#)

Classroom Activities

- ▶ Activity 1 (discussion)
- ▶ Activity 2 (internet research and mini-presentation)

Current Course



Analysis: written commentary

Click the [underlined words](#) to see corrections, suggestions and teaching points.

A **yellow highlight** shows *good* language use to notice and learn.

Our company **is manufacturing** automotive parts for **premium brands** **as is** well known in the US (United States always has "the") **company?**

Our company **is manufacturing** automotive parts for **premium brands** **as is** well known in Europe as well as **in US**. Our **manufacturing facility** is in Germany, **in the eastern region of** Germany. And total sales of the company **is** 34 million **turnover** per year.

We manufacture **approximately** two million parts a year. And [our] **the range of our products** is pretty focussed on some special dedicated suspension parts. **You find typically** our products on the front axle, made from aluminium. In this particular case we use the technology 'forging'.

I know that with forging you start with solid metal and apply force.
Whereas with casting you pour liquid metal into a mould.

Coming from the point of history, I have to say that the first technology was casting because casting is pretty simple. You don't need this **high sophisticated knowledge or expertise** in your material structure. To cast a material, you melt it, then you have a certain [alloying] alloying process, and then you cast it for example in an iron die. Or you can cast liquid material also in sand, in a sand **form**.

Forging is totally different from casting. There are different technologies of forging. We have cold forging, we have warm forging, and we have hot forging – for steel for example. Cold forging means [this is] the material is **from the beginning run cold**, there is no extra heating in. And then you **make** your forging or bending operation. **In case of** hot forging you use typically a

Course Navigation

- ▶ Learning Goals
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Return to Tobias talks about supplying parts to the auto industry

Classroom Activities

- ▶ Activity 1 (discussion)
- ▶ Activity 2 (internet research and mini-presentation)

Analysis: video commentary

Watch the video. It focuses on a few key points from the written commentary.

Interview_Tobias_VideoCommentary

BEhereBEthere

It's depending from the structure of our customers

some contracts with the **union**

high amount of money

the assembling process is very **complex**

if a supplier misses this adjusted part

3:38 / 6:34

Course Navigation

- ▶ Learning Goals
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Return to Tobias talks about supplying parts to the auto industry

Classroom Activities

- ▶ Activity 1 (discussion)
- ▶ Activity 2 (internet research and mini-

Vocabulary development

Watch the video. It develops and extends language already presented in this course.

Interview_Tobias_VocabDevelopment

Business Objectives

Operational	→	low inventory levels
	→	high capacity utilization
Market	→	short delivery times
	→	high service rates (how much of the demand can be delivered)

Just-in-Time

Just-in-Sequence

2:58 / 7:17

Course Navigation

- ▶ Learning Goals
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- ▶ Goodbye

Return to Tobias talks about supplying parts to the auto industry

Classroom Activities

- ▶ Activity 1 (discussion)
- ▶ ...

Final test

Click the numbers in the boxes to move through the questions. Good luck!

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
19																	

Question 14 of 19

8 points

Drag the words to make short phrases. Be careful. Only one solution uses all the words correctly.

SORT ELEMENTS

utilization	times	levels	rates
-------------	-------	--------	-------

low inventory	
high capacity	
short delivery	
high service	

Skip question

Check

Course Navigation

- ▶ Learning Goals
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- ▶ Goodbye

Return to Tobias talks about supplying parts to the auto industry

Classroom Activities

- ▶ Activity 1 (discussion)
- ▶ Activity 2 (internet research and mini-presentation)

Current Course



Classroom Activity 1 (discussion)

Discussion

Prepare

Think about the questions and make a few notes.

- What do you know about the following areas? Use ideas from the video and your own ideas and experience:
 - a) Just-In-Time and Just-In-Sequence
 - b) dealing with missing, faulty or incorrect parts during production
 - c) standardization vs personalization in modern manufacturing
 - d) quality control and traceability
- The global supply chain for auto makers is long and complex. It is also very complex in industries such as consumer electronics (smartphones, TVs, computers), household appliances (refrigerators, cookers, washing machines) and aerospace (civil and military aviation, satellites). Why are modern supply chains so long and complex? What are the advantages and disadvantages of this kind of supply chain?

