

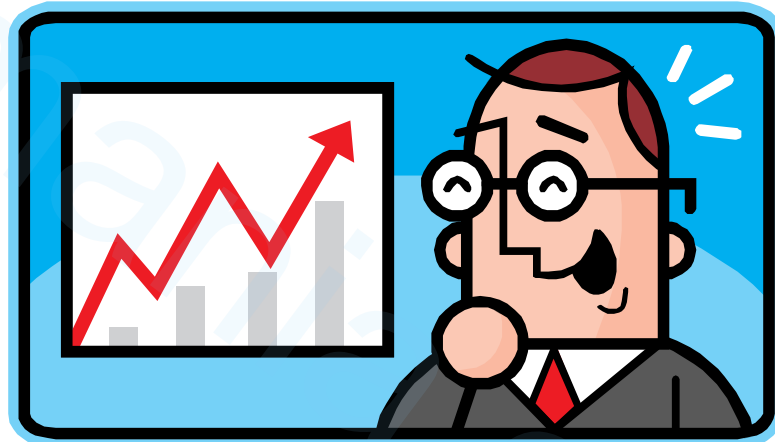
Course: Business English

Level 2

Day №30

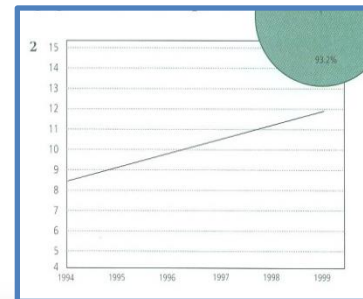
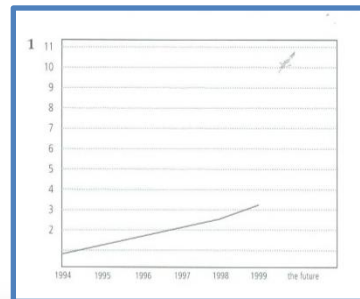
What is forecasting?

Can you predict if sales of your company products or services will increase in the next 2 years? What are your basis?



Culture Focus

Read the article. With a partner, decide what these graphs and the chart represent.



Survey: Businesswomen face hurdles

By EILEEN ALT POWELL
AP Business Writer

NEW YORK Women appear to be making slow but steady progress in the headquarters of Fortune 500 companies, both in rank and compensation, a survey said.

But they are seriously under-represented in the "line officer" jobs that lead to promotions, according to a survey released Thursday.

The 1999 census prepared by the women's research group Catalyst also shows that minority women – African-Americans, Asian Americans and Hispanics – have just 1.3% of executive positions in the nation's largest companies.

Some 11.9% of the 11,681 corporate officers in America's top 500 firms are women, up from 11.2% in 1998 and 8.7% in 1994, the New York-based group said.



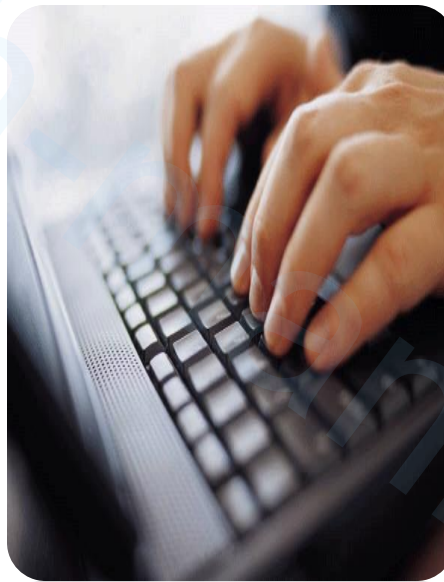
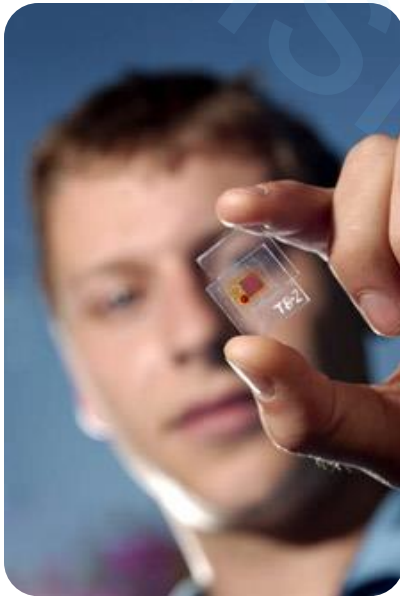
Meanwhile, 3.3% of companies' top earners – measured in salaries, bonuses and annual stock options – are women, compared with 2.7% in 1998 and just 1.2% in 1995.

"The numbers are small but along every dimension they're moving in the right direction, and that's important," Catalyst president Sheila Wellington said in a telephone interview.

Still, serious obstacles remain for women who want top corporate jobs, she said. The biggest hurdle appears to be that women are not well represented in so-called line officer positions – those who run the factories, head the sales staffs and supervise the accounting. Senior management tends to be promoted from these jobs.

The study indicated that men currently hold 93.2% of line officer jobs, while women fill just 6.8%. Last year, the figure for women was 6.2%.

**How has technology changed your life?
How do you think will it change the future?**



Nanotechnology: The technology of the future

In the past 30 years, technology has made incredible advances that have changed our lives. Think of cell phones, computers, fax and answering machines, video, CD, DVD, microwave ovens, and the internet. But the technology revolution is just getting started. Just around the corner is what will be its most exciting phase, nanotechnology, a new technology that will change just about every business on the planet.

Nanotechnology gets its name from the measurement called a “nanometer”, which is one-billionth of a meter – the size of four atoms. Nanotechnology is about constructing machines and materials using individual atoms, creating an entire new generation of products that are cleaner, stronger, lighter, and more precise.

If nanotechnology is the technology of the future, it might be possible to build computers the size of a sugar cube that could hold an entire library of information; machines that can repair cells in our bodies; “paint” that can spread itself, change color, and even act as video display; food, medicine, clothes. Almost anything is possible in theory.

Writing

The article “Nanotechnology: the technology of the future” says that incredible advances in technology in the last 30 years have changed our lives. Choose three of the items below. Say how they have changed human life, and whether you think the changes have been good or bad.

- cell phones
- computers
- fax and answering machines
- personal stereos (Walkman)
- video
- CD
- DVD
- microwave ovens
- the internet
- digital cameras
- GPS Technology



***Thank you for
today!***

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