

CLIL

Business Management

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はじめに

本教科書は、Business management (ビジネス経営) の初歩を英語で学ぶことを想定しています。英語を使ってビジネスの世界で活躍したい人にとっては、最初の一步として大いに役に立つテキストに構成してあります。

CLIL (Content and Language Integrated Learning: 内容と言語を統合した学習) では、内容 (Content)、思考 (Cognition)、コミュニケーション (Communication)、文化間理解 (Culture) という「4つのC」(4Cs) を考慮して学ぶことを大切にしています。本教科書は、専門領域の英文から、グローバル化が進む現代のビジネスについて、知識と英語表現の両方を身につけることを目標としています。CLIL学習の特徴である、統合学習 (Integrated learning) を活かして、ビジネス経営の基礎と英語をいっしょに学ぼうということです。

Business management の分野では英語は必須と言ってもよいでしょう。しかし、ビジネスの世界は、英語だけではなく日本語やその他の外国語も必要です。さらには、政治、社会、文化など多様な知識も重要で、すべてを総合して思考することが、おもしろく、やりがいのある (fulfilling and rewarding) 仕事に繋がります。それは CLIL とよく似ています。

授業では、Business management という内容 (Content) を、主体的に理解し、考えながら学び (Cognition)、英語を「聞き、読み、話し、書く」という対話的な活動を通じて、英語をコミュニケーションの道具として使い (Communication)、多様な多文化社会において適切に判断できる (Culture: Intercultural awareness) 活動が期待されます。CLIL の理念と Business management はとても相性がよいのです。

「英語はむずかしい」とは考えないでください。すべて英語で話さなければいけないなどと考える必要はありません。Business management を英語と日本語の両言語で学びましょう。大切なことは、意味をきちんと伝え合うことです。間違えることを恐れず、Business management という内容を理解することを優先して、英語を使ってください。言語習得のプロセスで間違えない人はいません。従来の英語表現や文法をテストのために学んできた人は CLIL スタイルの授業で新しい語学学習を体験してみましょう。

Don't learn English, but use English and do something.

学習者の英語力は、CEFR の6レベルの B2 程度を想定していますが、それぞれの英語レベルに応じて、自律的に学ぶようにしてください。本教科書での学習を通じて、Business management についての学びが深まり、英語でコミュニケーションをする楽しさを感じていただけるよう、著者一同心から願っています。

各 Chapter の構成と学習活動

12 の Chapter と 2 つの Reading で構成されています。各 Chapter の構成と学習活動は次のように想定していますが、自由に柔軟に学んでください。順番どおりに学ぶ必要はありません。興味関心のある内容から学ぶことも可能です。

Warmup

Task 1 Share ideas in English and Japanese

【活動のポイント】 英語と日本語で雑談してください。興味関心を高めます。

Familiarize yourself with business words and phrases

Task 2 Brainstorm with your classmates

Task 3 Match each word with the definition

Task 4 Ask each other

Task 5 Send a message on social media using the above words

【活動のポイント】 ここでは理解に必要な語句に慣れるようにします。気軽に英語を口にして、語句の使い方に習熟しましょう。

Preview

Task 6 Listen and read

Task 7 Listen and fill in the blanks

Task 8 Share your thoughts in pairs

【活動のポイント】 「聞く、話す」ことに集中します。しかし、内容や意味をしっかりと把握しながら読み、話すことにつながるように聞きます。

Topics

Task 9 Read and discuss each question with your classmates

Task 10 What interests you most in this article? Write down your ideas.

【活動のポイント】 各 question をもとに考えながら理解を深めるようにしてください。目的はそれぞれのトピックを学ぶことです。和訳や読解をする必要はありません。

Useful words and phrases for business

Task 11 Listen and do shadowing

Task 12 For more details, check an online English-English dictionary

【活動のポイント】 ここでは語句の理解の確認と使い方を深めます。オンライン辞書などを使い、それぞれの語句のつながり (collocation) を考え、英語を英語で言い換える力を身につけます。

Research project and discussion

Task 13 Do research ...

