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TECHPRO HANDBOOK



PREMIÈRE G2



READING



LISTENING



SPEAKING



WRITING



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- | | |
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L'APPRENANT

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PRESENTATION DU MANUEL

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En outre, il s'appuie fondamentalement sur la progression afin d'atteindre les objectifs didactiques du ministère. Enfin, ce document respecte la méthodologie de l'approche par Compétence (APC) en mettant un point d'honneur sur les quatre habiletés clés que sont *Reading, Speaking, Listening et Writing* qui parviennent à mettre l'apprenant lui-même au cœur du processus d'apprentissage.

Les auteurs

THEME 2: BUSINESSES

LESSON 1: BUSINESS FIRMS

LESSON TYPE: READING



1-Do you think that a business or company can be subdivided into several parts?

.....

2-What can be the objective behind the fact of subdividing a company?

.....

3-How can we call the different representations obtained after the subdivision of a company?

.....

A-SKIMMING

Read the text quickly and answer the following question:

What is the text about?

.....

.....

TEXT

A firm is a business organization that **seeks** to make a profit through the **sale** of **goods** and services. The term firm is synonymous with business or company. Firms can operate under several different structures, including **sole proprietorships** and corporations.

5 Different firms have different goals. Ultimately, the main purpose of most firms is to **earn a profit**. Otherwise, it's not likely they'll be able to stay in business for long.

But outside of profit maximization, firms have other purposes as well. If you talk to many business owners, they might tell you that the reason they started their business didn't have to do with making money. They could have done that as an employee, and probably with less stress.

10 Instead, some people start businesses to fill a need for their customers. Consider restaurants, for example. Most people don't open restaurants to get rich. They open restaurants to serve people delicious food.

15 Many firms also serve a larger purpose in their community or society. Some firms practice corporate **social responsibility**, which is when they seek to have a positive impact on society.

20 As an example, consider a popular shoe **brand** with a social cause. That shoe company wants to make a profit so they can pay their owners and employees, but they also have a broader societal purpose. That shoe company initially promised customers that for every pair of shoes someone purchased, they would donate a pair of shoes to someone in need. Now, they focus on giving away at least one-third of their profits so they can have an impact in even more areas.

25 A firm can be an organization that provides goods or services to make a profit. But the **IRS** doesn't have a legal classification for the term firm. Instead, it classifies firms according to the business structure under which they are organized.

Adapted from <https://learn.robinhood.com/articles/4YYJ4YVIKkEHXk8EUetrOT/what-is-a-firm/>

B-VOCABULARY

Some words and expressions are in bold in the text. Read the text again and match them with their corresponding meaning or synonym. Number 1 is an example.

A/ Words and expressions from the text	B/ Meanings or synonyms
1-brand	a-Trademark
2-	b-Unique owner of a company
3-	c-Commerce
4-	d-International Revenue Service
5-	e-searches
6-	f-Make benefits
7-	g-Duties towards the society
8-	h-Merchandises

C-VOCABULARY EXTENSION

Use the words from Activity B, column A, to complete the paragraph below. An example has already been done for you.

1-IRS (International Revenue Service) is the authority responsible for collecting taxes in the USA. There are several types of company, but I would advise you to set up a **2-** _____ business. In this type of company, you are the sole master of your business and have absolute control. For example, when you launch a new **3-** _____ you sell a lot of **4-** _____ and **5-** _____ over a long period of time. At the beginning of your business, look to fill a need in society, so your company will have a **6-** _____ because it is obvious that every good company **7-** _____ to make a profit from the **8-** _____ of its products.

D-SCANNING

Read the text and answer the following questions.

1- What is the main purpose of most firms?

.....

2- Why do some people start business?

.....

.....

3-Why do some firms practise corporate social responsibilities?

.....
.....

4- In the example of the popular shoe brand company mentioned in the text, what is their broader societal purpose?

.....
.....

5-How does IRS classify firms?

.....
.....

E-LANGUAGE FUNCTIONS



GIVING REASONS AND OPINIONS

I- GIVING REASONS

The expressions we use to give reasons are: **because / because of / the reason (for this) is / in order to / why / as a result of / for / due to / owing to.**

Because/Because of

- I got up early **because** I couldn't sleep.
- I got up early **because of** my inability to sleep.

