

Starting a Business





课堂外

1. 蓝墨云班课



2. 喜马拉雅APP



视听
预习

自主学习
学生中心
翻转课堂

听说
预习

观看**微课**等在线学习资源



收听**音频** 跟读预习



Approaching Workplace



Task 1

Work in pairs. Discuss the following questions about these great business leaders.

Who are they? How much wealth do / did they have?

How did they start their business?

What characteristics did they share in starting up their business?

[Back](#)

Approaching Workplace

Task 1

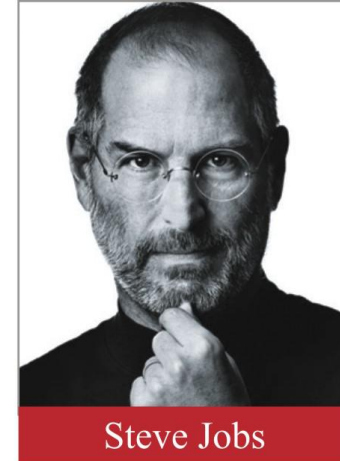
Who are they? How much wealth do / did they have?

How did they start their business?

What characteristics did they share in starting up their business?



Bill Gates



Steve Jobs



Mark Zuckerberg

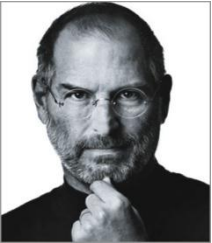


Ma Yun

Who are they? How much wealth do / did they have?



Bill Gates is the founder of Microsoft. Bill Gates is now worth nearly \$ 90 billion.



Steve Jobs was the CEO of Apple Computer Corporation. He was worth \$ 25 billion before he died.



Mark Zuckerberg is the founder and CEO of the Facebook, he is now worth \$13.5billion.

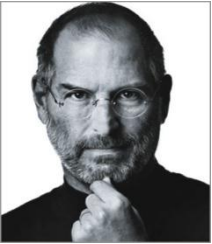


Ma Yun is Chief Executive Officer (CEO) of the Hangzhou-based Alibaba Networking Technology Co. in Zhejiang Province. He is now worth about ¥ 7.9 billion

How did they start their business?



Bill Gates left the university to found a company called Microsoft with his best friend Paul Allen. Owing to their efforts, this company developed rapidly and became a public company in 1985.



Steve Jobs, along with Steve Wozniak, co-founded Apple Computer Corporation and became a multimillionaire before the age of 30.



Mark Zuckerberg started in his college dorm room with roommate Dustin Moskovitz and Chris Hughes, and later on established his own company.

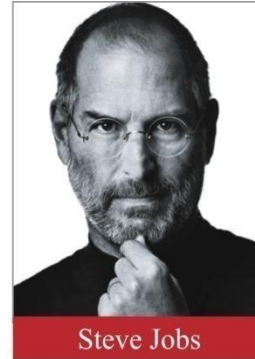


Ma Yun used to be an English teacher and started the website -
-www. china. alibaba.com in just six years. This company has developed rapidly and became the largest trade market online.

What characteristics did they share in starting up their business?



Bill Gates



Steve Jobs



Mark Zuckerberg



Ma Yun

They are all successful businessmen who established their own business from startups on a very small scale with only a few partners and friends.



Task 2

Work in pairs. Answer the following questions.

1. Do you dream to start a business of your own after graduation?

Yes, I want to start up a business.

2. Why or why not?

Because starting up a business is a quite challenging job, and I like challenge.

3. If you start up a business, what business will you do?

Perhaps open a shop to sell something. I like selling things.



Task 2

4. What business form will you take? A sole trader, a partnership or a franchise chain store?

Maybe I like to be a sole trader as I think I am very independent and I like to do business all by myself.

5. What do you think are the possible steps to set up a business?

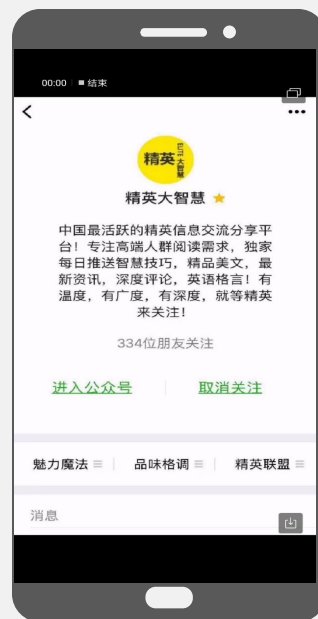
I think, first of all, I should have a good idea about the business, and then I need to do some market research. If my idea proves to be feasible, I will make a business plan, get the money for the business, hire some people, rent the office and start my business.

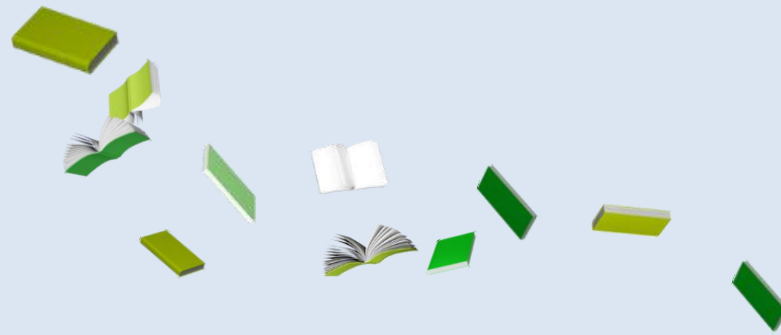


课后拓展，翻转课堂

1. 教师个人公众号：阅读案例

2. 蓝墨云班课：为下节作预习





Thank You!