



Universidad  
Técnica de  
Cotopaxi

# TECHNICAL UNIVERSITY OFCOTOPAXI

## ACADEMIC UNIT OF ADMINISTRATIVE AND HUMANISTIC SCIENCES

ENGLISH MAJOR

THESIS DEGREE

THEME:

**“ENGLISH COMMUNICATIVE SKILLS IN THE DEVELOPMENT OF THE  
FLOWERS IMPORT AND EXPORT BUSINESS TO FORTIFY THE SALES  
PROCESS AT AZERIFLORES FARM DURING THE PERIOD 2013-2014.”**

Thesis submitted previous obtaining the sciences of Education Degree with major in  
English Language.

**Author:**

**Jimena del Rocío Molina Mosquera**

**Director:**

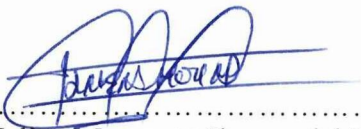
**MSc. Mercedes Abata Checa**

**Latacunga – Ecuador  
December 2014**



## AUTHORSHIP

The criteria issued in this research work “ENGLISH COMMUNICATIVE SKILLS IN THE DEVELOPMENT OF THE FLOWERS IMPORT AND EXPORT BUSINESS TO FORTIFY THE SALES PROCESS AT AZERIFLORES FARM DURING THE PERIOD 2013 – 2014.” are author’s exclusive responsibility.



.....  
Molina Mosquera Jimena del Rocío  
0502613078

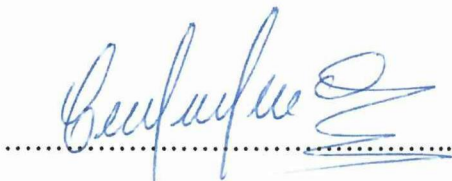
## THESIS DIRECTOR ENDORSEMENT

I, as Thesis Director of this research work about:

“ENGLISH COMMUNICATIVE SKILLS IN THE DEVELOPMENT OF THE FLOWERS IMPORT AND EXPORT BUSINESS TO FORTIFY THE SALES PROCESS AT AZERIFLORES FARM DURING THE PERIOD 2013-2014.”, belong to Molina Mosquera Jimena del Rocío applicant of the English Career; consider this research work meets the investigative, and methodological requirements, and scientific – technical contributions which are enough to be evaluated by thesis validation court that the Honorable Academic board from the Academic Unit of Administrative and Humanistic Sciences at Technical University of Cotopaxi designates for the corresponding study and qualification.

Latacunga, May 2014

Thesis Director

A handwritten signature in blue ink, appearing to read 'Mercedes Abata Checa', is written over a horizontal dotted line. The signature is stylized and cursive.

Lic. MSc. Mercedes Abata Checa.



## APROBACIÓN DEL TRIBUNAL DE GRADO

En calidad de Miembros del Tribunal de Grado aprueban el presente Informe de Investigación de acuerdo a las disposiciones reglamentarias emitidas por la Universidad Técnica de Cotopaxi y por la Unidad Académica de Ciencias Administrativas y Humanísticas; por cuanto, la postulante:

- Jimena del Rocío Molina Mosquera

Con la tesis, cuyo título es: **“ENGLISH COMMUNICATIVE SKILLS IN THE DEVELOPMENT OF THE FLOWERS IMPORT AND EXPORT BUSINESS TO FORTIFY THE SALES PROCESS AT AZERIFLORES FARM DURING THE PERIOD 2013 - 2014.”**

Han considerado las recomendaciones emitidas oportunamente y reúnen los méritos suficientes para ser sometidos al **Acto de Defensa de Tesis** en la fecha y hora señalada.


Por lo antes expuesto, se autoriza realizar los empastados correspondientes, según la normativa institucional.

Latacunga, 26 de Noviembre de 2014.

