

Lecturer: Her KHAMMELEESAYSUE

Email: Laomai2017@gmail.com

Telephone: (+856) 2095466649

Unit 6 Businesspeople and Business leader

❖ Times

- 4 hours

❖ Learning outcomes

- Students will be able to understand businesspeople and business leader.
- Students will know the Basic English Vocabulary.
- Students will be able to know the person who was successful of running business

❖ Teaching aids

- Text book, Computer, LCD, Power Points, Marker and White board

❖ Teaching methods

- Lecturer gives students read the content of businesspeople and business leader in page 28
- Lecturer will give students remembering the vocabulary businesspeople and business leader.

1) Businesspeople

business people were who transact business as business enterprise, commercial enterprise, business - the activity of providing goods and services involving financial and commercial and industrial aspects; "computers are now widely used in business.

2) Business leader

The Business Leader is confident, persistent and inventive in business. He can launch a new business and will devote all his energy to getting it established. A talent for inspiring people is one of his outstanding features. He is a good communicator.

3) Businesspeople and entrepreneurs

A businessman, businesswoman or businessperson is someone who works in their own business or as a manager in an organization. Note: The plural of businessperson is businesspeople. Businessperson and businesspeople can also be spelled as two words: business person, business people. An entrepreneur is someone who starts or founds or establishes their own company. Someone who starts a company is its founder. An entrepreneur may found a series of companies or start-ups. Entrepreneurial is used in a positive way to describe the risk-taking people who do this, and their activities. Some entrepreneurs leave the companies they found, perhaps going on to found more companies. Others may stay to develop and grow their businesses.

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4) Leader and Leadership:

Leader is someone who can see how things can be improved and who rallies people to move toward that better vision. Leaders can work toward making their vision a reality while putting people first. Just being able to motivate people isn't enough — leaders need to be empathetic and connect with people to be successful

The leadership is an activity of leading a group of people or an organization or the ability to do this. Leadership involves: establishing a clear vision, sharing that vision with others so that they will follow willingly, providing the information, knowledge and methods to realize that vision.

5) The famous business person

Elliot Zuckerberg is an American computer programmer and Internet entrepreneur. He is a co-founder of Facebook, and currently operates as its chairman and chief executive officer.

Born: May 14, 1984 (age 33)

Net worth: 69.8 billion USD (2017)

Spouse: Priscilla Chan (m. 2012)

Salary: One-dollar salary

Residence: Palo Alto, California, U.S

Education: Harvard University (2002–2004),

6) Vocabulary

- Businessman	=	ນັກທຸລະກິດ(ຊາຍ)
- Found / establish	=	ກໍ່ຕັ້ງ
- Entrepreneur	=	ນັກທຸລະກິດໃຫຍ່
- Business empire	=	ອານາຈັກທຸລະກິດ
- Captains of industry	=	ຜູ້ຄອບຄຸມອຸສະຫາກຳ
- Magnate	=	ພໍ່ຄ້າໃຫຍ່
- Mogul	=	ເສດຖີ(ນັກທຸລະກິດທີ່ມີອິທິພົນ)

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- Tycoon = ມະຫາເສດຖີ

❖ Learning Activities

- Students will be able to read the content of businesspeople and business leader in page 28
- Students learn about some vocabularies of businesspeople and business leader.
- Students will be able to complete the exercise in page 29.

1) Business

- What is business?

Business is an the activity of making, buying, or selling goods or providing services in exchange for money. : work that is part of a job. : the amount of activity that is done by a store, company, factory, etc.

2) Entrepreneurship:

- What is an entrepreneur?

An entrepreneur is a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so. Like my dad, many small business owners don't embrace their identity as "entrepreneurs". ... Some people exclude those who own side businesses as "real entrepreneurs".

- What skills do you need to be an entrepreneur?

entrepreneurs are tasked to discover new problems, reveal potential niche opportunities, refactor their original business process, and innovate. Here are the 8 skills every successful entrepreneur has in common:

- Resiliency.
- Focus.
- Invest for the long-term.
- Find and manage people.
- Sell.
- Learn.
- Self-reflection.

3) Matching the word form number 1-5 to Letter A-F

- | | |
|-----------------|--|
| 1. Magnate | a. a person who has succeeded in business or industry and has become very rich and powerful. |
| 2. tycoon | b. an important person who is very rich or powerful, influential aslo from the movie industry. |
| 3. Entrepreneur | c. a person who influences a group of people towards the |

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6. We'll have to do _____ with (= eliminate) some of these provisions.

a. up

b. Over

c. away

7. Robert _____ as CEO (= replaced the previous CEO) back in 2008.

a. took over

b. looked up

c. went around

❖ Student Assessment / homework

- Looking for business in the world:

1) Who are your country's most famous entrepreneurs?

2) What are they famous for?

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Lecturer's Signature



Her