



وزارة التعليم والكتب المدرسية

Action Pack 10

Tenth Grade Student's Book

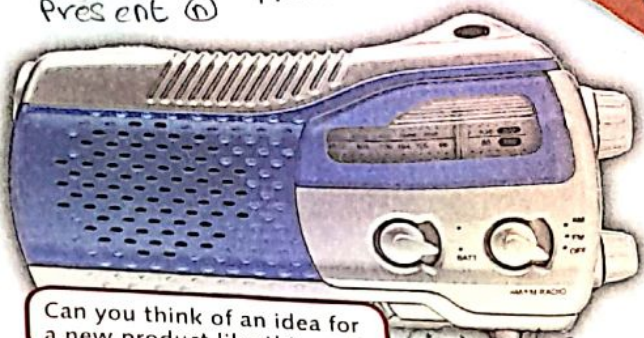


Edwina J

MODULE 1

tion (n)
ful (adj)
ment (n)
ance (n)

* represent (v) presenter



Can you think of an idea for a new product like this one?

هل تستطيع ان تفكر
فكرة جديدة



water carrier

It is used for carrying water

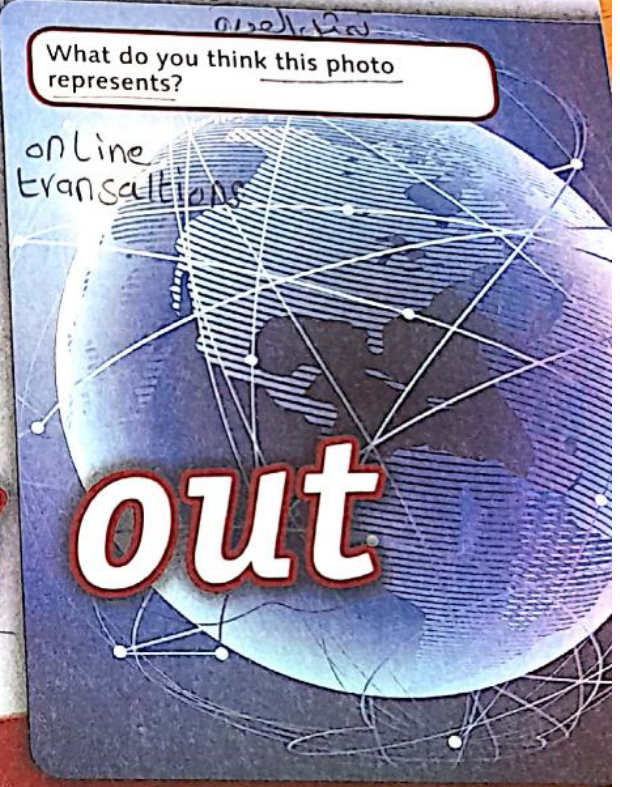
Portable fridge

* build (v) builder (n)

What do you think these objects are used for?

What do you think this photo represents?

online transactions



Starting out

البراعة

Outcomes

- To read tips for successful businesses, advertisements and about a young inventor
- To listen to a text about a young Jordanian inventor → person
- To use vocabulary related to business and jobs who invent
- To talk about career plans for the future
- To take part in a debate about inventions
- To write a job advertisement and a letter applying for a job

* invention
inventor
invent

Project

Design and describe a new product or service.

صانع
صانع
صانع
صانع

التجارة الإلكترونية (صنعت الإنترنت)

الخدمة كانت الأرباح كبيرة جداً

مبارك



A new business idea

Reading strategies

Topic sentences
A topic sentence expresses the main idea of the paragraph where it is present. It is usually the first sentence in a paragraph. It can be in the form of a statement or a question.
Read the text and think of possible questions at each passage would answer.

BEFORE YOU BEGIN

- 1 What are your plans for the future? Have you ever had a good idea for a new product or service? Work in pairs and compare your answers.
 - 2 Read the words in the box. Which ones are related to business? Check the meaning of any words you don't know in the Activity Book Glossary or in a dictionary.
- original product service customer typical
- 3 Read and listen to the text. If you want to be a successful business person in the future, what skills and qualities should you have?

A Have you got something special?

Your business idea doesn't have to be original, but it has to be different from everything else. Make sure you offer something new.

B _____

Is your idea going to be popular with enough people? Will people feel that they need to get the product? Some market research will help you find out.

_____ your product or service costs too much, your customers won't buy it. Talk to your future customers to find out whether your price is affordable.

15 D _____

Who are your typical customers? What will they value in your product or service? Find out as much as you can about your future customers.

E _____

20 How much will it cost to produce your idea? When you work out your costs, don't forget about factory costs, salaries, office equipment, etc.

F _____

Even the best business ideas won't work if you don't have the skills and the ambition. You will only succeed if you want to!

G _____

25 Can you build on your idea in the future by adding new products or services, entering new areas, or
30 improving the original design?

important (adj)
importance (n)

different (adj)
difference (n)

COMPREHENSION

4 Read the text again. Then, match the questions with the correct paragraph.

Do you think you've got a great business idea?

- 1 Can you afford to start your business? (c)
- 2 Do you have the right experience and skills? (f)
- 3 Have you got something special? (a)
- 4 Is the price right? (e)
- 5 Is there a market big enough for the product? (b)
- 6 Who will your customers be? (d)
- 7 Will your business grow? (g)

5 Read and listen to the text again and answer the questions. Discuss your answers in a group.

- 1 Rearrange the questions 1-7 from exercise 4 in order of importance to you. (c)
- 2 Is it better to make an expensive product of very good quality or a cheap product of lower quality?



GRAMMAR

6 Complete the sentences with the correct form of the verbs in brackets.

- 1 I haven't seen (not / see) my best friend Asma since September.
- 2 If you eat too many sweets, you will have (have) stomachache. *going to be*
- 3 I'm going to buy (buy) a new laptop next year if I have enough money.
- 4 Omar has been (be) in Jordan for more than two weeks now.
- 5 He will pass (pass) the English exam if he studies hard.
- 6 If we go to France in the summer, we're will visit (visit) the Eiffel Tower.
- 7 Sawsan and Laila have been (be) friends for five years. *For*



MAKING

Work in pairs. Say what you would like to be in the future and why. Use these words.

I am going to be a doctor because I like to help sick people.

IF + S + V1 + ---, S + will + V1

- a policeman
- a teacher
- a pilot
- a doctor
- a business person