

A background image of a business meeting with a teal overlay. In the background, two people are seated at a wooden table. One person is holding a pen and looking at a laptop screen displaying various charts and graphs. Another person is holding a pen and looking at a document. A coffee cup is on the table. The teal overlay is a large, semi-transparent shape that covers the left and center of the image. The text 'NEW BUSINESS ENGLISH 6' is written in a bold, dark blue font on the teal overlay. The text 'Lesson 12 Outsourcing' is written in a teal font on a dark blue background in the bottom right corner.

NEW BUSINESS ENGLISH 6

Lesson 12 Outsourcing



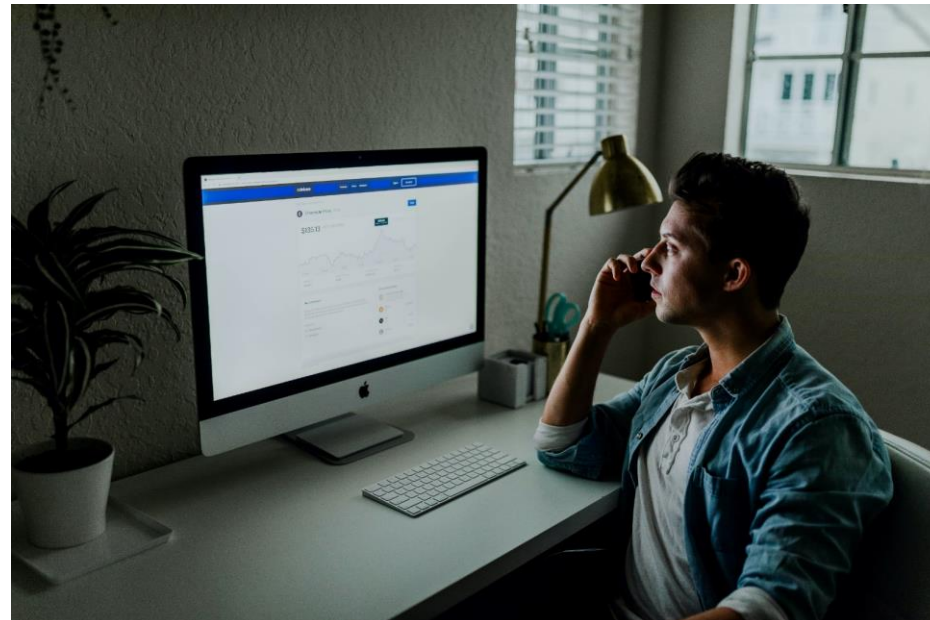
LEARNING GOALS

- ◆ Introducing Pros and Cons
- ◆ The Pros and Cons of Outsourcing



Warm-up

- ◆ What is outsourcing?
- ◆ What are the pros and cons of outsourcing?





There is no professional market survey personnel in Allie Swan. Bob suggests outsourcing market research. Abby and Bob are talking about the pros and cons of outsourcing.

Situational Dialogue

Listen to the audio.

Abby: My concern is that we don't have someone in the house that can conduct market research.

Bob: What do you think of **outsourcing** market research?

Abby: I'm not sure I agree with you. The obvious **drawback** is the **operating costs** will increase.

Bob: Yes, it's true, but the main advantage is that the market research agency is very professional. According to the search results, we can make smarter decisions and bring higher **returns** in the long run. Another advantage is convenience. We only provide the agency with a thorough and clear **brief**, including what the research should uncover and details on how we will use the results.

Abby: You're right. A possible disadvantage would be information security. For example, they may resell our company's customer information to our competitors.

Bob: The solution for that would be an airtight contract.

Role-Play

Do a role-play and answer the questions.

Abby: My concern is that we don't have someone in the house that can conduct market research.

Bob: What do you think of outsourcing market research?

Abby: I'm not sure I agree with you. The obvious drawback is the operating costs will increase.

Bob: Yes, it's true, but the main advantage is that the market research agency is very professional. According to the search results, we can make smarter decisions and bring higher returns in the long run. Another advantage is convenience. We only provide the agency with a thorough and clear brief, including what the research should uncover and details on how we will use the results.

Abby: You're right. A possible disadvantage would be information security. For example, they may resell our company's customer information to our competitors.

Bob: The solution for that would be an airtight contract.

Learning Goals

::: Introducing Pros and Cons

Pros

- The main advantage (of) ...
- One advantage (of) ...
- An additional advantage (of) ...
- A benefit ...



The main advantage is that the market research agency is very professional.



Another advantage is convenience.

Cons

- The main disadvantage (of) ...
- A possible disadvantage (would) ...
- The obvious drawback (of) ...
- A negative effect is ...



