

**【Miki Tsusaka】**

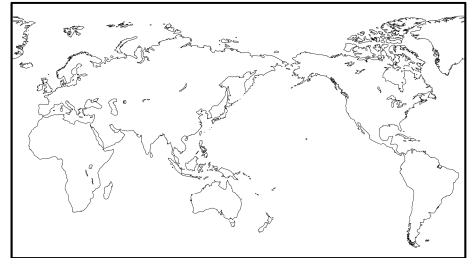
[Worksheet for Students A]

[1] Warm-up (Pair Work)

Student A: You are an employee of EJ, a Japanese company which runs convenience stores in some countries, including Japan.

Student B: You are an American business consultant who gives management advice to companies.

You are A. → Tell the consultant (Student B) the percentage of EJ's market share in each country and ask him/her for advice to increase EJ's sales using the following data.



[EJ's market share in each country]

The countries EJ stores are in	Percentage of EJ's market share (last year)	This year's goal	Possibility of achieving the goal (○/△/×)	What EJ should do (The consultant's advice)
Japan	16%	18%		
China	12%	15%		
South Korea	20%	25%		
Vietnam	38%	40%		
US	6%	8%		
( ) ↑ You want to open a new market.	0%	/		

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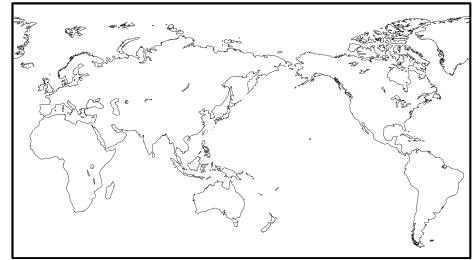
[Worksheet for Students B]

[1] Warm-up (Pair Work)

Student A: You are an employee of EJ, a Japanese company which runs convenience stores in some countries, including Japan.

Student B: You are an American business consultant who gives management advice to companies.

You are B. → Get the information about EJ's sales goal and give the employee (Student A) some advice for increasing EJ's sales using the information below.



[EJ's market share in each country]

The countries EJ stores are in	Percentage of EJ's market share (last year)	This year's goal	Information about each market & advice for EJ (You may add some other information.)
Japan	16%	( ) %	(few possibilities) Some other companies: powerful EJ: better to focus on maintaining the current share
China	12%	( ) %	(some possibilities) Other companies: planning to open new stores in local cities EJ: should open more stores in big cities
South Korea	20%	( ) %	(some possibilities) 3 companies: 80% of the market EJ: should target Japanese tourists
Vietnam	38%	( ) %	(few possibilities) 2 companies: entered the market last year Sales amount: not so high
US	6%	( ) %	(great possibilities) US: high demand for convenience stores EJ: need to increase the variety of the goods for sale
Myanmar	0%		<ul style="list-style-type: none"> <li>• no companies in the market</li> <li>• low labor cost</li> </ul> } the best place to enter

## [2] Getting Information

– Watch the interview and catch what Ms. Tsusaka says about the points below.

Topics	Questions		Points in listening
Her job	1	What does she do?	(Where she works) (What she means by a “business doctor”)
Her background	2	When and where did she start to study English?	(When) (Where)
	3	Where did she spend her school days?	(junior high school) (high school) (college)
	4	What kind of student was she?	(What her parents would say about her) – Mother: – Father:
	5	What did she do after graduating from college?	(After coming back to Japan)
			(After returning to the US) (Five years ago)
Her campus life	6	What did she like?	(What she remembers the most) (Where the campus is located)
	7	What did she do?	(During the weekdays) (On weekends)
Communicating in English	8	How did she get over the problem with her English?	(The problem she had) ↓ (How to get through it)
How to learn English	9	What can students do?	1. 2.
Her future challenges	10	(About her children)	(What she wants them to do)
		(About herself)	

**[3] Ms. Tsusaka’s Message**

– Catch what she says to the students in Japan.

“You are living in _____ in the world.”
↓
“You have the opportunity to _____ in this country.”
↓
“You can do that even better if you open up your horizons just a little bit by _____”

**[4] Mini-debate (Group Work)**

Ms. Tsusaka had a choice whether to stay in the US for college or come back to Japan and study for entrance examinations; she finally decided to study at Harvard. Which do you think is better for succeeding in the business world, to go to study in the US or to stay in Japan?

– Make groups of four.

[A1 & A2] Side A supports the idea of studying in the US.

[B1 & B2] Side B supports the idea of studying in Japan.

– Think of the advantages and disadvantages of studying in the US and studying in Japan from your side’s point of view.

Your Side [ A / B ]	Advantages	Disadvantages
Study at a college in the US		
Study at a college in Japan		

– Debate with another side following the format below.

A1: We think it’s better to study in the US because _____
_____
B1: We don’t agree. We think it’s better to study in Japan because _____
_____
B2: You said that <u>(Summarize what A1 said.)</u> , but <u>(Counter A1’s argument.)</u>
A2: You said that <u>(Summarize what B1 said.)</u> , but <u>(Counter B1’s argument.)</u>