
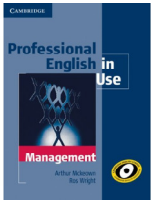


Slide 1

**Professional English in Use  
Management**

Arthur McKeown and Ros Wright  
Cambridge University Press, 2011

TESOL France  
Paris  
6 November 2011



Welcome to this presentation about *Professional English in Use Management*.




It is part of a self-study series from Cambridge University Press that includes key vocabulary in medicine and law.

My name is Arthur McKeown, one of the co-authors.

Slide 2

**The Concept**

- Texts
- Exercises
- “Over to You” tasks




The book contains forty 2-page units. Each unit has:


- Texts to contextualise key vocabulary
- Exercises to practise the vocabulary
- “Over to You” tasks to relate the vocabulary to a student’s own experience.

Slide 3

**Product Description**



- Management in context
- Innovation
- Marketing
- Operations
- People
- Finance
- Strategy and change





The book has seven sections, each with five or six double page units in important areas of management. Each unit presents key vocabulary on the left-hand page and exercises on the facing right-hand page.

Slide 4

**Customers / Consumers**

MBA and Masters in Management

- Those who are thinking about it
- Pre-sessional
- In-sessional





Likely users of the book are those who are thinking about studying management and need help with the specialist vocabulary. The book can also provide self-study support just before or during the academic year.

Slide 5

**Market Research**


- Internal
- Secondary
- Primary



The publishers had already identified a potential opportunity in the market for this title. Their sales teams had carried out a survey to identify the features that would be attractive to potential purchasers and users of the material.

Slide 6

**Genesis**



**Ros Wright**  
Coauthor of  
*Professional English in Use  
Management*





The project began with a conversation I had with a former colleague. She had completed the Law book in this series and had been asked by the Cambridge for a proposal for a similar book about the vocabulary of management.

Slide 7

**Development Process**

- Proposal
- Prototype / Sample material
- Production



We had to prepare a proposal to outline the likely content and sequence in which the different units would appear and some sample units. Some changes were made by the editorial committee and then we started production.

Slide 8

**Product Development**

- First draft
- Amendments, as required, and illustrations
- Enhancements



The first draft was then reviewed by staff in several universities who made some comments and suggestions. We also had to work with a designer to incorporate some visual material to enhance the overall layout of the book.

Slide 9

**The 3 Michaels**



Michael McCarthy      Michael Lewis      Michael West





Our approach drew on work done by people such as Michael West and his General Service Wordlist, Michael Lewis's lexical approach and Michael McCarthy's work to provide practice material on different types of vocabulary.

Slide 10

### Using Corpora

- Key vocabulary
- Word families
  - *to manage*
  - *management*
  - *manager*
- Collocations
  - *management role*
  - *management style*
  - *financial management*



We analysed texts to identify key terms in management English, their word families (for example, *to manage, management, manager*) and their collocations: (for example, *management role, management style, financial management*).

Slide 11



### Complementers



We have been able to identify several valuable self-study books that can be recommended for student use when they complete our book. These focus on academic vocabulary, collocations and business vocabulary.

Slide 12

### Competition


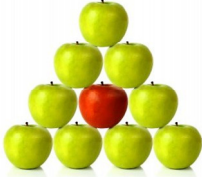


There are of course other books from different publishers which focus on the language, especially grammar and vocabulary, used in business and management, especially to develop communication skills.

Slide 13

**Unique Selling Point**

- Researched
- Relevant
- Recent





What makes our book unique is the focus on the results of careful research into the language, especially the vocabulary, that a student will encounter in management modules. And we have tried hard to use contexts that are relevant and recent.

Slide 14

**Some Problems**


- Constraints
- Challenges
- Solutions




It can be difficult to describe important management concepts in less than 200 words and to embed relevant vocabulary. But we had a talented editor who could make suggestions and provide solutions.

Slide 15


**Pricing**



The future of publishing  
- since 1584



Eric Baber



We were not involved in the pricing decisions set for this project. The publisher already has time-tested procedures for this. That said, their director of innovation is considering an app to attract additional users.

Slide 16

**Promotion**

- Sales team
- Conferences and teacher days
- Online and social media



The publisher has a large sales team in most parts of the world. Ros and I can attend conferences and workshop days for teachers. We can also make some use of teacher and learner support areas on the web.

Slide 17

**Place / Distribution**


- Bookshops
- Online





The book has started to appear in academic bookshops locally, nationally and internationally. It is also available for purchase on the Cambridge website as well as in online bookshops such as Eason and Amazon.

Slide 18

**Further Developments**



Bernie Dodge



There are opportunities to develop audio activities that can be made available through english360. I may create another publishing proposal based on collaborative WebQuests, a concept developed by Bernie Dodge.

Slide 19

**Challenges for the Future**



**Certificate in  
Professional English for Managers**




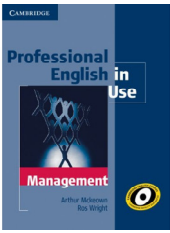
And an opportunity has emerged to create a Certificate in Professional English for Managers, to be offered by the University of Ulster.

This is another example of innovation at work in the Business Institute.

Slide 20

**Conclusion**

- The product
- The process
- The problems – and their solutions



In conclusion: I hope I have been able to give you some understanding of the product of this project, the process involved in making it happen and some solutions for problems encountered.

I will be happy to answer questions. Thank you.