



Education Development for a Global Experience



**PLATAFORMA DE EDUCACIÓN A DISTANCIA**  
**¿COMO ESTUDIAR CON ESTE CURSO?**



Estimado alumno

Bienvenido al curso de Negocios online del Instituto Cambridge. Por favor, lee detenidamente las siguientes instrucciones para un buen entendimiento del funcionamiento de la plataforma de cara a un aprovechamiento total del curso.

Nuestra plataforma funciona de manera que se alternan teoría y práctica. El curso se desarrollará en inglés en su totalidad; se ha demostrado que esta es una manera mucho más efectiva de hacer que los estudiantes se acostumbren a trabajar en este idioma.

Encontrarás 15 unidades, divididas en las siguientes secciones:

# READING

Cada unidad tiene un texto que está relacionado con el tema desarrollado en la misma. Su longitud y complejidad aumentarán a medida que vayas avanzando en el curso. Las secciones de Reading incluyen preguntas de comprensión lectora, que serán de elección múltiple: se trata de elegir la respuesta correcta entre tres posibilidades.



## READING

### STARTING A BUSINESS CAREER

It isn't the case 100% of the time, however most successful business careers begin sometime during university. While there are examples such as Bill Gates, founder of Microsoft, who didn't graduate from university, it certainly isn't the norm. Furthermore, Bill Gates dropped out of Harvard to start his company, working off the tools and resources readily available to him while he was still at school. The foundation of a potentially blossoming future begins by hitting the books.

What does Bill Gates help to represent?

Select one:

- a. Even dropouts have superior academic backgrounds
- b. It's much easier to make a business career without a degree
- c. There will never be another person like him

# VOCABULARY

En primer lugar verás una lista de vocabulario importante para cada unidad. Después habrá un ejercicio de rellenar huecos, en el que tendrás que completar una serie de oraciones con una palabra extraída de una lista.

## ¡IMPORTANTE!

Cuando escribas una frase en un espacio, recuerda no incluir un punto ( . ) al final. Si lo haces, la respuesta será considerada errónea por el sistema.



### VOCABULARY

**ACCOUNTING** – recording and reporting of all financial transactions

Accounting students have a great opportunity to be hired right after graduation.

**FINANCE** – all matters within a business related to money

It goes without saying that finance people need to be good with numbers and math.

Fill in the blank with the correct vocabulary word.

1. After three different positions in my last ten years, my bosses are now promoting me to a new position.
2. She was excited beyond words when she got the \_\_\_\_\_ she had worked so hard for.
3. His \_\_\_\_\_ side created a lot of hope for their new small business, but he took a lot of risk as well.

# LISTENING

Nuestro curso contiene distintas grabaciones que te permitirán desarrollar tus habilidades de comprensión oral en diferentes situaciones del mundo de los negocios. Lo primero que te pedimos aquí es que hagas click en el botón "Play", para escuchar la(s) grabación(es) seleccionada(s) para cada unidad. Después verás una serie de actividades, en las que tendrás que escribir oraciones o pequeños fragmentos de texto, o bien responder preguntas tipo "verdadero o falso" o de múltiples respuestas. Siempre podrás tener acceso a la transcripción de la grabación; no tienes más que hacer click en el botón "show transcript" (aunque solamente deberías hacerlo una vez hayas completado el ejercicio).



How specific was Speaker 3's university track?

Select one:

- a. Non-existent. There were just too many options at first
- b. Very. They knew what they were going to do before attending university
- c. Vaguely. Their career path became clearer after starting class

Which product is each speaker developing?

Speaker 1

Speaker 2

Speaker 3

Which speaker mentions the following:

Loving doing tasks involving numbers?

Select one:

- a. Speaker 1
- b. Speaker 3
- c. Speaker 2

# WRITING

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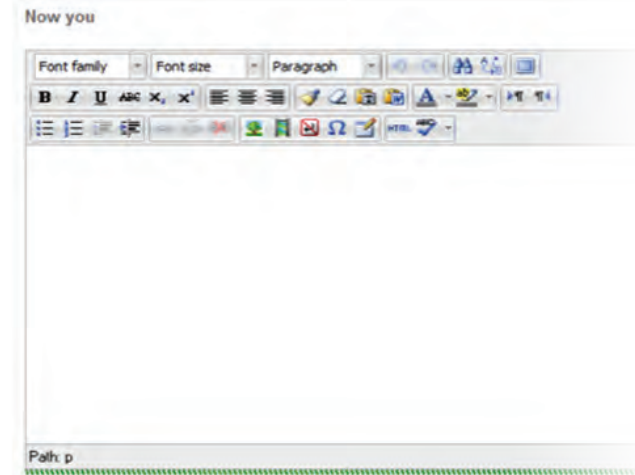
Tendrás que escribir tres textos que respondan a tres situaciones específicas: una carta de presentación, una queja y una carta de dimisión. Te daremos una serie de consejos de escritura en cada una de ellas. Tus textos serán corregido por nuestros profesores **en un plazo de 48 a 72 horas**.



## COVER LETTER EXERCISE

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You have recently graduated from university with a degree in Accounting. You find a business that has an accounting position open. They are a medium-sized company with about 2,500 employees, and have been doing business for just over a decade. They are specifically looking for young employees with a lot of potential. Certificates are welcome, but not required. You find that it fits what you are looking for in an entry-level position and would like to apply. They are accepting CV's and cover letters. They just received your CV and you have informed them a cover letter is on the way. Make sure the cover letter is no longer than one page. The shorter, the better.



# USEFUL LANGUAGE

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Aquí encontrarás una serie de consejos útiles que te ayudarán a mejorar tus habilidades tanto orales como escritas. También te daremos ejemplos pertinentes. *No tienes que enviar ningún ejercicio en esta sección.*



**BUSINESS UNIT 1**

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USEFUL LANGUAGE

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"What are you in charge of?" – to be in charge of something in a business is to have responsibility

**EX. 1** – When they asked what I was in charge of, I told them I was responsible for all of the accounts on the East coast.

**EX. 2** – 'What are you in charge of?'  
'I oversee the marketing department.'

# BUSINESS GRAMMAR

Te presentaremos una explicación gramatical relacionada con los temas estudiados a lo largo del curso. También tendrás que completar un ejercicio de "rellenar los huecos".

## ¡IMPORTANTE!

Cuando escribas una frase en un hueco, recuerda no incluir un punto ( . ) al final. Si lo haces, la respuesta será considerada errónea por el sistema.



### BUSINESS GRAMMAR – MAKE/DO

In many languages, 'do' and 'make' are encompassed in the same verb. Do is used more to describe an action. Make is used more to describe a process.

I **DO** the laundry.

I **MAKE** dinner every night.

Do is used a lot with general ideas. Make is used more with things related to constructing or creating.

**DO** good/bad

**MAKE** choices/decisions

Finish the sentence with the correct form of *make* or *do*.

1. If you \_\_\_\_\_ the meal, I'll \_\_\_\_\_ the dishes after.
2. He wishes that he could \_\_\_\_\_ more money at his job.
3. Even though I try hard, it's difficult not to \_\_\_\_\_ any mistakes.
4. Oh my goodness! I have so many things to \_\_\_\_\_ today.
5. She said she would \_\_\_\_\_ the painting for me if I can \_\_\_\_\_ so.