The reason (for this) is

- *The police arrested two men last night. **The reason for this** is a bank robbery.*
- **The reason** I'm writing **is** to apply for a position in your company.

In order to

- *John works two jobs **in order to** support his numerous family.*

Why

- *Scientists have finally found the reason **why** chocolate is addictive.*

As a result of

- **As a result of** hard police work, the crime rate is lower than last year.

For

- *The judge sentenced him to death **for** his crime.*

Due to/Owing to

- *The plane was delayed **due to** the bad weather.*
- *The nomination was cancelled **owing to** a lack of interest.*

II-GIVING OPINIONS

Many expressions exist to give an opinion. Here are some of them:

1. I (really) think that ...
2. I believe (that) ...
3. I'm sure that ...
4. In my opinion / My opinion is ...
5. I agree with ...
6. To be honest / In my honest opinion, ...
7. As far as I know, ... / As far as I'm concerned
8. I could be wrong, but ...

F-APPLICATION PHASE

ACTIVITY 1

After following the lesson about Giving Reasons, your teacher asks you to provide your own sentences with the studied expressions. Your sentences must be related to the context of Business firms.

1- Because

I stopped working for him **because** I want to create my sole proprietorship business.

2- Because of

3- The reason is

4- In order

5- As a result of

6- Owing to

ACTIVITY 2

After following the lesson about Giving Opinions, your teacher asks you to provide your own sentences with the studied expressions. Your sentences must be related to the context of Business firms.

1- I really think that

I really think that every company has a commercial firm.

2- I believe that

.....
.....

3- I'm sure that

.....
.....

4- In my opinion

.....
.....

5- To be honest

.....
.....

6- As far as I'm concerned

.....
.....

7- I agree with

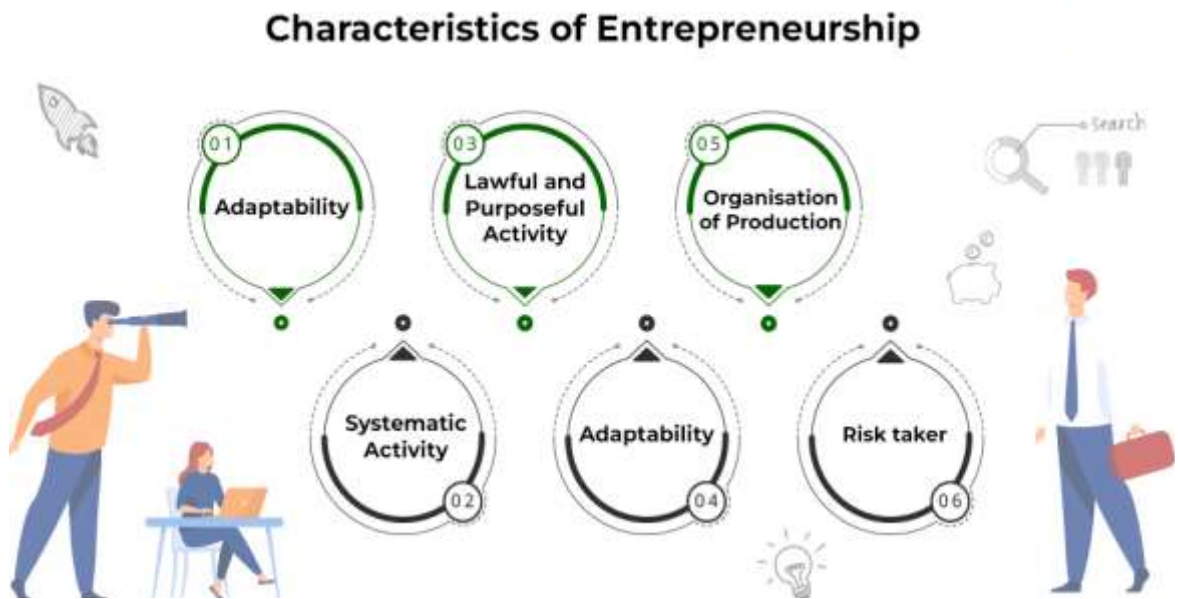
.....
.....

THEME 2: BUSINESSES

LESSON 2: ENTREPRENEURSHIP

LESSON TYPE : SPEAKING LEAD-IN

Observe the picture below and answer the questions that follow.



1-What are the characteristics of an entrepreneur?

.....

.....

