

Unit 3: Entrepreneurship

1 Language: Giving advice

Watch the video at <https://www.youtube.com/watch?v=4x7MkLDGnu8> and mark whether statements 1–5 are true or false.

	T	F
1 Procrastination has something to do with the work you have to do.	<input type="checkbox"/>	<input type="checkbox"/>
2 People procrastinate when they are stressed out.	<input type="checkbox"/>	<input type="checkbox"/>
3 Everyone is a procrastinator by nature.	<input type="checkbox"/>	<input type="checkbox"/>
4 To fight procrastination, triggers must be ignored.	<input type="checkbox"/>	<input type="checkbox"/>
5 A countdown helps to break the habit of procrastination.	<input type="checkbox"/>	<input type="checkbox"/>

2 Answer the following questions about the video.

1 Why is it an advantage that procrastination is a habit rather than a character trait?

2 What is the relationship between stress and procrastination?

3 What does 'to chicken out' mean?

4 What are the three parts of a habit?

5 What are these parts in the case of procrastination?

3 A friend comes to you explaining that they have a real problem with procrastination. Whenever they should sit down to study or do homework, they find themselves doing something else that seems to be more important at the moment. Based on the video, give your friend some advice on how to stop this habit. Write at least five sentences and use phrases like: 'What really helps ...', 'A good way of ...', 'Try (not) to ...', etc..

4 Language: Giving statistics

Complete the statements from a survey on smartphone apps in Austria with these expressions. Try to find all the different answers that make sense for each gap.

about half almost almost none a quarter just over nearly more than one fifth two thirds

1 _____ half of the respondents use at least one of 6 apps: e-mail services, internet browsers, messenger apps, social media apps, weather apps, and calendars.

2 _____ two thirds (60%) of participants use e-mail services or internet browsing via their smartphones.

3 Calendar apps were utilized by _____ of the respondents (51%) to manage their schedules and events.

4 _____ one third (34%) of respondents enjoy playing games on their smartphones.

5 _____ 4 out of 10 respondents (39%) depended on traffic navigation apps for commuting and travel directions.

6 Only _____ of the participants (24%) use news services.

7 _____ of respondents (21%) use fitness apps to track their health and physical activities.

8 _____ did not respond to the questions.

5

Reading: Events management

Read the information about events management from exercise 17, page 38 again. Choose the correct answer (A, B, C or D) for questions 1–5. Put a cross (☒) in the correct box. The first one (0) has been done for you.

0 Experts agree on

- A a certain definition of ‘event’.
- B two different definitions of ‘event’.
- C two principles that apply to any event.
- D events being of limited duration and of similar type.

3 Mega events

- A sometimes don’t get enough media coverage.
- B include events like the Olympic Games and the FIFA World Cup.
- C have a marginal impact on the international tourism market.
- D are viewed critically by the author.

1 The ‘events industry’ evolved

- A in the mid-20th century.
- B as events got more and more.
- C as events took place in public.
- D in the 1980s and 90s.

4 Business events

- A attract many visitors.
- B are important to the tourism industry.
- C primarily focus on business and trade.
- D usually include corporate hospitality.

2 During the Covid-19 pandemic, many events

- A were postponed.
- B were held online.
- C limited the number of visitors.
- D turned out to be superspreader events.

5 Event managers

- A only carry out tasks before and during the actual event.
- B don’t necessarily need business and people skills.
- C work mostly on their own.
- D should be flexible and creative.

6

Listening: Improving the business environment

Listen to the interview about *BEST*, an EU institution that was set up to create and support enterprise culture in Europe, from exercise 31, p. 44 again. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, complete the sentences (1–6) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you.

0	In the future, we will face remarkable changes in _____.	every aspect of life
1	The abbreviation SME stands for _____.	
2	Public administration should make it as easy as possible to _____.	
3	In order to facilitate access to bank loans for newcomers, the government can provide _____.	
4	What can have a significant negative impact especially at the very beginning of the start-up phase of a company, are _____.	
5	Unlike Europeans, Americans’ attitude to entrepreneurship is _____.	
6	Jessica Morgan criticizes that there is too little interaction between _____.	

Key

exercise 1

1 F, 2 T, 3 F, 4 T, 5 F

exercise 2

1 Science can be used to break a habit. 2 Procrastination is a form of stress relief. 3 Not doing something because of fear. 4 The three parts are trigger – repeated pattern – reward. 5 Procrastination: trigger = stress, pattern = avoid doing something, reward = a little stress relief

exercise 3, possible answer

Try not to think of yourself as a procrastinator. It helps to think about procrastination as a habit because habits can be broken. A good way of getting over it is to analyse your stressors. Just start doing what needs to be done. Once you get started, you'll most likely continue.

exercise 4

1 more than / almost / just over / nearly; 2 almost / nearly; 3 about half; 4 just over / more than; 5 nearly / almost; 6 a quarter; 7 one fifth; 8 almost none / two thirds / about half / a quarter / one fifth

exercise 5, Reading: Events management

1 A, 2 B, 3 B, 4 C, 5 D

exercise 6, Listening: Improving the business environment

1	small and medium-sized enterprises
2	set up a business
3	loan guarantee schemes
4	cash-flow problems
5	(much) more relaxed
6	academic institutions and businesses / research institutions and businesses