

Actividad de evaluación Unidad 3

PROPÓSITO

Se espera que los alumnos consoliden su expresión oral y escrita en formatos de uso real en el mundo de los negocios.

OBJETIVOS DE APRENDIZAJE

OA 2

Producir textos orales y escritos claros en contextos relacionados con sus intereses e inquietudes, con el fin de expresar una postura personal crítica que respeta otras posturas.

OA 3

Utilizar su conocimiento del inglés en la comprensión y producción de textos orales y escritos claros, con el fin de construir una postura personal crítica en contextos relacionados con sus intereses e inquietudes.

INDICADORES

- Comunican de forma oral el análisis del texto de interés.
- Crean un texto, usando el léxico apropiado y relacionado con un tema de interés: Emprendimiento.
- Ordenan en una tabla información obtenida en un texto leído, a partir de categorías entregadas.
- Sintetizan información relevante obtenida del texto leído y escuchado.

DURACIÓN

4 horas pedagógicas

Carta de reclamos (actividad individual)

1. El docente les entrega las orientaciones de esta parte, vinculada con la carta de reclamo: *Now that you have learnt about the structure, vocabulary and purpose of a letter of complaint you are ready to write your own. Read the following article about Ethics in the business world as an example.*

Adapted from:

<https://www.curriculumnacional.cl/link/https://bam.files.bbc.co.uk/bam/live/content/zw4rjxs/transcript>

ETHICS**LORD ALAN SUGAR ENTREPRENEUR**

In this modern day and age businesses have to be conscious of environmental protection. It is merely another obstacle that one has to overcome in ensuring that the products they produce, or the products they sell are fully compliant. It's not going to go away. And of course, it's a very important issue.

NICOLA VANETOY ENTREPRENEUR

Our toys are made in the UK, so we know that the workers have good working conditions, fair pay and health and safety is taken very seriously.

I feel strongly about minimising our impact on the environment. We use 80% recycled cardboard boxes to send our toys in. We recycle our packaging. We tend not to print off emails.

We can also email our customers their invoices as opposed to sending them in the post.

SAIRA KHAN SKINCARE ENTREPRENEUR

Simple things that I do, I don't travel to work every day, so I'm not in a car. I work from home. That reduces the impact on the environment. I choose my raw materials very carefully. I don't get them shipped around the world. I make sure they're produced in a way that is sustainable and that doesn't hurt communities.

Customers want to buy a product or a service they will do lots of research. They do research because the technology allows them to. People research things on the internet. I know certainly when I buy a product I want to make sure I'm buying from a responsible source and that my values and my ethics are met before I part with my money.

DR. PAUL THOMAS TRUFFLE ENTREPRENEUR

In terms of our business we have an impact on people by creating employment in rural areas which is normally in areas which really quite need it. And then in terms of an environmental impact, what we're doing is planting trees. Recreating natural woodland. And we're using organic systems. And these create wonderful habitats for a wide range wildlife, such as owls and also planting the trees draws down carbon from the atmosphere and locks it away so hopefully it's, it's all quite positive for the environmental impact.

BEN WALLACE MARKETING, GOOGLE UK

We need to have an eye towards the environment and how green we are as a company. This stretches from low level stuff like having recycle bins for plastic and glass on every corridor around our offices. Right up to high level stuff like investing lots of money in improving the energy efficiency of our data centres. So we have these kind of huge warehouse like buildings which consume a lot of energy and we're investing a lot of money into making them greener, reducing our carbon footprint and reducing the amount of energy we use.

DEBORAH MEADEN ENTREPRENEUR

Anybody who is paying lip service to the impact of their business on the environment will fail because people are becoming much more sophisticated about their understanding of environmental issues. And sustainability issues. And ethical issues. It's no longer okay to sit there and say well you know we've put green light bulbs in everywhere, so obviously we've done our bit for the environment. That's, it's not good enough.

People understand more about the environment and the ethics of business now than they have at any point. I believe in the past and they care more. Because I've noticed you can't just say stuff. People what to know – hold on a minute you say you're made in Britain, but I think you're getting that made over there and getting finished in Britain.