2-According to you, which one is the most important?

.....

.....

A-SPEECH

This woman is Mrs Tatiana Blé, a very successful entrepreneur. Analyse her speech and do the activities that follow.



The entrepreneur is defined as someone who has the ability and desire to establish, administer and succeed in a startup venture along with risk entitled to it, to make profits.

A person who would like to become an entrepreneur should know the meaning of these words related to entrepreneurship: **start-up**; **venture** ; **crowdfunding** ; **Business incubator**; **copyright**; **advertising**; **bootstrapping**;

B- VOCABULARY

Match each of the words in bold from the speech above with its meaning below. Number 1 is an example.

- | | |
|---|-------------------|
| 1- New project; starting business | : Start-up |
| 2- Helper of starting enterprise | : _____ |
| 3- Putting money together for initiating a business | : _____ |
| 4- Growing business without external support | : _____ |
| 5- Legal rights for the creator | : _____ |
| 6- General overview of an enterprise | : _____ |
| 7- Break or interruption of a business | : _____ |
| 8- Promoting a business | : _____ |
| 9- Risky business adventure | : _____ |

C- VOCABULARY EXTENSION



As you know now the meaning of the words in bold from Mrs Blé's speech, choose two of them and make a sentence.

Example: Mr Ouattara Sirabana is launching his start-up, so he needs a business incubator.



Do this exercise orally!

D- GRAMMAR : THE PRESENT PARTICIPLE

A **present participle** is a word derived from a verb that can be used as an adjective and to form the continuous verb tenses. It is one of two types of participles, along with past participles.

The present participles of both **regular** and **irregular verbs** end in “-ing” (example: “traveling”).

Examples

Becoming an entrepreneur is a prepared project.

Launching a start-up needs financial availability.

After **failing** many times, my business is **flourishing** now.



DO IT ORALLY!

E- SPEAKING TIME

Use a studied word in Vocabulary and a verb (present participle) to answer the questions your neighbour ask you. The example below may help you.

Example



Question: What is a start-up?

(small enterprise/ start)

Answer: It is a small enterprise which is starting.



1

Question: Who is an entrepreneur?

(Person/ create)

Answer:

2



Question: What is a disruption?

(business/ break down)

Answer:

3



Question: What is “advertising”?

(Business/ promote)

Answer:

4



Question: What is a business incubator?

(organization/ help)

Answer:

PRODUCTION

You are discussing with an entrepreneur who didn't attend school of business. You tell him that you can help him knowing and understanding the domain of entrepreneurship.

Since he is doubting, he asks you to tell him orally what you know about that domain. So you decide in a speech to:

- Define an entrepreneur.
- Talk about the characteristics of a good entrepreneur.
- Reveal the drawbacks and the advantages of entrepreneurship.

Do it orally, don't write anything.

(5 minutes)



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BT COMPTABILITÉ

1^{ère} Année



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GRAMMAR
REVIEW

PART ONE : TENSES

A- PRESENT TENSES:

Underline the best option between present simple; present continuous and present perfect. Number 1 is an example.

1. She can't come to the phone now because she for tomorrow's test.

a-studies b-is studying c-has studied

2. They must be at the sports ground now. They usually..... basketball on Fridays.

a-play b-are playing c-have played

3. I my work already. I'm ready to go for a walk with you.

a-finish b-am finishing c-have finished

4. I the breakfast right now. Can you call a little later?

a-cook b-am cooking c-have cooked

5. I this book. Can I borrow it for a week or so?

a-don't read b-am not reading c-haven't read

6. Maria is good at languages. She French, Spanish and German.

a-speaks b-is speaking c-has spoken

7. So far, he five stories for children.

a-writes b-is writing c-has written

8. We for their answer for two months now.

a-wait b-are waiting c-has waited

9. She since Monday.

a-is sick b-is being sick c-has been sick

10. She since noon. Should we wake her up?

a-sleeps b-is sleeping c-has slept

B- SIMPLE FUTURE AND SIMPLE PAST:

Underline the best option between the Simple Future and the Simple Past. Number 1 is an example.