Discuss

Discuss the above questions with one or two other students and then report your ideas to the class.

[Download a pdf copy of the Class Activities](#)

Classroom Activities

- ▶ Activity 1 (discussion)
- ▶ Activity 2 (internet research and mini-presentation)

- ▶ Back to previous page

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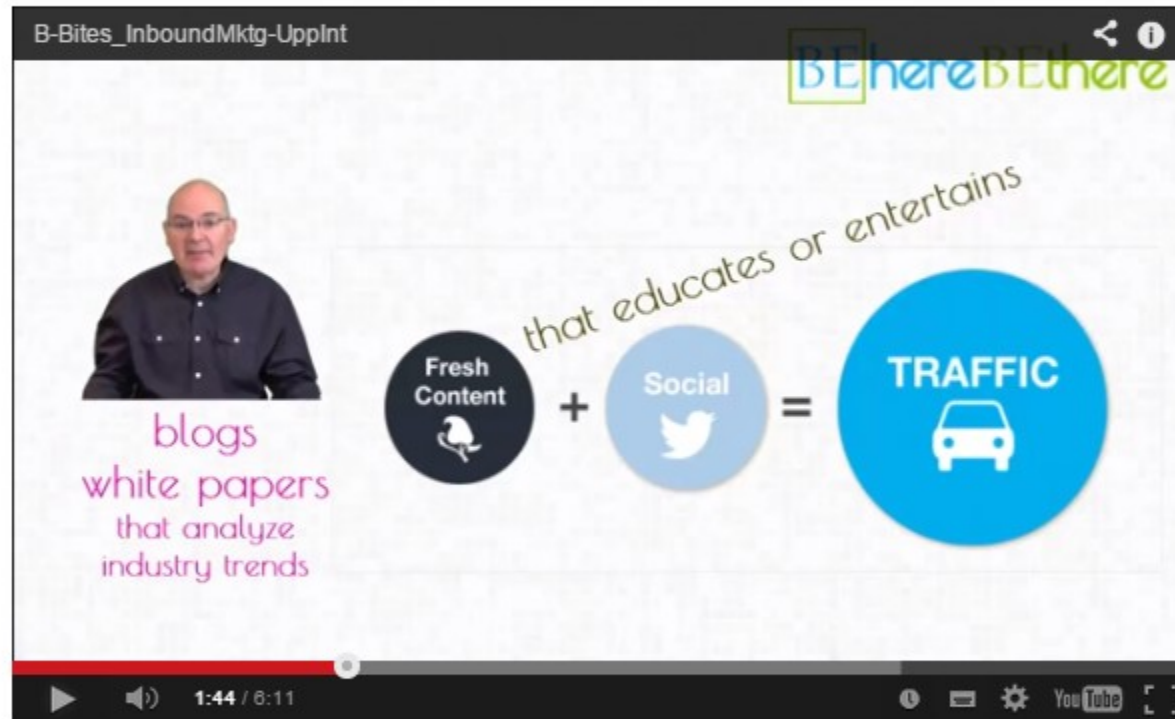
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VIDEO presentation (Upp Int)

Watch the video several times. You will find out about Inbound Marketing, develop your vocabulary, and practise pronunciation.



Course Navigation

- ▶ Level check
- ▶ Learning Goals
- ▶ **VIDEO presentation (Upp Int)**
- ▶ Vocabulary Development (Upp Int)
- ▶ Test Welcome
- ▶ Final test (Upp Int)
- ▶ Goodbye

Return to Inbound vs Outbound Marketing
- Upper Intermediate

Classroom Activities

- ▶ Activity 1 (discussion)
- ▶ Activity 2 (internet research and presentation)

Current Course



[← Previous Lesson](#) [Next Lesson →](#)



Vocabulary Development (Upp Int)

Watch the video. It develops and extends the language in the previous video.

