

Business Territory 1

A multimedia visit to a British company

Business Territory 1 offers students the chance to visit a real British company without leaving the classroom. The program is based on a series of authentic video interviews recorded at a Cambridge electronics company and includes a wealth of built-in language support in the form of transcripts, paraphrases, a glossary, and audio comments giving both linguistic and business information. There are comprehension and auditing tasks to be completed on-screen but also many attractive



Available as CD-ROM or Network version for your Intranet (Internet Server) or LMS.

printable work-sheets which require students to collaborate in researching particular aspects of the company and presenting their findings in front of the class. Business Territory 1 has been designed specifically as a classroom resource of authentic English to support active communicative language learning. All the material is available via simple graphical menu screens which make Business Territory 1 extremely easy to use for both teachers and students.

Level: lower intermediate to advanced. 40 minutes of authentic video and audio material. About 40 hours of student activities.
Minimum machine specifications: Intel® Pentium® II 450MHz or faster processor (or equivalent), 128 MB of RAM, Windows 98 or newer. Soundcard. - Apple Macintosh PowerPC® G3 500MHz or faster processor, Intel Core™ Duo 1.83GHz or faster processor, 128 MB of RAM, Mac OS X v.10.1.x, 10.2.x, 10.3.x, or 10.4.x (Power PC) Mac OS X v.10.4.x (Intel) - Linux 512MB of RAM, 128MB of Graphics Memory, Soundcard.

The video interviews are accessed very easily. To hear the question, you click the question mark. To play the interview itself you click the play button. If you click the S button, you hear a paraphrase of the answer delivered clearly in a standard English accent.

Support is offered at a variety of levels; Business Territory 1 includes complete transcripts of all the audio material, on-line glossary, and TOD (Teacher-On-Demand) who pops up when necessary to give advice, explain and add extra knowledge.

Business Territory 1 exposes students to authentic idiomatic business English. The non-scripted language of the interviews offers a variety of British accents and prepares learners for communication in real-life business environments.

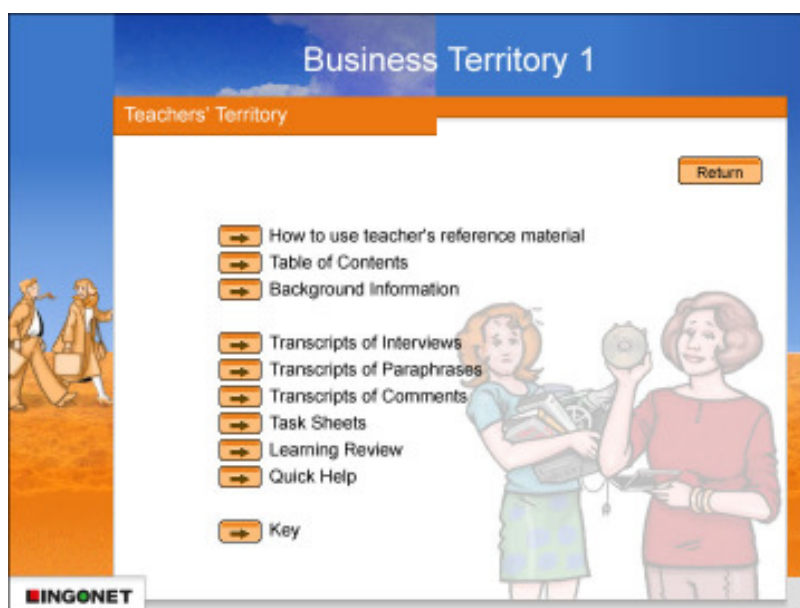
Most EFL/ESL multimedia packages are complete self-study courses of little interest to the classroom teacher. Business Territory 1 has been developed in response to teachers asking multimedia resources designed specifically for classroom and one-to-one use.

The integrated activities cover around 40 hours of student work and the language auditing task-types include true/false comprehension, opinion-gap, ranking, gapfill, and language auditing. These activities encourage students to watch the interviews from a variety of perspectives and use their language for communicative purposes.

There are tasks to complete on the computer and also printable worksheets which are ideal for use where only a limited number of computers are available. You can use all the material or select what is appropriate for your curriculum.

Clicking the **Teachers' Territory** label in the main menu gives access to the teacher's material.

The teacher's material includes transcripts of all audio material, worksheets, and keys to all exercises. All the teacher's material can be printed out.



"I think the disk is superb - a little difficult for most of our present students - but they too are fascinated."

Miller Davidson, Hong Kong

"As a media-rich learning resource, Business Territory is excellent. The tasks pick up well on the language used in the video clips, and should prove a stimulating and productive impetus for group work, generating language which reflects English used in authentic contexts."

Matthew Fox, United Kingdom

"If you cannot follow the video, you can get a paraphrased version. This is a great idea, although the clips are quite clear actually"

Martin Holmes, Victoria, Canada

"Let me say I think it's excellent! It's very "user friendly" and you get a very comprehensive overview of the company and the various positions there very quickly. The speeches and text are thorough yet not too difficult for ESL students and the whole package is very well coordinated and "cross indexed". Also the ideas for class projects, teacher aids etc. seem very creative."

Jeremy Davis, Taiwan

"Our school has been using Business Territory now for three months with very positive results. Students like the idea of "meeting" other native speakers apart from our teachers and the fact that they are real business people on screen and not actors pretending. The input from the ROM has led seamlessly to group work that has the feeling of 'real' Business English. All in all Business Territory is a valuable addition to any language school's CD collection".

Mike Nelson, Finland