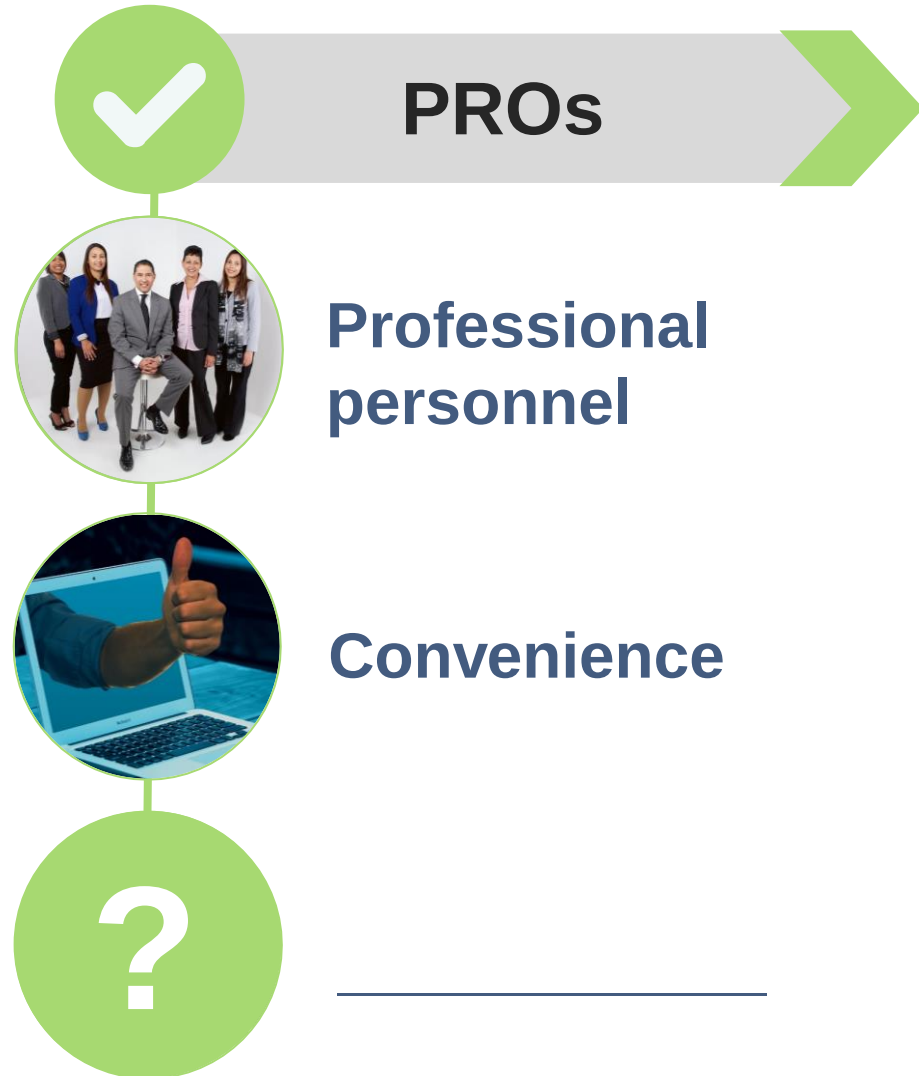
The obvious drawback is the operating costs will increase.



A possible disadvantage would be information security.

Learning Goals

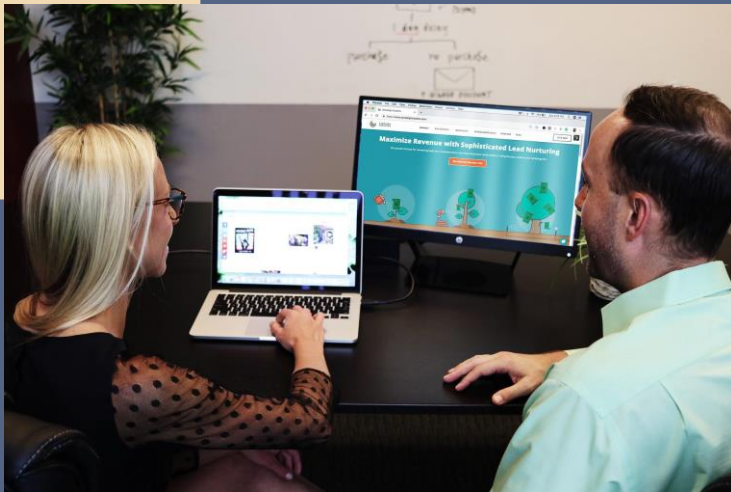
∴ The Pros and Cons of Outsourcing



Oral Practice

Scenario:

Your company wants to start using technology in most of its business transactions. State your opinion by providing the pros and cons of this major change.



∴ Key expressions to talk about pros:

- An additional advantage of ...
- A benefit ...

∴ Key expressions to talk about cons:

- The most important drawback of ...
- A negative effect ...

Types of Outsourcing



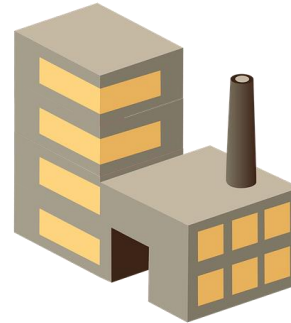
Professional

outsource professional services e.g. accounting, legal, etc.



IT

outsource IT development tasks



Manufacturing

hiring a manufacturing company to produce goods



Project

hiring a remote worker for smaller projects



- 1. Give at least 1 advantage and 1 disadvantage for each type of outsourcing.*
- 2. Which type of outsourcing does your company usually use?*

Overview

Keywords and expressions:

outsource/ drawback/ brief/ returns / operating costs

Introducing Pros and Cons

The main advantage of ...

One advantage/ disadvantage of ...

A possible disadvantage would be ...

Pros of outsourcing

Professional Personnel; convenience

Cons of outsourcing

Higher operating cost; information security risks

