

Unit 19 Media World – Business person of the year

Teacher's notes

Preparation

Before you use this lesson plan:

- make one copy of each worksheet per student.
- visit the proposed weblinks to check they are operational.

Warmers

Short (5 minutes)

Ask the students for the names of famous business people from their countries or industries. Ask them to explain why these individuals are famous.

Long (10–15 minutes)

Divide the students into groups. Distribute the worksheets and ask the students to look at the list of attributes of successful business people and put them into what they think is the correct order of importance. They can add any other attributes they think are missing. Ask the groups to explain their choice.

Set the scene

(5 minutes)

Ask the students to read the *situation*. Explain they need to read their article in order to collect information about the business person but also to prepare arguments for why this person should be selected as “Business Person of the Year”.

Present the tasks

(2 minutes)

Explain the procedure:

- 1 Divide into small groups. Allocate one weblink per group.
- 2 Ask the students to read the allocated article then work together to fill in the table and prepare their arguments.
- 3 Present these arguments then discuss which person should be chosen.

Do the tasks

Research (20 minutes)

- If computers are available, allocate one to each individual or pair and let the students do their research.
- If computers are not available, set the research as homework to be performed at home or during free time at work. Emphasise to the students that they do not need to spend more than about 20 – 30 minutes collecting information.

Presentations (preparation: 15 minutes, presentation and discussion: 20 minutes)

Each member of each group can read their article independently but should discuss the information that needs to go into the table, especially the character description and arguments for why this person should be selected as “Business Person of the Year”. Each group appoints a spokesperson to present this information. Monitor and provide feedback after the discussion.

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Aims

- Talking about the attributes of a successful person
- Persuading

Tasks

- 1 You are going to use the Web to collect information about a senior executive from a major, international company.
- 2 You are going to present your choice and the reasons for it to the editorial team of the newspaper and make a decision.

Situation

You are a member of a business newspaper's editorial team. Every year the newspaper chooses a senior executive from a large, international company to be its "Business Person of the Year". You and your colleagues have to select and research someone you think should receive this title.

Warmer

Before you start the research, look at the list of attributes of successful business people in the vocabulary box below. Rank the attributes in order of importance and add any others that you can think of.

Vocabulary box

good leadership skills	learning from mistakes
well organised	knowledge of the market
having vision	taking calculated risks
recognising other people's talents	good instincts

Task 1 – the research

These weblinks will take you to newspaper interviews/profiles of four business people. Your teacher will tell you which one to research. Record the information in the research data table.

Lakshmi Mittal – <http://news.bbc.co.uk/1/hi/business/5142202.stm>

Carlos Slim – <http://news.bbc.co.uk/1/hi/business/6269064.stm>

Rupert Murdoch – <http://news.bbc.co.uk/1/hi/business/6925738.stm>

Larry Page and Sergey Brin – <http://news.bbc.co.uk/1/hi/business/3666241.stm>

Research data table

Name:	
Current job:	
Company:	
Company facts and figures:	
Professional history and achievements	
Character description:	
Arguments for why this person should be "Business Person of the Year"	
Anything negative about this person	

Task 2 – the choice

Language box

You have to persuade your colleagues on the editorial team why you think the person you researched should be “Business Person of the Year”. Here are some phrases that will be useful.

Persuading:

We strongly feel that ...

Don't you think that ... ?

I see what you mean, but have you ever thought that ... ?

If you look at it another way, it's clear that ...

With respect ...