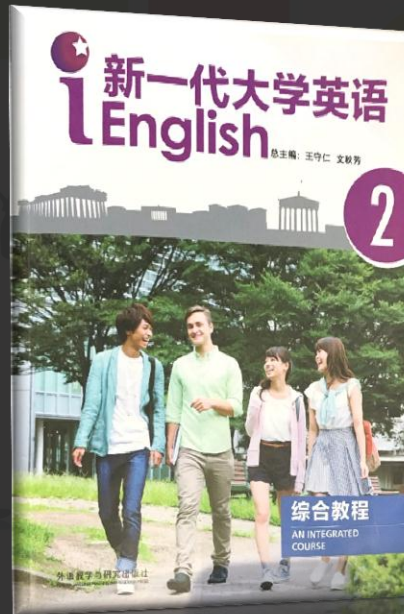


Unit 5 Business and Prosperity





**01
Brief
Introduction**

● Brief Introduction



Ss' Background

Objectives

Theory

Procedure

Level: Upper-intermediate

Unfamiliar with the topic

● Brief Introduction

Ss' Background

Objectives

Theory

Procedure



Ss are able to **identify** and **explain** company's cultures

THROUGH

reading the company's profile
in the context of the on-campus job fair.

● Brief Introduction

Ss' Background

Objectives

Theory

Procedure

Task Based Approach

● Brief Introduction

Ss' Background

Objectives

Theory

Procedure

Lead-in

Set a scenario

Step 1

Revision

Step 2

Presentation

Step 3


Discussion

Step 4

Oral-practice

Conclusion

Assignment



**02
Class
Teaching**

- **Class Teaching: scenario**

● Class Teaching: scenario

Hmm.....

Can you help him?

Can you say a few
words about our
company's culture?

● Class Teaching: Review (the corporate cultures)



The family culture



The Eiffel Tower culture



The guided missile culture



The incubator culture

● Class Teaching: Four Diversity Cultures

Family

Eiffel Tower

Guided missile

Incubator

- Power-oriented
- Hierarchy
- Person-oriented

● Class Teaching: Four Diversity Cultures

Family

Eiffel Tower

Guided missile

Incubator

- **Task-oriented**
- **Pyramid (hierarchy)**
Status is ascribed by superior roles.
- **Change through rules and procedures**
- **Well-planned**



● Class Teaching: Four Diversity Cultures

Family

Eiffel Tower

Guided missile

Incubator

- Task-oriented
- Equality
- Individual expertise



● Class Teaching: Four Diversity Cultures

Family

Eiffel Tower

Guided missile

Incubator (孵化)

- **Fulfillment-oriented**
- **Individuals' self-expression**
- **Equality**
- They enjoy the process of **creating** and **innovating**.



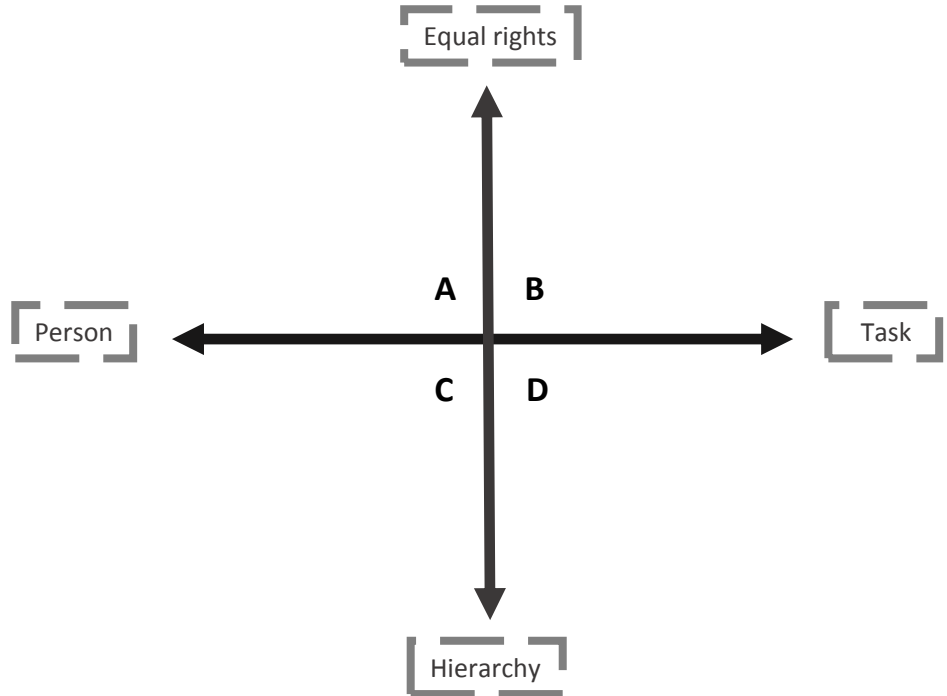
● Class Teaching: Four Diversity Cultures