Task 14 Make a presentation about ...

【活動のポイント】 柔軟に考えて、興味に合わせてリサーチを楽しむことが大切です。それぞれのトピックに関連する資料を英語と日本語で調べて、それを発表する練習です。ビジネスでは必要なスキルの一つです。

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Warmup

Task 1 Share ideas in English and Japanese

Business can mean many things to different people. It might be hard to box it into a single category. Imagine the many different types of businesses you come across in one day. You probably use public transportation to go to university. You may also buy a snack at a stand in the station and use a mobile phone app to search for something.

- Q1** When you hear the word 'business,' what is the first thing that comes to your mind?
- Q2** What types of business did you see today?

ビジネスをテーマに英語を学びましょう。では、ビジネスとは一体何でしょう？
ビジネスは私たちの生活に根付いたものです。みなさんは、朝起きてから、たくさんの「ビジネス」に触れています。例えば、交通機関、コンビニ、人材派遣、携帯電話等の通信、電気ガス、100円均一ショップ、カフェ、中古品販売、広告、家電の製造、ホテルなど、あげればキリがありません。今日1日で、どのようなビジネスに触れましたか？そして、これらを英語ではなんと言うのでしょうか？ビジネスはみなさんの周りを見渡すと、どこにでもあります。早速考えてみましょう。

1. Familiarize yourself with business words and phrases

Business vocabulary is important to our personal and work lives. Business words and phrases are used to describe many things around us such as shopping, sports, traveling, leisure, events, plays, movies, social media, online learning, telecommunication, and technologies.



Task 2 Brainstorm with your classmates

Recall what you did yesterday and tell your classmates about the activities you did. What kind of goods and services did you purchase? Share ideas with your classmates.

e.g. I bought a book on the internet. I downloaded some music applications.

Task 3 Match each word with the definition

- | | |
|----------------------|--|
| 1. earn (v.) | a. intangible and abstract |
| 2. profit (n.) | b. to want something |
| 3. supply (v.) | c. money that is made in business or by selling things |
| 4. intangible (adj.) | d. to keep things in a special place to use later |
| 5. store (v.) | e. to work and get something for it |
| 6. desire (v.) | f. to give something that people need or want |

*v. = verb (動詞) n. = noun (名詞) adj. = adjective (形容詞) adv. = adverb (副詞)

Task 4 Ask each other

e.g. A: What does 'earn' mean?
B: It means to work and get something for it.

Task 5 Send a message on social media using the above words

e.g. I would like to earn a lot of money and be rich.

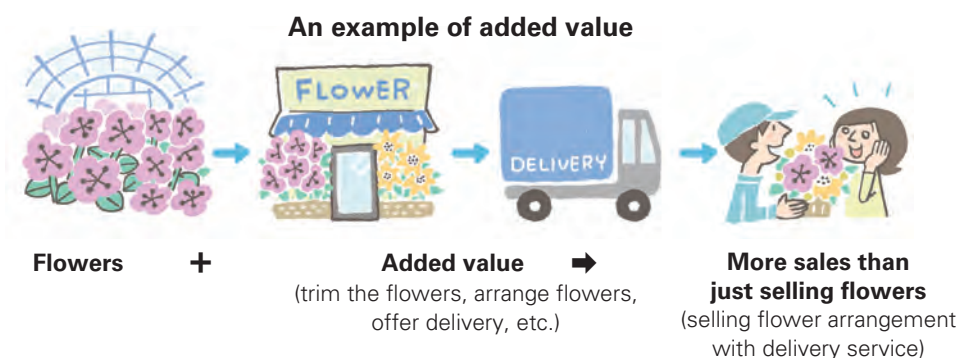
2. Preview – The role of businesses



Task 6 Listen and read

A business is an organization that earns a profit by providing goods and services desired by its customers. Goods are tangible items supplied by businesses, such as pens, home appliances, or cars. Services are intangible things provided by businesses that can't be held, touched, or stored, such as hair styling, car washes, flights, and legal services. Businesses fulfill the various needs of customers by providing goods and services with added value. This added value will become a profit.