HUGH PYM BBC CHIEF ECONOMICS CORRESPONDENT

I think there is a time when it didn't matter very much when in terms of retailers, people just wanted to go in and get the cheapest possible deals. They didn't really mind where the products were made or whether the retailer had an ethical policy. Nowadays I think consumers are much more aware, for example in clothing they might want to know that the item that they buy was made in a factory that is supplying proper standards, is not overworking their staff, that is not employing young workers who are not properly protected.

Most retailers now are trying to provide a lot more information about where they get their clothing from. A lot of our clothing does come from outside the UK. A lot of it from the Far East. So retailers are trying to audit their factories and their working practises so that they can show consumers they are doing the right thing. And it's the same for green policies that consumers are much more aware of the carbon emissions from big companies. They want to know how companies are reducing their effect on the environment and companies are therefore doing more.

2. Reciben las siguientes instrucciones: *Imagine a case of a company that is not complying with these norms considering:*

- *What the company's business is*
- *What they do as a company*
- *What they have promised they would do and do not do*
- *What they must do as a company of the XXI century*
- *What they have hidden from the public, what they should be doing*
- *Your sense of betrayal from the company*
- *Your needs: your money back/ to stop doing business with that company*

To write this letter, first decide who you are going to be:

- a. *You can either be a dissatisfied customer, an organization that fights for taking care of the environment, a company who wants to stop doing business with the unethical company, etc.*
- b. *Then, select and underline all the information about work ethics that you need from the article.*
- c. *Do not copy complete sentences from the article. Your letter must use your own words and the vocabulary learnt about business in this Unit.*
- d. *Plan your ideas in the form of an outline.*

<i>Greetings:</i>	
<i>Introduction:</i>	
<i>Body of three paragraphs with reasons for complaining and examples</i>	1. 2. 3.
<i>Ending</i>	
<i>Closing remarks</i>	

Remember to use formal language and connectors for your writing. Your tone may be of a dissatisfied person, but you must always be polite in order for the company to take you seriously.

- Desarrollan la actividad y consideran con qué criterios se evaluará (extensión, vocabulario, claridad de las ideas, entre otros), según la rúbrica entregada por el docente.

RÚBRICA PARA CARTA DE RECLAMO

Rubric for letter of complaint

Criteria	3	2	1
Content	<i>Introduction provides good background knowledge to understand the problem. Presents clearly the cause(s) and effect(s) of the problem and provides carefully selected details to fully illustrate the problem and its implications. The letter suggests an innovative solution logical for the evidence presented.</i>	<i>Introduction provides adequate background knowledge to understand the problem. Presents some cause(s) and effect(s) of the problem and provides some selected details to illustrate the problem and its implications. The letter suggests a solution to the problem.</i>	<i>There is little background knowledge to the problem. Either the presentation of the problem or the causes and effects are missing or not connected to each other. Irrelevant or no details are provided. Suggested solution is either missing or illogical.</i>
Organization	<i>All the structural elements of a letter of complaint are present. Paragraphs are logically organized. Linking words allow for a better comprehension of the text.</i>	<i>Most of the structural elements of a letter of complaint are present. Most paragraphs are logically organized. Linking words are sometimes used to connect paragraphs.</i>	<i>Many structural elements of a letter of complaint are missing. There is lack of organization and of use of linking words.</i>
Language	<i>The word choice is interesting, reflects the intended audience, and is specific to the topic. The essay contains no errors in punctuation.</i>	<i>The word choice usually reflects the intended audience and is specific to the topic. Sentences are properly punctuated in most cases.</i>	<i>The word choice is simplistic and/or general and is not specific to the topic or intended audience. Letter contains numerous punctuation errors that affect meaning and fluidity.</i>

Presentación oral de negocios (actividad colaborativa)

1. A partir de lo trabajado en clases, se los motiva a desarrollar una presentación de negocios. Para ello, el docente les muestra un capítulo de *Shark Tank*, programa de televisión relativo al tema: *As on the TV show, Shark Tank, you will create a product or service and a business proposal as if you were planning to pitch (sell) your idea to the entrepreneurs who will lend you the money for your business.*



As you create your project, think about the episodes of Shark Tank we have watched in class. What products did “the sharks” invest in? Why? What products did “the sharks” reject?