1. The candidate many voters when she ran for governor last year.

impressed / will impress

2-My father heating oil from a company in Chicago 2 years ago.

bought / will buy

3-Janelle for the neighbours next Saturday night.

will baby-sit / baby-sat

4-When she was younger, my grandmother in a mortuary.

worked / will work

5-The athlete with the college track team next month.

trained / will train

6-If the relative humidity falls, the temperature down.

will go / went

7-Next year we in the eighth grade.

will be / were

8-Her best friend in that apartment building over there one decade ago.

lived / will live

9-Last week we 150 newspapers.

delivered / will deliver

10-Yesterday you you would like to learn how to knit a sweater.

said / will say

PART TWO : GERUNDS

GERUNDS

Put the verb into either the gerund (-ing) or the infinitive (with 'to'). Number 1 is an example.

1) I don't fancy **going** (go) out tonight

2) She avoided (tell) him about her plans.

3) I would like (come) to the party with you.

4) He enjoys (have) a bath in the evening.

5) She kept (talk) during the film.

6) I am learning (speak) English.

7) Do you mind (give) me a hand?

8) She helped me (carry) my suitcases.

9) I've finished (cook); come and eat!

10) He decided (study) biology.

PART THREE:

RELATIVE PRONOUNS / PREPOSITIONS

A- RELATIVE PRONOUNS

Read the given sentences and use the right relative pronouns. Number 1 is an example.

1. We always like people who speak the truth.
2. Can you tell pen this is?
3. This is Harley I was praising.
4. The boy I met at Anono lives near our house.
5. This is the house in John Keats lived.
6. These are the saplings my mother and I planted together.
7. The teacher punished the students were shouting.
8. I don't think there's anyone doesn't like chocolates.
9. Are these the people about you were talking?
10. The car my uncle brought is quite expensive.
11. Do you know car is parked in front of our gate?

B- PREPOSITIONS

Fill in the blanks with appropriate prepositions. Number 1 is an example.

1. This shop doesn't have the toys I was looking for..... (up/for)
2. The teacher divided the sweets all the children. (between/among)
3. Koumbo did not fare well his examination. (in/at)
4. The dog is grateful its owner. (to/for)
5. My brother's anniversary is5th November. (on/in)
6. The boy the store is quite young. (at/on)
7. Mahatma Gandhi was born 2nd October. (on/in)
8. Willieboy is fond muffins. (of/off)
9. The dog jumped the sofa. (on/in)
10. Harley Topman sat a wall. (on/at)
11. The police officer is the station. (at/on)

THEME 1:

WHOLESALE TRADE AND RETAIL TRADE

PICTURE ANALYSIS

Observe carefully the two pictures and answer the questions below:

1- Which picture corresponds to wholesale trade?

.....

2- Which one corresponds to retail trade?

.....

3- What is the difference between wholesale trade and retail trade?

.....

.....



A



B

A-SKIMMING

Read the text quickly and match each following heading with its corresponding paragraph: **Definition of Wholesale trade / Benefits of Wholesale Trade / Products and Services of Wholesale Trade / Fields and Users of Wholesale Trade.** An example has already been done for you.

P1: Definition of Wholesale trade

P2:

P3:

P4:

What Does Wholesale Trade Mean?

Wholesale *trade* is a method of purchasing things in large quantities and reselling them in smaller quantities to organizations like businesses or other wholesalers. They often sell products at a lower rate than a *team* of commercial sellers, which can help their customers reduce material costs and increase profit margins. Wholesale traders typically store their goods in a warehouse or office.

5

While most large quantities, some discounted lots of products ventures that require less traders may also offer an help a third party business materials, production non-consumer goods, such as



wholesale trade occurs in wholesalers offer for small businesses and inventory. Wholesale intermediary *service* to contact vendors for raw components or durable packaging materials.

10

Wholesale trade occurs in many fields, including grocery, household goods, electronics, industrial equipment, manufacturing, publishing, agriculture and mining and material extraction. Using wholesale trade can help a company increase its inventory to meet demand, manage warehousing, oversee inventory storage and fulfill distribution goals. Effective use of wholesale trade can boost an organization's public reputation by retaining merchandise quality while in storage, ensuring timely deliveries and maintaining adequate supply.

15

Wholesale trade can benefit a business in a variety of ways. Regardless of industry, using wholesale trade can increase cost efficiency, provide quick access to new inventory and help the organization you work for achieve its income aims.

20

Adapted from <https://www.indeed.com/career-advice/career-development/what-does-wholesale-trade-mean>

B-VOCABULARY

Read the text again and find out the words or expressions whose meanings or synonyms are listed below. Number 1 is an example.

