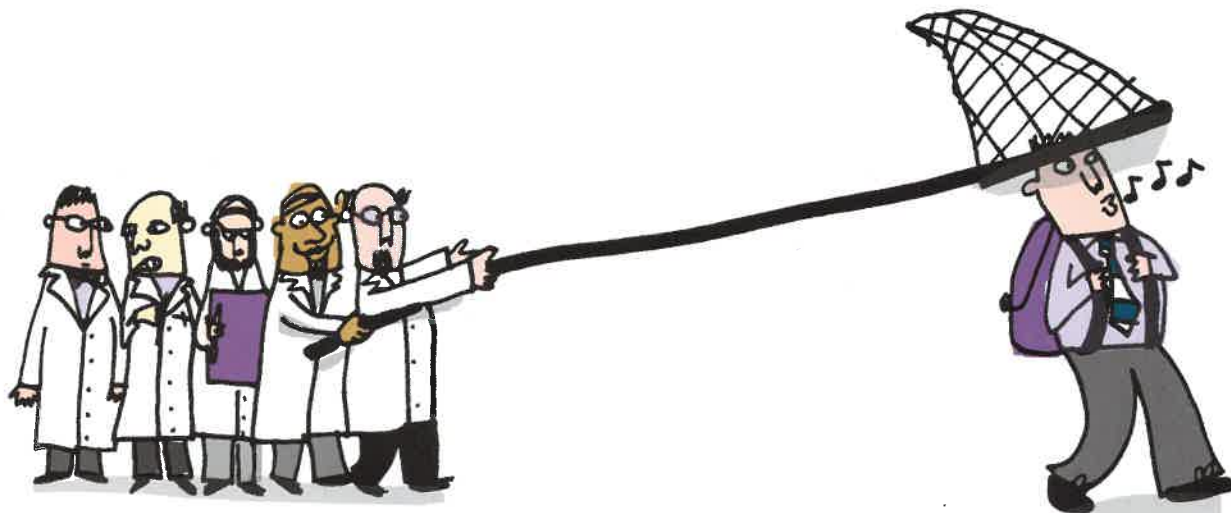


# 1 Building a career

## 1.1 About business The education business



### Discussion

**1** Decide which of these factors would be most important to you in choosing a business course. Order them from 1 = most important to 10 = least important.

- |  |   |
|--|---|
| <input type="checkbox"/> quality and reputation of faculty         | <input type="checkbox"/> cost                         |
| <input type="checkbox"/> quality and experience of fellow students | <input type="checkbox"/> innovative curriculum        |
| <input type="checkbox"/> help with finding top jobs                | <input type="checkbox"/> sports and social facilities |
| <input type="checkbox"/> location                                  | <input type="checkbox"/> earning potential            |
| <input type="checkbox"/> alumni network                            | <input type="checkbox"/> accommodation service        |

### Predicting and reading

**2** Read the title of the article opposite. Which of these marketing techniques do you think are used?

- |  |   |
|--|---|
| <input type="checkbox"/> telemarketing               | <input type="checkbox"/> mail shots       |
| <input type="checkbox"/> TV advertising              | <input type="checkbox"/> travelling shows |
| <input type="checkbox"/> discounts for early booking | <input type="checkbox"/> free holidays    |
| <input type="checkbox"/> weekends at Harvard         | <input type="checkbox"/> sponsorship      |

**3** Read the article and check your predictions.

### Scan reading

**4** Find what these numbers from the article refer to.

- |          |       |          |          |
|----------|-------|----------|----------|
| a 23,000 | c 80% | e 35     | g 60,000 |
| b 9%     | d 10% | f 43,700 | h 8000   |

### Reading for detail

**5** Read the article again and complete the chart.

### Listening and discussion

**6** **1:01** Listen to four students reacting to the article. Match each speaker 1–4 with the correct summary a–d.

- |  |
|--|
| a Universities should be accessible to everyone. |
| b Universities reinforce an unequal system.      |
| c Universities are right to be commercial.       |
| d Universities are right to be selective.        |

**7** Discuss your own reactions to the article and your opinions on elitism in education.

### The Harvard battle plan

#### Phase 1

- 1 Purchase \_\_\_\_\_ from examination boards.
- 2 Send \_\_\_\_\_ to high school juniors.
- 3 Visit \_\_\_\_\_ and travel to other countries.
- 4 Send out \_\_\_\_\_ to identify possible candidates.

#### Phase 2

- 5 Sort applications and give a score from \_\_\_\_\_.
- 6 Local \_\_\_\_\_ discuss the case for and against each candidate.

#### Phase 3

- 7 \_\_\_\_\_ lobby successful candidates by phone.
- 8 Invite applicants to spend \_\_\_\_\_ at Harvard in \_\_\_\_\_.

### Internet research

Search for the keywords "best business schools". Choose the school you would most like to attend. Hold a class opinion poll to find the most popular choices.