The video player shows a whiteboard with the following content:

- retailers' website
- supplier → | manufacturer → | distributor wholesaler → | retailer → | end-user consumer
- Each one is a customer of the previous one.
- 'word of mouth' / buzz / hype

The video player interface includes a progress bar at 2:22 / 6:23 and a 'Mark Complete' button.

Mark Complete

[← Previous Lesson](#) [Next Lesson →](#)

Course Navigation

- ▶ Level check
- ▶ Learning Goals
- ▶ VIDEO presentation (Upp Int)
- ▶ **Vocabulary Development (Upp Int)**
- ▶ Test Welcome
- ▶ Final test (Upp Int)
- ▶ Goodbye

Return to Inbound vs Outbound Marketing - Upper Intermediate

Classroom Activities

- ▶ Activity 1 (discussion)
- ▶ Activity 2 (internet research and presentation)

Current Course

Inbound Marketing

Upper-Intermediate



Frequently Asked Questions

This page includes answers to some frequently asked questions. If you wish to add a question, please use the form at the bottom of the page. We regret that we cannot reply to all questions.

+ [What is BEhereBEthere?](#)

- [What are the vision and values of BEhereBEthere?](#)

This project was started in October 2014 by Paul Emmerson after he looked at some other eLearning websites. He thought they were boring and repetitive. The feeling was more like a series of hoops to jump through, and less like a fun place to spend time. The sites also relied heavily on reading one screen of text after another. Paul wanted to try to do something better, drawing on his twenty five years' experience as a BE teacher and writer.

HIS VISION INCLUDES:

- + having real, experienced teachers actually *teaching*
- + a clear context for new language, not just isolated words, phrases and grammar points
- + going round new language several times in a course, to help remember it

P

HIS VISION INCLUDES:

- + having real, experienced teachers actually *teaching*
- + a clear context for new language, not just isolated words, phrases and grammar points
- + going round new language several times in a course, to help remember it
- + minimizing pages of dull text and maximizing video
- + quizzes that review the course material in a challenging way, rather than giving an easy free ride
- + feedback on incorrect quiz answers so that you know why you are wrong
- + ability for the learner to go on their own journey and do any course at any time

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THE VALUES OF THE SITE ARE:

+ *loving* BEhereBEthere explaining, and you understanding for ever

hating BEhereBEthere putting up slides full of text, and you reading and forgetting

+ *loving* craftsmanship, individuality, and the unreplicable passion of great content creators

hating corporate blandness and the scalable boredom of financial value creators

+ *loving* integrity about what eLearning can and cannot do

hating marketing hype, techy gimmicks, and false claims about learners making progress

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“Those are my principles, and if you don't like them... well, I have others.”

Groucho Marx

The future



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Latest Slideshow

12 activities to integrate pronunciation

12 activities to integrate pronunciation

PaulEmmerson.com

slideshare 1 / 45

Pronunciation is the ugly sister of language teaching, coming way behind vocabulary and grammar. It deserves a higher profile. Here are 12 short, easy activities to try in class.

[Read and Comment](#)

Latest Video

Coaching in Business English: an interview with Jackie

Latest Article

BEhereBEthere: an Adventure in eLearning

PaulEmmerson.com

BEhereBEthere:
An Adventure in eLearning and eTeaching
by Paul Emmerson

This article is 'my story'. On the way it's also a fun and controversial look at the general world of eLearning. By sharing a little of my journey, I hope you

slideshare 1 / 20

BEhereBEthere is my new eLearning site for Business English. I'm on an adventure into the world of eLearning and eTeaching. This is 'my story', but the article is also fun and controversial and about eLearning in general.

[Read and Comment](#)

Other News

Thanks everyone! Slideshare tell me that my content

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