Para constancia firman:

  
Nombre y Firma  
**PRESIDENTE**

  
Nombre y Firma  
**MIEMBRO**

  
Nombre y Firma  
**OPOSITOR**

## **GRATITUDE**

First of all, I want to thank God who with his infinitive goodness and blessings has helped me to finish another stage of my life. God has given me the opportunity to meet many people. I am so grateful with the University for having me opened the doors to learn. Also, I want to give the thanks to all my Teachers during my teaching learning process. They taught me the best knowledge have helped me with patience and dedication. It is so impossible to forget my family. They helped me go on my studies. Finally, thanks all people who helped me to accomplish this dream. Thank you very much.

**Jimena**

## **DEDICATION**

This research work is dedicated especially to my Mother, who with her effort and dedication gave the support in order to get my objectives. She taught values and guided me all the time. Also, I dedicated it to my little daughter, Odalis, who motivated me with her love to finish this project.

Finally, this work is dedicated to all Farms who are in the business process of exporting the best flowers from Ecuador and finding the best ways to communicate with costumers.

**Jimena**



Universidad  
Técnica de  
Cotopaxi

# THECNICAL UNIVERSITY OF COTOPAXI

ACADEMIC UNIT OF ADMINISTRATIVE AND HUMANISTICS SCIENCE

Latacunga – Ecuador

**THEME: “ENGLISH COMMUNICATIVE SKILLS IN THE DEVELOPMENT OF THE FLOWERS IMPORT AND EXPORT BUSINESS TO FORTIFY THE SALES PROCESS AT AZERIFLORES FARM DURING THE PERIOD 2013 – 2014.”**

**Author: Molina Mosquera Jimena Del Rocío**

## ABSTRACT

This researching work was developed due to necessities to communicate and improve the relationship of the business process between the foreign costumers and the staff of the sales department in the farm. The workers who are immersed in the daily communication do not have an extensive knowledge of technical vocabulary, phrases, expressions and abbreviations used in the process of negotiation of the cut fresh flowers at Azeriflores Farm. So, there was a quite difficulty in communication to understand foreign people. The most important point in this researching work was to contribute with a communicative guide that improved workers knowledge in English so, the negotiations increased as well as the rentability and the profits for the company.

Furthermore, the research work took into account the skills that the staff needed to improve in the company. Knowing the English as a second language, so, it's necessary for the workers to have a good communication with the costumers in the process of the negotiations of the cut fresh flowers. This motivated to develop the Communicative Guide. This research work has technical vocabulary, expressions, phrases and abbreviations used in the business flowers to keep a good relationship with the foreign costumers getting excellent results for the sales department and in general with good profits for the company.

Finally, the personal of the company took advantages about the correct way of communication with the help of the guide. Each time the staff used this communicative guide. They practice and improve their knowledge and their communication became better. It helped to do the business flower process much more easily, effectively and efficient.



Universidad  
Técnica de  
Cotopaxi

# UNIVERSIDAD TÉCNICA DE COTOPAXI

UNIDAD ACADÉMICA DE CIENCIAS ADMINISTRATIVAS Y HUMANÍSTICAS

Latacunga – Ecuador

**TEMA: “LAS DESTREZAS COMUNICATIVAS DEL IDIOMA INGLÉS EN EL DESARROLLO DE LA NEGOCIACION DE LA IMPORTACION Y EXPORTACION DE FLORES PARA FORTALECER EL PROCESO DE VENTAS EN LA FINCA AZERIFLORES DURANTE EL PERIODO 2013 – 2014.”**

**Autor: Molina Mosquera Jimena Del Rocío**

## RESUMEN

Este trabajo de investigación se desarrolló debido a las necesidades de comunicación y mejorar la relación de los procesos de negocio entre los clientes extranjeros y el personal del departamento de ventas en la finca. Los trabajadores que están inmersos en la comunicación diaria no tienen un amplio conocimiento de vocabulario técnico, frases, expresiones y abreviaturas utilizadas en el proceso de negociación de las flores frescas cortadas en finca Azeriflores. Por lo tanto, había una gran dificultad en la comunicación para entender a las personas extranjeras. El punto más importante de este trabajo de investigación fue contribuir con una guía comunicativa que mejoró el conocimiento del idioma Inglés en los trabajadores, es así, que las negociaciones aumentaron así como también la rentabilidad y los beneficios para la empresa.

Por otra parte, el trabajo de investigación tuvo en cuenta las habilidades que necesitan mejorar. Conocer el Inglés como segunda lengua es necesario para los trabajadores y tener una buena comunicación con los clientes en el proceso de las negociaciones de las flores frescas cortadas, esto motivó para desarrollar la Guía comunicativa. Este trabajo de investigación tiene vocabulario técnico, expresiones, frases y abreviaturas utilizadas en la negociación de flores para mantener una buena relación con los clientes extranjeros, obteniendo excelentes resultados para el departamento de ventas y en general con buenos beneficios para la empresa.

Por último, el personal de la empresa tuvo ventajas sobre la forma correcta de comunicarse en Inglés con la ayuda de la guía. Cada vez que el personal utilizó esta guía comunicativa practicó y mejoró el conocimiento y su comunicación fue mejor. Esto hizo que el proceso de negociación de la flor sea más fácil, efectivo y eficiente.



Universidad  
Técnica de  
Cotopaxi

## CENTRO CULTURAL DE IDIOMAS

### ***AVAL DE TRADUCCIÓN***

En calidad de Docente del Idioma Inglés del Centro Cultural de Idiomas de la Universidad Técnica de Cotopaxi; en forma legal CERTIFICO que: La traducción del resumen de tesis al Idioma Inglés presentado por la señorita Egresada de la Carrera Inglés de la Unidad Académica de Ciencias Administrativas y Humanísticas: **MOLINA MOSQUERA JIMENA DEL ROCIO**, cuyo título versa “**ENGLISH COMMUNICATIVE SKILLS IN THE DEVELOPMENT OF THE FLOWERS IMPORT AND EXPORT BUSINESS TO FORTIFY THE SALES PROCESS AT AZERIFLORES FARM DURING THE PERIOD 2013 - 2014**”, lo realizó bajo mi supervisión y cumple con una correcta estructura gramatical del Idioma.

Es todo cuanto puedo certificar en honor a la verdad y autorizo al peticionario hacer uso del presente certificado de la manera ética que estimaren conveniente.

Latacunga, Diciembre del 2014

Atentamente,

Lic. M. Sc. Erika Borja  
**DOCENTE CENTRO CULTURAL DE IDIOMAS**  
C.C. 050216109-4

## INTRODUCTION

Nowadays, the companies of flowers need that the staff had a great knowledge in English Language to have a better communication with the foreign costumers, doing more effective and efficient the sales process in the job.

Also, the technology and the internet are playing an important role in the sales process, it is a great aid for the staff, it permits to make the communication easier and funnier for the use the internet translator to communicate with the costumers and too know the Google translator is a program and there are words that no translate correctly, the sales department staff don't know a technical vocabulary used in the flowers business, its difficult the good communication and business relationship with the foreign costumers and the farm. Too for workers is difficult to find this kind of books with a technical vocabulary, and when find it are expensive the technical dictionaries. This is a weakness and must be reforced, so in this thesis the research was important about the technical vocabulary, phrases and expressions in the business flowers and create a communicative guide.

So, the sales department is motivated to get a communicative guide with technical vocabulary, phrases and expressions about business flowers, this guide help the staff to learn and practice every day, and in this way don't forget when the sales department and the manager need communicate with the costumers, can use the communicative guide for flower business doing the sales process easier, and more effective and efficient.

The first chapter contains the development of many theoretical contents about the main topic which were analyzed and written some comments by the researchers since this information helped in order to get favorable ideas and definitions about each one for finding and establishing a starting point based on it, the researchers could design and order the ideas to have a clear meaning about the topic.

On the other hand, the second chapter is about the analysis and interpretation of the information obtained from the interview applied for the General Manager and the surveys applied to the staff in the sales department in the Azeriflores Farm and the foreign customers.

In addition, the third chapter contains specific information related to the design of a management of the Communicative Guide which has some parts: vocabulary, phrases and expressions used in the negotiation of the flower business. So, workers and the General Manager will know what is the best use of each and at the same time they might be able to take advantage of them in the English Teaching Learning Process with a self - education, therefore, this will be a wonderful and important contribution to the people who belong to the Azeriflores Farm and others Flower Farms; too is a contribution for the students of the English Career, because through this management guide they must keep and maintain the Technical English knowledge.