- 1- Buying (L.1)
- 2- Merchandises (L.4)
- 3- Reduced in price (L. 8):
- 4- Enterprises (L.9):
- 5- Domains, sectors (L.14):
- 6- Objectives (L.17):
- 7- Augment (L.21):
- 8- Revenue (L. 22):

C-VOCABULARY EXTENSION

Use the words from Activity B to complete the paragraph below. An example has already been done you.

Wholesale trade consists in (1) *purchasing* materials and distributing them in bulk quantities to various (2) such as retail, hospitality and e-commerce. It helps (3) the benefits of (4) and plays a crucial role in the economy by acting as an intermediary between manufacturers and retailers. One of the main (5) of wholesale trade is to provide a higher (6) to companies and offer (7) prices on a wide range of products and (8)

D-SCANNING

Read the text and say whether the statements below are true (T) or false (F). Quote the lines to justify your answers. Number 1 is an example.

- 1- Wholesale trade is a method of selling things in small quantities. *F (L. 1)*
- 2- Wholesale trade participate in the augmentation of margin profit.
- 3- Wholesale traders keep their different merchandises in houses.

- 4- Wholesale trade occurs only in large quantities.
- 5- Wholesale traders do not provide raw materials.
- 6- Mining is a sector that uses wholesale trade.
- 7- Good use of wholesale trade can ameliorate an organization's reputation.
- 8- Wholesale trade can help a business in limited ways.

E-GRAMMAR

Analyse carefully the nouns written in *italics> in the text and complete the definitions below with **A collective noun, A countable noun, and An uncountable noun.***

- 1- is a type of noun that can be counted and has both singular and plural forms.
- 2- is a mass noun that does not have a plural form and that refers to things that cannot be counted.
- 3- is a type of nouns that refers to a group of people or things.

F-GRAMMAR EXTENSION

Put the nouns below related to wholesale trade in the correct columns. Examples have already been done for you.

Service	Packaging	Trader	Team
Trade	Pack	Equipment	Delivery
Warehouse	Wholesale	Committee	Range

Collective nouns
- <i>Team</i>
-
-
-

Countable nouns
- <i>Service</i>
-
-
-

Uncountable nouns
- <i>Trade</i>
-
-
-

COMMUNICATION ACTIVITY

You are applying for the position of Wholesale manager at the venture WAREHOUSE INC. During the job interview, you are asked questions about wholesale trade and its characteristics. With your neighbour,

- **answer the interviewer's questions in the space provided.**
- **come and present the dialogue to the class.**

Interviewer: How would you define wholesale trade?

You (1):
.....
.....

Interviewer: Is it important for the economy?

You (2):

Interviewer: Why do you think so?

You (3):
.....
.....

Interviewer: What are the main benefits of wholesale trade?

You (4):
.....
.....

Interviewer: What are its shortcomings and imperfections?

You (5):
.....
.....

LESSON 2 : LISTENING

LEAD-IN

Observe the picture and read the text. Then answer the following questions:

1- What does retail trade refer to?

.....
.....

2- Is it the first step in the supply chain? Justify your answer.

.....
.....

3- How is the sector of retail trade?

.....
.....



Retail trade refers to the process of selling goods and services directly to consumers for personal use. It is the final step in the supply chain, where products from manufacturers or wholesalers are made available to the public. Retail trade is a dynamic and ever-evolving sector that strives to meet consumer demands.

A-FIRST LISTENING

Listen to the radio and answer the following question: How many advantages of retail trade are mentioned in the podcast?

.....
.....

B-WHILE LISTENING

Listen to the podcast and underline the words you hear among the options to complete the transcript below.

Retail **1- (shipping / trade / freight)** plays a crucial role in the economic growth and development of African countries. It not only benefits the economy but also has a positive impact on various **2- (people / distributors / stakeholders)** such as customers, producers, and governments. One of the significant advantages of the retail trade is its contribution to job creation. Retail businesses employ a large number of people, particularly those with limited education and skills. By offering employment opportunities, the retail sector helps reduce **3- (unemployment / crime / suicide)** rates and alleviate poverty in African countries. Furthermore, the retail trade **4-(boosts / confines / thwarts)** domestic consumption and supports local producers. **5- (Manufacturers / Stores / Retailers)** act as intermediaries between producers and consumers, ensuring that locally made goods are available to the public. This not only stimulates demand for local products but also encourages the growth of small and medium-sized enterprises fostering entrepreneurship and innovation. The retail sector also generates tax revenue for the government. Through various taxes such as **6- domestic tax / value-added tax / profit tax),** the government can collect significant revenues.