Q3 What kind of businesses do you want to create?



Task 7 Listen and fill in the blanks

Creating a new business is not (1.) risks. Risk in business means the (2.) to lose time and money. (3.), if a company doesn't take risks, it can't achieve its goals. For example, businesses such as fast-food restaurants (4.) the risk of falling short of their (5.) and profit goals. Revenue is the money that a (6.) shop receives by selling burgers and French fries to customers. (7.) are expenses for running the store: for example, food (8.) such as bread, meat, cheese, tomatoes for burgers, potatoes for French fries, or many other things that the burger shop has to pay for to (9.) the business. If the revenue of a burger shop (10.) all the costs, the shop makes a profit, but if the costs are greater than revenues, it will become a loss.

Introduction to Business. OpenStax Rice University (modified).

Task 8 Share your thoughts in pairs

Q4 Do you think creating a new business is worth the challenge for you? Why or why not?

e.g. I don't think it's worth trying because it's too risky.

Q5 If you were the owner of a burger shop, how would you balance revenue and costs? Do you have any good ideas?

e.g. If I were the owner of a burger shop, I would try....

3. Topics – Starting a business

Task 9 Read and discuss each question with your classmates



Businesses play an important role in maintaining our quality of life in areas such as education, health, sanitation, and leisure. In fact, many companies are started by people just like you who want to help other people live better. Starting your own business can be very exciting, but it can also be quite challenging. The following steps will help you understand how to start a business.

Quality of Life

- education
- health
- leisure
- commuting
- shopping
- communication

... and more

Q6 What is the first step to starting a business? When you start a business, what do you need to consider most?



The very first step of starting a business is to check whether your business idea has the potential to succeed in the market. You have to think about why you want to start the business – you have to visualize the future goal of your business. This will strongly connect to the ‘mission’ of the company. Then, you have to consider the target customer who would be willing to buy your products or services. Why do you want to sell those products or services to them? You have to think about this question carefully and pursue the market needs for your products or services. At the end of this first step, you need to consider how much cost would be necessary for you to run the business and whether you would have enough sales to make a profit.

Product



Service

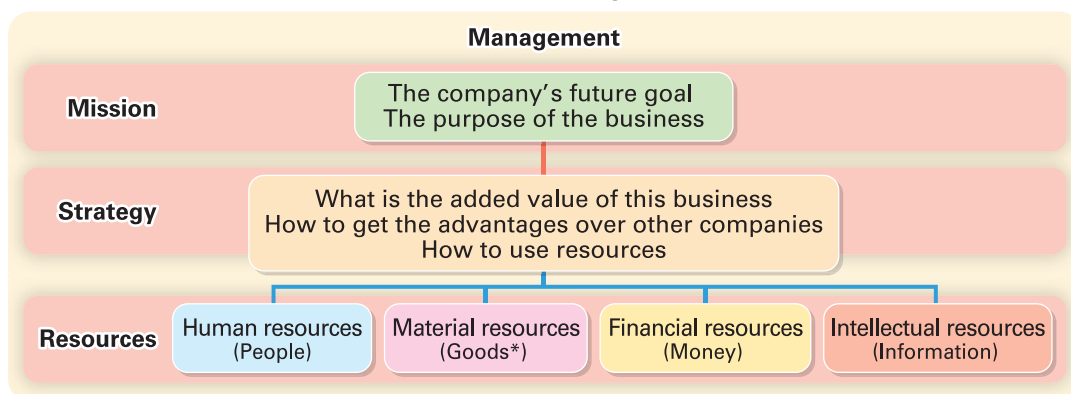
Customers

Q7 What do you have to do as the second step when starting a business? Why do you think this step is so important?