The second chapter is related with the interview applied to the General Manager of the Farm and surveys which I applied to the staff of the sales department and the costumers of the Azeriflores farm, 1 interview was applied to the General Manager, 4 surveys were applied for the workers of the sales department. Also, 26 surveys were applied for the costumers of the farm that are in contact all time in the negotiation of the cut fresh flowers. In addition, these surveys were argued according to the theory of the first chapter, were the research detailed the result obtained during this research to determine to create the Communicative Guide to improve and practice the English knowledge for the process of the negotiation of the flowers. The survey's information helped to create the Communicative Guide with technical vocabulary, phrases and expressions used for the staff of the farm in the process of the business flowers.

Finally, the third chapter states the purpose of this present researcher work and the theory is applied according to the results getting from the interview and surveys in which demonstrate the importance of this research work for the workers in order to improve the English knowledge. This Communicative Guide is a tool, will improve the Communication in the process of the negotiation of the cut fresh flowers, the staff and the Manager are going to develop and practice the technical vocabulary, phrases and expressions, to get the best results in the business process.

# INDEX

COVER.....	i
AUTHORSHIP.....	ii
THESIS DIRECTOR ENDORSEMENT.....	iii
GRATITUDE.....	v
DEDICATION.....	vi
ABSTRACT.....	vii
INTRODUCTION.....	x

FUNDAMENTAL CATEGORIES.....	1
BACKGROUND.....	2
<b>CHAPTER I</b> .....	3
1. THEORETICAL FRAME.....	3
1.2. EDUCATION.....	3
1.3 CHARACTERISTICS OF EDUCATION.....	4
1.4 IMPORTANCE OF EDUCATION.....	5
1.5 TYPES OF EDUCATION.....	5
1.11 EDUCATION IN ECUADOR.....	7
1.12 TEACHING.....	8
1.13 THE TEACHING LEARNING PROCESS ( TLP ).....	9
1.14 LEARNING.....	10
1.16 METHODOLOGY.....	12
1.17 METHOD.....	12
1.18 CONTEMPORARY TRENDS IN TEACHING.....	16
1.19 TECHNIQUES FOR TEACHING.....	20
1.20 RESOURCE.....	22
1.21 ENGLISH LANGUAGE.....	24
1.25 FLOWER BUSINESS.....	27
1.27 FLOWER BUSINESS IN ECUADOR.....	30
1.27 BUSSINESS AND BUSINESS DEPARTMENT.....	33
1.28 MODULE.....	37
1.28 COMMUNICATIVE MODULE.....	39