Incubator
Fulfillment-oriented

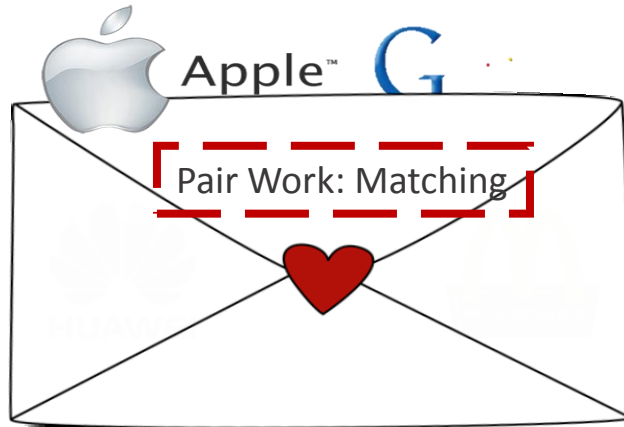
Family
Power-oriented

Guided missile
Role-oriented

Eiffel Tower
Task-oriented



● Class Teaching: Class Activity (matching)



A. The family culture

B. The Eiffel Tower culture

C. The guided missile culture

D. The incubator culture

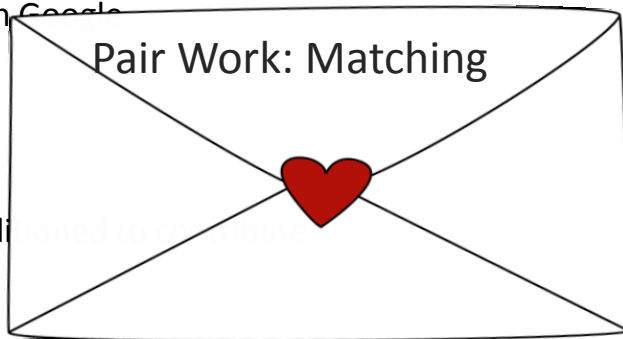
● Class Teaching: Class Activity (matching)



Corporate culture profile

1. Open

Openness is achieved in Google



2. Innovative

Every employee is conditioned to generate innovative ideas.



3. Supports small-company-family rapport

The overall environment at the company's offices is **warm** because people can easily talk and **share ideas with** each other, including **CEO Larry Page**.

● Class Teaching: Class Activity (matching)

G O Corporate culture



A. The family culture

B. The Eiffel Tower culture

C. The guided missile culture

D. The incubator culture

● Class Teaching: Class Activity (matching)

A. The family culture **McDonald**

B. The Eiffel Tower culture **Huawei**

C. The guided missile culture **Apple**

D. The incubator culture **Google**



Corporate culture profile

1. Full control on every link of the supply chain

Centralized authority is maintained in McDonald's. All the decisions are made by the **higher level management** and the lower level and crew members have to follow it which created a bridge of gap among various level of management.

2. Employee learning

McDonald's encourage and support individual learning and organizational learning, believing that **employee's development** can help improve the quality of service.



Corporate culture profile

1. Gradual Decision-Making

Ren Zhengfei is known for **avoiding quick decisions** and forcing himself to take time to reflect. He **keeps the decision-making power** under company control (no outside investor will gain control over Huawei) and he has much more freedom and less pressure from the market to **consider the company's next steps** to take.

2. Careful plans

Ren Zhengfei makes **careful plans** to stay close to the company's goals and long-term vision. Based on that, every position has a **clear job description** and every employee knows his/her responsibility.



Apple™ Corporate culture profile

1. Task-oriented

Task accomplishment is more important than the process used or the relationships formed.

2. Top excellence

Apple's organizational culture involves a policy of selecting only the best of the best workers. **Excellence** is emphasized as a critical success factor in the business, especially in product design and development.

3. The bigger picture

Apple is not in the business for business alone but for some **higher purpose** – to change society and the world, create something lasting and solve important problems.



Corporate culture profile

1. Open

Openness is achieved in Google.
Employees **feel free** to give their ideas and opinions.

2. Innovative

Innovation is at the heart of Google.
Every employee is conditioned to contribute innovative ideas.

3. Supports small-company-family rapport

The overall environment at the company's offices is **warm** because people can easily talk and share ideas with each other, including CEO Larry Page.

● **Class Teaching: back to the scenario**



Li Lei (dream work: HUAWEI)

HR:

Do you know about our company's culture?

Can you say a few words about our company's culture?

HR: Do you know about our company's culture?



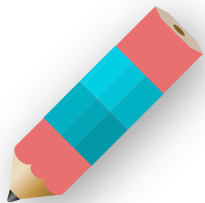
Li: Yes, I think Huiwei can
be regarded as culture.

HR: Can you say a few words about our company's culture?



Li: I thinkbecause.....

● Assignment



Write an essay

- Topic: Your ideal corporate culture
- About 200 words
- www.pigai.org (NO. 1010570)
- Revise your online draft by using the teacher, peer and online feedback.

