

LESSON 4

TECHNOLOGY AND THE IMPACT OF IT IN OUR WORLD

KEY NEW TECHNOLOGY

Consider the following:

Has your company done any computer software upgrades recently?

What has been your experience with software training in your organization?

What other kind of technology do you use? (cell phones, fax, Blackberries)

Does this technology help?

DEFINITION:

Up and running: (Expression): When a system is operational.

Technology is fast becoming a major tool for communications and information management and has virtually infiltrated every aspect of our lives. Studying the management of IT systems in companies is a key part of MBA programs. Looking at a case study, we will see how to manage system upgrades that need to be up 24/7.



Time 60 Minutes

Vocabulary: IT vocabulary.

Key Points New Technology. WiFi and Cell.

Grammar Using conjunctions besides nevertheless however otherwise therefore **Objectives** To develop IT vocabulary through the analysis of a case study.

Review Unit 3

VOCABULARY AND EXPRESSION BUILDERS

Case study: To study a situation through an example.

We did a lot of case studies when doing the MBA.

WiFi (pronounced Why-Fi): To have a wireless connection.

Most computers have WiFi technology now.

Singapore-based: The location of someone or something.

He is based in Asia. Actually, he is Singapore-based.

Entire: The whole group.

The entire company closed for the holiday.

AM / PM: AM is morning and PM is afternoon.

The training started at 10 AM.

Troubleshooting: To find the source of the problem and repair it.

The technician had to troubleshoot the WiFi connection.

24/7: 24 hours a day 7 days a week.

The gas station is open 24/7.

IT: Technology including computers and communication devices.

Information technology is a good sector to work in.

If all goes well: If there are no problems.

If all goes well, we should be finished by the end of the week.

Local: Something based in the region.

She had to choose between a local or an international company.

Up and running: To make something operational.

The IT team had the system up and running in no time. (Functioning)

SENTENCE BUILDERS

Read each sentence out loud several times.

1. He is responsible for troubleshooting the installation.
2. The staff was distracted by the technicians.
3. The network will be up and running by next week.
4. They offer 24/7 support.
5. They are an international WiFi supplier.



COMPREHENSION BUILDERS

A case study for MBA students at the Free University of Amsterdam.

The following is a management situation where a new network is being installed in an office. How would you manage it?

The Computer Business (Managing a computer network implementation)

Jane Cumberland works for the Singapore-based fashion company called Caroline as an office manager and IT specialist. She has finally received confirmation from Dell Computers for the installation of a new network ordered for the entire office.

According to an e-mail sent by the computer company, the computers are arriving next week. Dell technicians are installing them in all of the offices in the department and they are arriving at either 8 or 9 AM on Monday to begin the job.

They are configuring the network in the afternoon and she expects that they are doing the troubleshooting later in the day. So that the staff in her office do not get distracted by the technicians, she has decided to ask them to attend either a Microsoft software training session or a management training seminar.

The training is starting on Monday and finishes Wednesday afternoon. If all goes well the network will be up and running by the time all of the employees are in the office on Thursday.

When choosing a solution, she had to decide between either a local company or an international supplier. She decided to buy Dell computers because neither local suppliers have 24/7 hotline support. They only have a 9 to 5 help desk shift.

MBA student Albert van Horn
Free University of Amsterdam

QUESTIONS

- 1) Albert van Horn has written a text about _____.
 - a. a computer installation
 - b. how to buy a computer
 - c. an MBA management situation analysis

- 2) Jane Cumberland works for _____.
 - a. Dell
 - b. Caroline
 - c. The Free University of Amsterdam

- 3) Jane wants computer training for her staff because _____.
 - a. she thinks the installation will distract them too much
 - b. her team needs training
 - c. she wants a holiday

- 4) Jane decided not to use a local company because _____.
 - a. of its location
 - b. it doesn't have 24/7 support
 - c. she wants a reputable company

TECHNIQUE BUILDERS (Using conjunctions nevertheless, however, otherwise, besides, therefore.)

Nevertheless (conjunction): Means 'but', 'on the other hand'
He has not studied for the test; nevertheless, he will pass.

However (conjunction): Means 'but', 'though', 'still'
I can teach him English; however, it won't guarantee him a job.

Otherwise (conjunction): Means 'if not/or else'
We must be ready; otherwise we will not get the contract.

Therefore (conjunction): Means 'so' 'consequently' 'as a result'
I went to school in Dallas; therefore, I was the best candidate for the transfer to Texas.

Besides (conjunction): Means 'in addition' 'as well' 'further'
I cannot finish the project right now because I am too busy. Besides, it is only being presented next week.

EXERCISES

Complete the sentences using a conjunction.
(Besides, nevertheless, however, otherwise, therefore)

- 1 John needed a chart for his presentation; (besides nevertheless however) _____ the data that he was explaining.

- 2 My boss has implied that he likes my work; (besides nevertheless otherwise) _____ he still needs to see results.

- 3 London's real estate is low; (besides however otherwise) _____ the prices will go up next year.

EXERCISES

4 He must calculate the cost per head; (besides nevertheless otherwise) _____ the client will not be able to decide on the price.

5 The employee wanted to get a raise; (besides otherwise therefore) _____ he had to prove his value.

6 The client wanted to invest on the stock market; (besides nevertheless otherwise) _____ they thought there was too much risk.

7 Alan had a big debt; (besides however otherwise) _____ he wanted to have it cleared up within a year.

8 Germany is ranked high on The Economist country index; (besides however otherwise) _____ the economy there is not very good.

9 She might go to university; (besides otherwise therefore) _____ she could go straight into the job market.

10 The manager wanted to realize the project; (besides otherwise therefore) _____ she wanted to get a promotion. She has been wanted that director position for a long time.

