

MAKE MONEY, DO BUSINESS.- Communicative Activities.

Situation

Are you familiar with the term 'glass ceiling'?

The term the 'glass ceiling' first came into use in 1986 when two Wall Street Journal reporters coined the phrase to describe the invisible barrier that blocks women from the top jobs in corporate America.

Since then the metaphor has also been applied to the barriers of minorities. The glass ceiling is the theory that women and minorities do not advance into senior management or executive positions within corporate America. It is a barrier that has been in place since women started redefining their roles in the family since World War II when their husbands were forced to leave the home and go fight in the war. At this time the wife went to work while the husband was at war to support the family.

At the end of the war this new trend did not cease. Women received this era as a time of choice. Although the majority of women, at this time, chose not to continue working when the war ended, a percentage remained in the workforce. This change in the culture and structure was not accepted on a positive note. Women and minorities faced multiple barriers to promotions.



A step ahead

This is survey about female managers.

[Female managers say glass ceiling intact – survey.](#)

Here you have a piece of news about top jobs that have yet to be taken by women.

[10 glass ceilings yet to be shattered.](#)



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1.- Reading Activity.

By sea, air, rail or road?

When we buy or sell products, we face the task of choosing the most efficient method of transporting our goods. Being able to transport goods efficiently and reliably is very important for business success. Several factors will influence our final choice, since we normally want products in good condition, on time and at a reasonable price. Our location and the type of goods we are moving will also be determining factors.



At present we have the possibility of working with different shipping companies and different Shipping carriers depending on the characteristics of our products. There are also freight forwarders, they are transportation experts who assess companies with transportation problems, restrictions on shipments, transport documents, and recommend us the best method of packing and shipment. They will work out total distribution costs involved and the total transit time for us. There are different modes of transport: by sea, by air, by rail or by road. Which method is the best for our particular order? Let's weigh up the advantages and disadvantages of the main methods of transporting goods.

By air.

It is good for perishable goods (food, flowers), fragile products, urgent goods or goods of high value. Transporting goods by air is definitely the quickest way, but it is also the most expensive. It has inflexible timetables and limited routes. Large shipments will meet weight requirements and goods must be taken to and from the airport. It is not an environmentally friendly alternative.

By sea.

In sea transport we can choose between tramps or liner ships. Tramps are used for bulk shipments: coal, cereal, frozen fish, petroleum, etc, while liner ships are used for smaller quantities; they normally transport containerized cargo and we pay based on the space occupied. It is a highly effective method of moving large quantities of non-perishable goods for very long distances. This method is significantly less costly than transport by air.

The main disadvantage of sea transport is time; it is a slow method and goods must be also taken to and from port. It has inflexible timetables and routes.

By rail.

Transporting goods by rail is under some circumstances more economic and safer than by road. It is a fast way to move large quantities of heavy goods and it benefits the environment. The main disadvantage of rail freight is that it offers limited and inflexible routes and timetables, and that it is fairly expensive for small quantities of goods. We must also take the goods to the station and pick them up.

By road.

It is a flexible method, there are many routes available and it is not expensive. You can deliver goods from door-to-door using vans, cars or trucks. As for the disadvantages, we have to mention: pollution and noise, theft, accidents, congestion, and delays because of weather conditions or paperwork at borders. We cannot transport very large quantities of goods.

Some tips:

We must not forget that accidents can happen and purchasing additional insurance to cover our goods is always a good investment. Although all carriers provide a minimum level of transit insurance till goods reach their final destination, you may want more coverage.

There are some basic documents we must use correctly:

Bill of Lading: It is the document used for sea shipment. It is a contract that defines the terms for the carriage of goods, it is a certificate of ownership to the goods and it is also a formal receipt.

Air Waybill is used for the air shipment and it is used as an invoice for the freight, as a contract, a certificate of insurance and as a guide to airline staff for the dispatch of the goods.

Consignment notes are documents used in inland transport as a proof of receipt of consignment for delivery to the destination.



Now it's your turn

Match the following words with the most likely definitions, keeping the article in mind.

What will not determine our choice of a method of transport?

- The nature of our products.
- Our efficiency.
- Our location.

Freight forwarders...

- Help us to deliver goods.
- Pay us money for our goods.
- Check the quality of the freight.

Sea transport is...

- More expensive than air transport.
- Slower than rail transport.
- More flexible than road transport.

Road transport...

- Can move large consignments.
- Is environmentally friendly.
- Is one of the cheapest methods of transporting.

A Consignment note...

- Is used by road and rail transportation.
- Is used for sea shipment.
- Is a special type of contract.

2.- Listening Activity.

Manuel from the marketing department has travelled to China to introduce the company's chicken claws into the Chinese market. Listen to him talking to a Chinese customer who has approached the stand to enquire about the product.

Once you have done the activity you can read the script.



Now it's your turn

Fill in Manuel's order form:

Order # 13429

Customer's name:

Number of pallets: Number of units per pallet:

CIF : yes or no FOB: yes or no

Cost per pallet: Cost per pallet:

Offers available: trays free for every pallets.

3.- Speaking Activity.

Read the following quotation and take some notes arguing in favour or against the viewpoint expressed. Then give your opinion on the forum of the unit.

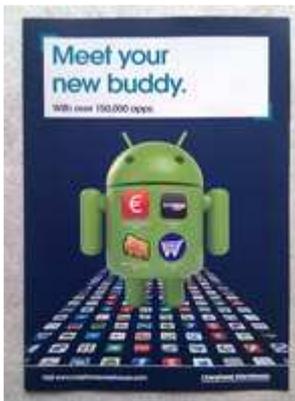
Quotation

Advertising is the greatest art form of the 20th Century.

Marshall McLuhan.

Look at the advertisements below and discuss the following:

- What is advertised in each case.
- Who is the advertisement aimed at? How do you know?
- What do the advertisements depend on to make their impact?
- How successful do you think each advertisement is?



1



2



3



4

4.- Writing Activity.

Writing minutes.

Minutes are written records of what was said or decided at a meeting.



You should know

Here you have some ideas and examples on how to write minutes.

[Writing meeting minutes.](#) (0.23 MB)

Now visit the following website that includes an example of a typical business meeting.

[A business meeting.](#)

Now you can write the minutes for it.

Appendix.- Licenses of Resources.

Licenses of Resources used in session Communicative Activities

Resource (1)	Resource information (1)	Resource (2)	Resource inforr
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