

Technical Sales and Bidding

Instructions for the 1st CLIL assignment: Exploring terminology and creating a glossary

Read the instructions for Parts 1-3 carefully. Each part has its own required steps. At the end of this document, you will find instructions for creating a glossary in Padlet, the online tool that you will be using for creating your glossary.

The aim of this assignment is **to become familiar with the basic concepts** of B2B markets and sales processes in B2B markets **while gaining a deeper understanding of the basic terminology and how they can be used in practical situations.**

This assignment is carried out independently. You will be using the scaffolding technique to identify and understand key terminology and phrases from the chapters 1 and 2 of the course book **“Sales in Technology-driven Industries” by Technology Industries of Finland (2018).**

The deadline and the submission box are both available in Moodle.

Part 1: Getting ready

Step 1. The book

Get yourself a copy of the course book Sales in Technology-driven Industries. The book is available at Karelia library, and in digital format as an e-book edition. You may check the availability in the library or consider purchasing the book. See Moodle for the up-to-date link for the book.

Step 2. Skim

Skim the contents of chapters “1 Characteristics of B2B Markets” and “2 Sales Processes in B2B Markets” to get a general idea of the topics.

Step 3. Terms

Preview the terminology and expressions. Look at the table of contents, headings and subheadings within these two chapters. Try to identify as many essential terms in both chapters as possible. In addition, identify any terms or phrases that seem unfamiliar. Make a list of all these terms, and if possible, write down their context.

Part 2: Scaffolding

Step 1: Read

Now, it is time to read the chapters thoroughly to understand the introduced concepts.

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Step 2: Identify

Look up the terminology: While reading both chapters, identify terms and expressions related to the characteristics of B2B markets and sales processes. Write down these terms.

Step 3: Gather context

For each term that you have found, write a brief explanation and a possible example sentence explaining the context in which the term is used in the chapter. This will help you understand how the terms relate to the topics.

Step 4: Create a Glossary

Create a glossary for both chapters. Write down all identified terms along with their corresponding context sentences. **Use the digital tool Padlet (see instructions at the end of this document).** Once you are ready, proceed to Part 3. Make sure that you have your Padlet link available.

Part 3. Reflecting

Step 1: Reflect

Answer the three questions below. Reflect on the assignment and your learning.

Step 2: Submit the assignment in Moodle

As you have written down your answers in a document (MS Word or similar), remember to add your glossary link to the document and submit the assignment in Moodle.

The submission box with the deadline is available in Moodle.

Answer these three questions shortly in your reflection (½ -1 page will suffice):

1. Which terms were the most challenging to understand? Why?
2. How did this scaffolding technique help you understand the essential terminology?
3. How will these B2B market terms and expressions and the information that you have gained be useful for you in the future? How could they be applied in a real-world working life scenario in your future career?

Assessment: included in active participation assessment

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How to use Padlet? Check the instructions in Moodle.

Example outcome:

