Course: Business English Level 3

Day №24

Unit 12 E-business

What system do you think you will use in the future?

What future technology do you think will affect e-business?

Look at the information below.

Read the notes about Fizco company's involvement with the Internet. Explain the history using the prompts *In ____, By ____, Since____, During ____.*

In 1988 : PC's in every office   *In …..*

In 1994 : All offices with Internet connection for email   *By …..*

1995 – today : Own domain name and website   *Since …..*

Late 1990s : Reshape business, ordering/payment systems online   *During …..*

2000 – today : Business grown 340% because of global market   *Since …..*

FIZCO

Fill in the events on the timeline.

Today

1988   2000

Language Focus

Fill in the blanks in the sentences with the correct tense of the verb in parentheses. Use the future simple (be going to/will + infinitive) or the future perfect (will have + past participle).

Examples:

> The number of people telecommuting from home <u>is going</u> to increase by 20% in the next five years. (future simple with be going to)
>
> The number of people telecommuting <u>will</u> increase by 20% in the next five years. (future simple with will)
>
> By the year 2010, TV-to-order through the Web <u>will have become</u> more popular than cable TV. (future perfect)

1   (increase) By 2011, we …………………………………………………… our number of distance learning centers to one hundred.

2   (work) Throughout the early 2010s, we ……………………………………………….. put our older, popular books into digital format.

3   (build) We …………………………………………………. our new computer facilities by the end of next year.

4   (recruit) In 2008, we ………………………………………………… secretaries to work from home.

EnglishOnline

A training company wants to teach English classes online. Plan what needs to be done and when it needs to be done. Draw a timeline to show your ideas. Use these questions to help you.

- How will the training company reach the learners?
- What materials will be used for studying?
- How will students and teachers communicate?

THE FUTURE OF E-BUSINESS

Look at the list of E-business opportunities below.
Can you add two more? What do you know about each opportunity?

E-business	Details
E-learning	
E-banking	
E-secretaries	
E-books	

Since the creation of the World Wide Web in the early 90s we've come a very long way in a very short time. Businesses have been quick to take advantage of the new medium for a number of reasons. Some because it offers better customer service, some because it's a much faster and more cost-efficient way of conducting business, and some because it allows the business to create a worldwide marketplace. I'd like to look at some of the newer developments and suggest where they're going in the future. First I'll talk about e-banking. Banks were very quick to see the potential of the Internet as a way of allowing customers to do their business without leaving their computers. The advantages are obvious, and the banking industry estimates that 48% of all banking transactions will be done using the Web by 2010. The next example is e-learning. Universities and colleges have seized on the potential for distance learning through the Internet. Thus, they can attract foreign students who do not need to leave their homeland. During the next several years, e-learning will expand to cover everything from corporate training to secondary schooling in remote areas. Related to e-learning is the business of e-books. More and more publishers and libraries are making entire books available for download on the Internet. Manufacturers are coming up with new devices for reading e-books in convenient ways. Some industry analysts predict that in the next ten years, more books will be released in electronic format than in print. Finally, I'd like to mention the new phenomenon of e-secretaries. These are secretaries that work freelance from home. All they need is a computer and an Internet connection. Companies can see the attraction of having people they can call on to do work as needed, rather than having full-time staff members in the office. And the secretaries themselves can enjoy the freedom of working from home during the hours that suit them. Employment agencies are reporting that they're receiving an increasing demand from industry for workers of this kind. However, demand exceeds supply. The e-secretaries are small in number now, but by 2020 this could be the norm.

a. Listen to a talk about future developments in e-business.
   Number the items in the order you hear them.

   e-learning
   e-banking
   e-secretaries
   e-books

b. Listen again. How far in the future is the speaker talking about?
   Match the type of e-business to each time.

   1. By 2010 _____
   2. in the next ten years _____
   3. BY 2020 _____
   4. during the next several years _____

<u>Culture focus</u>

Prepare answers to these questions and fill in the table.

1   What developments in e-business/e-commerce do you expect to affect you? Your company?
2   When will these changes happen?

Developments	When?
personal **Company**	

Discuss whether you think your company/country is ahead, keeping up or behind in e-business/e-commerce developments.

Thank you for today!

I'm looking forward to seeing you again!