

Course: Business English

Level 1

Day №17

When was your company established?



a. Change the verbs into the past tense form.

	Past tense
1. launch	
2. sell	
3. meet	
4. develop	
5. Make	

b. Read the history of Apple.

b. Read the history of Apple. Number the pictures below in the order in which they happened.

About the company

Steve Wozniak and Steve Jobs met in high school. After working in Silicon Valley for a few years, Wozniak made a computer which later became the Apple 1. Steve Jobs decided they could sell it. On April 1st, 1976 they launched the Apple Computer, and by 1980 they had several thousand employees. In 1984, Apple developed the first Macintosh computer.

Apple Computer had mixed fortunes in the 1980s and early 90s, but things picked up with the arrival of the iMac. This low-end computer sold more than any other in late 1998. Apple continue to lead the way with innovative design.



Apple 1



iMac



Steve Jobs



1984



April 1st, 1976

c. Put one verb under each picture.



Apple 1



iMac



Steve Jobs

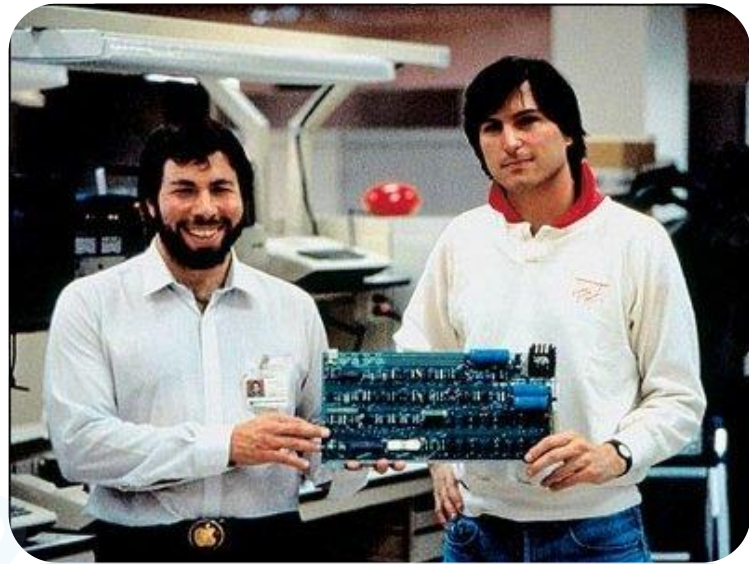


1984



April 1st, 1976

April 1st, 1976



*Why is it important
to know your
company's history?*



Apple History: Home Computer to the iPod, iPhone and iPad

Apple History: Home Computer to the iPod, iPhone and iPad

What are some of the important events in your company's history?



Brainstorming

What do you know about your company's history?
Work in pairs to write notes. Use the verbs below to help you.

began

developed

sold

made

built

changed

opened

Example: began to sell or began selling

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.....

.....

.....

.....

Vocabulary file

Complete the table. Check the verb endings.

	Past tense (for past tense)	Past participle (for present perfect)
make	<i>made</i>	<i>made</i>
Begin	<i>began</i>	<i>begun</i>
round		
start		
hire		
leave		
join		
sell		
manufacture		
develop		
expand		
recruit		
establish		
increase		

Let's report

Prepare a presentation about the history of your company or a company that interests you. Use your ideas from *3 Brainstorming*.

- What is the company's name?
- What kind of company is it? What products or services does it have?
- Who started the company?
- What was the company like in the beginning?
- What was its first success/milestone?
- What was its biggest failure? e.g. a new product that didn't sell
- How is the company today?

Present your company to the rest of the class.

Useful language

What happened *after* that? What happened *next*?
What happened *then*? Do you know what happened *next*?

***Thank you for
today!***

***I'm looking forward to
seeing you again!***