C- VOCABULARY

Match each of the underlined words from Activity B with its meaning or synonym below. Number 1 is an example.

1- Commerce: **Trade**

2- Merchants, shops or businesses that sells goods to the public:

FUNCTIONS IN ACTION

A- EXPRESSING QUANTITIES WITH QUANTIFIERS

Quantifiers are adjectives and adjective phrases that go before nouns. They give information about the quantity of things.

1-Analyse the chart below and complete the paragraph about the rules for the use of quantifiers with the suitable words or expressions.

➤ **Number 1 is an example.**

	Quantifiers with countable nouns	Quantifiers with uncountable nouns	Quantifiers with countable and uncountable nouns
Large quantity	several / many	much / a great deal of	a lot of / lots of / plenty of
Small quantity	few / a few / not many	little / a little / not much	Some
No quantity			not any / no

Quantifiers can be used to express large, small or **(1) no** quantity. *Several* and *many* are quantifiers used with (2)..... nouns to express large quantity whereas *much* and (3).....are used with uncountable nouns. *A lot of, lots of* and *plenty of* can be used with countable and uncountable nouns. Likewise, (4).....can be used with both countable and uncountable nouns, but to express small quantity. *Few, a few* and (5)..... go before countable nouns, unlike *little, a little* and *not much* which are used with (6).....nouns. Finally to express no quantity, we use (7)..... and *no* before countable and uncountable nouns.

2-Choose the correct quantifier to complete each sentence.

Number 1 is an example.

1. The wholesale store has **many** boxes of goods for sale. It is full of them.
a) many b) much c) little
2. _____ customer visited the retail store yesterday. It was totally empty.
a) Little b) Some c) No
3. There is _____ stock available at the wholesale warehouse.
a) many b) much d) several
4. The retail shop owner has _____ new products in stock.

a) few b) little c) much

5. How _____ items are you planning to order from the wholesale supplier?

a) much b) many c) several

6. The retail store has _____ items on the shelves. I can see them.

a) not any b) little c) several

7. The wholesale company sells _____ products to retailers.

a) some b) little c) much

3-You work as a shop assistant in a retail store selling clothes. Your boss wants you to send him an SMS about the quantity of items left in the shop so that he can make new orders from the wholesale company.

Observe the picture below and complete the SMS with the suitable qualifier.



Hello Boss! There are (1)..... shoes in the shop. So you don't need to order new ones. There are (2)shirts and trousers. There is (3) tie. (4) bottles of perfume are on the shelf. I think we can wait till next week to order another box. There is (5)vest and that's worrying. We need (6) items because they are more and more fashionable. Finally, there are (7) towels. Don't order others. That's it! THX Boss and CYA!

B- MAKING ENQUIRIES ABOUT PRICES

1-In English, there are many structures to enquire about or ask for the price of articles and goods.

Match each question used to ask for price in Box A to its answer in Box B. Write your answers in BOX C like the example provided.

Box A	Box B	Box C
1. How much is it?	A. They are 5,500 Francs.	1- E
2. How much are they?	B. They cost 900 Francs.	2-.....
3. What is the price of this item?	C. It costs 1,800 Francs.	3-.....
4. What is the cost of that item?	D. The price of this item is 10,000 Francs.	4-.....
5. How much does it cost?	E. It is 1,000 Francs.	5-.....
6. How much do they cost?	F. The cost of that item is 25,000 Francs	6-.....

2-Write the questions to the answers about the price of articles and goods below. Number 1 is an example.

1. **Question:** What is the price of this item in wholesale trade?

Answer: The price is 100 Francs in wholesale trade.

2. **Question:**

.....?

Answer: The cost of the bulk purchase is 500 Francs for 50 units.

3. **Question:**

Answer: These shoes are 3,500 Francs.

4. **Question:**

.....?

Answer: The ties cost 5,000 Francs.

5. **Question:**

.....?

Answer: The bag is 17,500 Francs in a retail shop.

6. **Question:**

.....?

Answer: The TV set costs 56,000 in wholesale trade.