To get inspired, watch one of the episodes of the show from YouTube, for example: <https://www.curriculumnacional.cl/link/https://www.youtube.com/watch?v=ugPLnfA5xd8>

2. Luego entrega las instrucciones para la presentación: *Work in a group of three people; brainstorm your ideas by considering Steve Job’s techniques about how to sell a business and create a **unique** product or service idea.*

Then, develop a business plan with the following characteristics:

- *Name of company*
- *Name of product*
- *Slogan*
- *Owners’ names*
- *Detailed plan of product/service*
- *Business logo*
- *Business philosophy/purpose*

Examples:

Amazon's Mission statement: *From the Amazon Fact sheet, "To be Earth's most customer-centric company where people can find and discover anything they want to buy online."*

McDonalds: *"To provide the fast food customer food prepared in the same high-quality manner world-wide that is tasty, reasonably-priced & delivered consistently in a low-key décor and friendly atmosphere."*

Disney Company: *"To be one of the world’s leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world."*

3. A continuación, les plantea las preguntas guía: *Questions to be answered by the project.*
- *How much would you sell it for? (Would people pay this price? How many buyers do you estimate?) →be sure this is REALISTIC*
 - *Who are your target consumers?*
 - *Region/state*
 - *Age*
 - *Gender*
 - *Income level/social class*
 - *Why you are better than your competition.*
 - *Where do you see your company in ten years? Twenty?*
 - *Why should the sharks invest in your company?*

Come up with a creative way to pitch your idea to the sharks (example: commercial, props, wearing costumes, performing a brief show).

4. Finalmente, les entrega algunas especificaciones:

To get an excellent score you will have to comply with the following characteristics:

Product or Service:

- *Unique and creative*
- *Sellable*

Business plan:

- *Answers all the questions asked by the teacher and classmates*
- *Presented in a well-organized way which is easy to understand*
- *There is a good research of the market*

Presentation

- *Well informed about the business and competition*
- *Creative and engaging presentation*
- *Persuasive*

The Sharks' Scores. This score is based on whether the sharks want to invest in your product.

Adapted from: <https://www.curriculumnacional.cl/link/http://bizkids.com/wp/wp-content/uploads/4-Ps-of-Marketing.pdf>

RÚBRICA PARA PRESENTACIÓN DE UN EMPRENDIMIENTO

Criteria	3	2	1
<i>Body language</i>	<i>Facial expressions and body language catches interest of audience.</i>	<i>Facial expressions and body language catches interest of audience.</i>	<i>Facial expressions and body language catches interest of audience.</i>
<i>Verbal Language</i>	<i>Pronounces well, uses a loud and clear voice. Vocabulary is accurate, varied and completely suitable for the topic of the presentation.</i>	<i>Pronunciation is adequate, and the voice is most of the time loud and clear. Vocabulary is accurate but lacks some variety or is not completely suitable for the topic of the presentation.</i>	<i>Low tone of voice and inaccurate pronunciation hinder meaning. Vocabulary is too simple for the presentation.</i>
<i>Content</i>	<i>The presentation includes all the required elements which are developed in a successful and persuasive way.</i>	<i>The presentation includes most of the required elements which are developed adequately.</i>	<i>Many required elements are missing and/ or are developed inappropriately.</i>
<i>Structure</i>	<i>A business presentation structure is used. There is a clear introduction, body paragraphs with examples and reasons and a conclusion.</i>	<i>There is a clear introduction, body paragraphs with examples and reasons and a conclusion. However, the style is not of a business presentation.</i>	<i>Presentation lacks an appropriate organization which makes the content difficult to follow.</i>

**This score is added to the average of 5 total points given by the members of the class.*