To achieve the business goal which you decided on in the first step, you have to start thinking about strategies. How you grow your business will depend on how you stack up against your competitors, and how much demand you can create for your products or services. Above all, you have to consider how you can achieve your mission, which should be the future goal of your business. Strategies are these plans to achieve your mission. Defining a business strategy will help you succeed in the market. If there are lots of competitors, creating a strategy leads you to identify your advantages and your ideal position within the market. So, how can you make good strategies? First, you have to analyze the market environment as well as your company's strengths and weaknesses. After that, you can plan activities to create better products and services.

Overview of Management



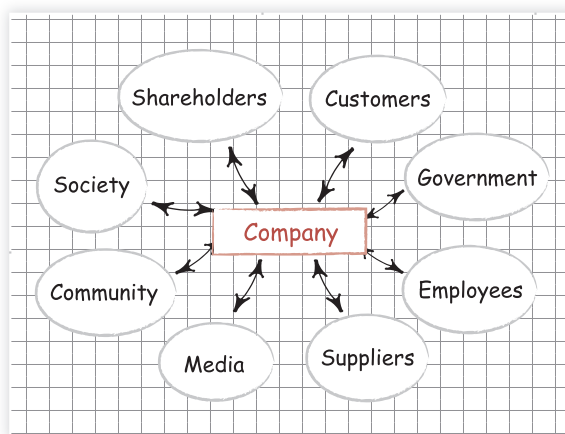
*'goods' includes products, raw materials, facilities, furniture, etc.

Q8 Who are the stakeholders of your business? Why do you think they are so important?




Having a clearly defined mission and strategy will also help you explain your business to other people such as employees or investors, who are also called stakeholders. This is a critical step for seeking financial support and managing human resources. All the stakeholders directly or indirectly influence your business, therefore, keeping good relationships with them is an important factor for the success of your business.

Examples of company stakeholders



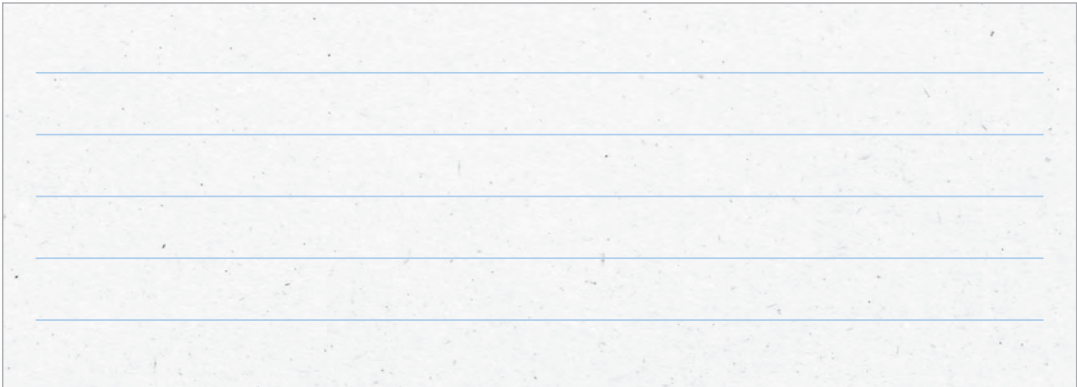
Q9 It is important to manage resources such as people, goods, money, and information. How should you manage them if you start your business?

 007 Now you have an idea for a business, and you have set the future goal of your business as a mission of the company. In addition, you have some ideas about your products or services, customers, and competitors. Finally, you are now thinking about how to win against the competitors and reach customers, but you will quickly realize that you need resources such as human resources (people), material resources (goods*), financial resources (money), and intellectual resources (information). Managing these resources is very important – but how should you do it?

Management is the process of creating strategies and designing organizations to achieve a company's long-term goals, which are often stated as the mission of each organization. This involves the efficient distribution of business resources.

