An Adventure in eLearning and eTeaching
Fun, Free & Varied Business English eLearning

Under Development
This is a new site created by Paul Emmerson. Courses will be added every few months.

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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.
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.

Tobias talks about
Supplying parts to the
Auto Industry
interviewed by Paul Emmerson

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.
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 Europe as well as in the 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 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
Analysis: video commentary

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

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

Return to Tobias talks about supplying parts to the auto industry

PaulEmmerson.com
Vocabulary development

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

Business Objectives
- Operational → low inventory levels
- → high capacity utilization
- Just-in-Time
- → high service rates
- Just-in-Sequence
- Market → short delivery times
- (how much of the demand can be delivered)

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 (discussion)

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Business English Ideas Bank
Click the numbers in the boxes to move through the questions. Good luck!

Question 14 of 19

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
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
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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.
Vocabulary Development (Upp Int)

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

- retailers' website
- supplier → manufacturer → distributor → retailer → end-user consumer

Each one is a customer of the previous one.

'word of mouth' / buzz / hype
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
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
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  craftmanship, individuality, and the unreplicatable 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
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.

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.
Please visit, and of course ... tell your students!

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