* 'goods' includes products, raw materials, facilities, furniture, etc.

Task 10 What interests you most in this article? Write down your ideas.



コラム 1

ステークホルダーとはだれか

ステークホルダー (stakeholders) とは「利害関係者」という意味です。企業が活動を行うために関係を持ち、影響を直接的・間接的に及ぼし合う、社会に存在する人々や法人のことを「ステークホルダー」と言います。ステークホルダーは、日本語では「利害関係者」と言い、その「影響し合う」には、良い影響と悪い影響の両方を含みます。例えば、企業にとってお客様 (customers) は大切なステークホルダーです。お客様が満足するか否かで、会社の業績は大きく変わるでしょう。また、原料や材料、サービス等を供給してくれる企業 (suppliers) や、市場 (market) で競争相手となる他企業 (competitors) もステークホルダーです。銀行の融資や、原料がなければビジネスの継続は難しいでしょうし、地域住民との良好な関係は、工場の操業のしやすさに関わるでしょう。これらのステークホルダーとの関係は非常に重要です。なぜなら、良好な関係、正しい関係を築くことで、企業は安定的でスムーズな経営ができるからです。

4. Useful words and phrases for business



Task 11 Listen and do shadowing

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words & phrases	sample sentences
fulfill 満たす	He has finally found a job in which he can feel fulfilled .
tangible 実体的な	They couldn't accept my findings without tangible evidence.
potential 見込みのある	We need to identify actual and potential problems.
revenue 総収入	The company's annual revenue rose by 30%.
play a key role 重要な役割を果たす	He plays a key role in this organization.
sanitation 衛生	A lack of clean water and sanitation is a critical problem in the world.
visualize 視覚化する	I can't visualize how this project will develop.
consider 熟考する	We are considering what we want to do next.
define 定義する	The strategy for this plan should be clearly defined .
lead 導く	She tried to lead the discussion in a group.
identify 見極める	We could identify the main causes of the problem.
stack up 匹敵する	Let's try him on the job and see how he stacks up .
added value 付加価値	Considering the added value for this project is necessary.
investor 投資家	That investor bought up the stocks at once.
critical 重要な	The president thinks it is a critical moment for our company.
human resources 人的資源	The manager is responsible for keeping human resources .



Task 12 For more details, check an online English-English dictionary

1. Use a smartphone or the Internet
2. Select an online English-English dictionary
3. Look up the word(s)
4. Check the results and share ideas with your classmates

5. Research project and discussion

Task 13 Do research on a business plan in groups

Guidelines for making your business plan

1. What kind of products or services would you like to sell?
2. Who will buy the products or services?
3. Who are your competitors?
4. Choose one of the social media services you usually use. What is the added value of social media to building a successful business?

Draft of Your Business Plan (事業企画書案)

Your business idea	
1. What kind of products or services would you like to sell?	
2. Who will buy the products or services?	
3. Who are your competitors?	
4. Choose one of the social media you usually use. What is the added value of social media to building a successful business?	

Task 14 Make a presentation about your business plan

Which presentation is most impressive?

コラム 2

事業企画書 (business plan)

ビジネスで一番重要なことは、そのビジネスを継続していけるかです。どれくらいそのビジネスに将来性があるか、そして、どれくらいの収益を見込むことができ、事業を継続していくことができるか。この見通しを立てることが重要です。

そのためには、「何のためにそのビジネスをするのか」「誰のためにするのか」「どのような製品・サービスでその目的を実現するのか」「その製品・サービスは喜ばれて購入されるのか」「すでに同じようなことは行われていないのか」等を想定し、書き起こす必要があります。これが事業企画書の一部となります。もちろん、お金がどれだけいるのか、その投資は回収できるのか、なども想定する必要がありますが、何より「何のために」「誰に」「どのような製品・サービスを」といったことが「ビジネス・アイデア (business idea)」と言われるものであり、ビジネスをスタートするには最も大切なものとなります。