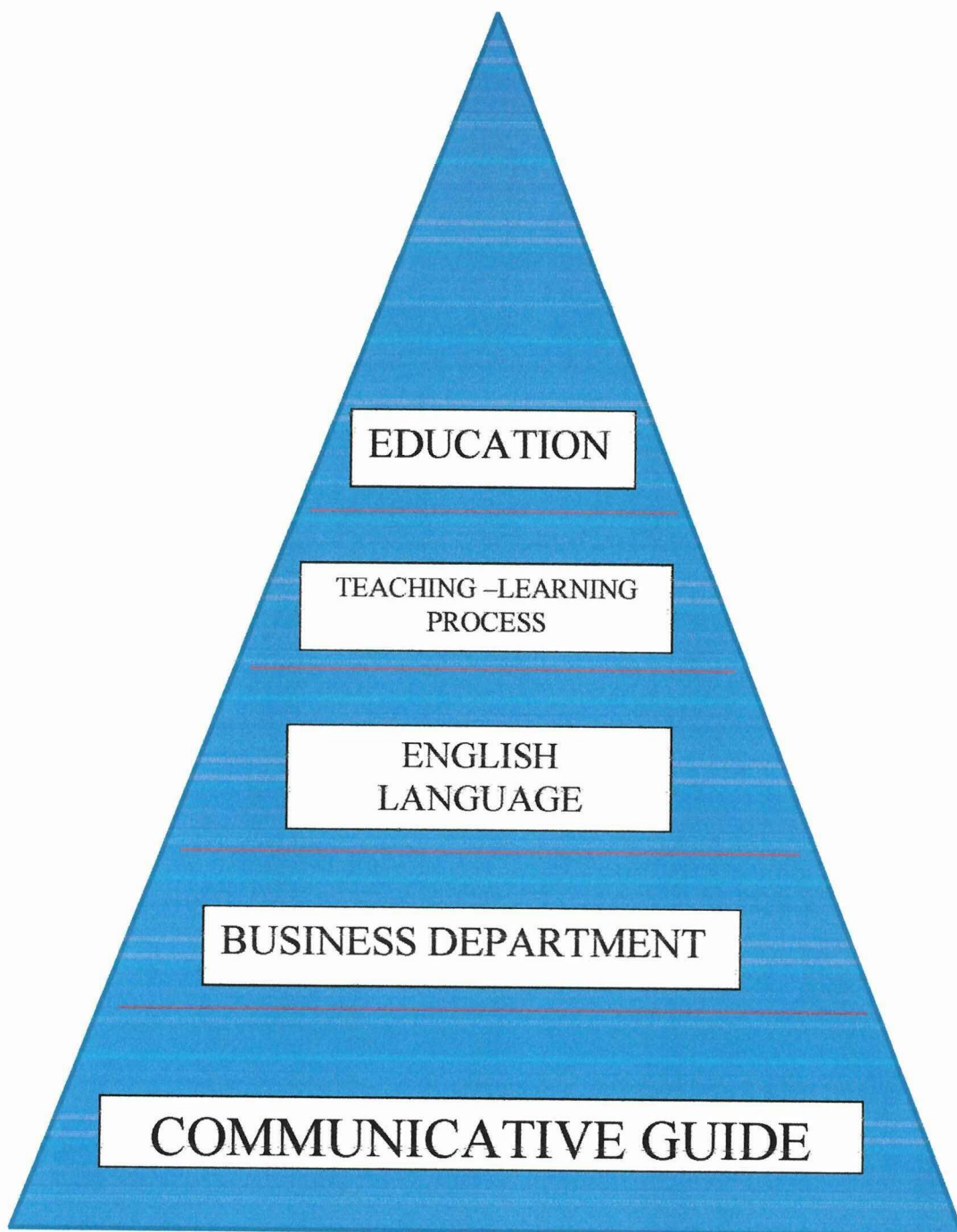
<b>CHAPTER II</b> .....	41
2. ANALYSIS AND INTERPRETATION OF RESULTS .....	41
2.1 CHARACTERIZATION OF “AZERIFLORES FARM” COMPANY .....	41
2.2 ANALYSIS OF THE INTERVIEW APPLIED TO THE AUTHORITIES. ....	43
2.3 ANALYSIS OF THE SURVEY APPLIED TO THE PERSONAL OF THE SALES DEPARTMENT. ....	45
2.4 ANALYSIS OF THE SURVEY APPLIED TO THE COSTUMERS OF THE AZERIFLORES FARM. ....	53
2.5 CONCLUSIONS .....	59
2.6 RECOMMENDATIONS .....	60
<b>CHAPTER III</b> .....	61
3. PROPOSAL DESCRIPTION.....	61
3.2 IMPORTANCE .....	61
3.3 JUSTIFICATION.....	62
3.4 OBJECTIVES .....	63
3.5 FOUNDATION.....	63
3.6 PEDAGOGICAL FOUNDATION .....	64
3.7 PSYCHOLOGICAL FOUNDATION .....	65
3.8 PROPOSAL DESCRIPTION.....	65
<b>BIBLIOGRAPHY</b> .....	40
<b>ANNEXES</b> .....	44

## **INDEX GRAPHIC CHART**

DESTINATION OF ECUADORIAN EXPORT.....	28
FOREING TRADE.....	31
MAIN DEPARTMENTS IN THE BUSINESS.....	33
2.3 ANALYSIS OF THE SURVEY APPLIED TO THE PERSONAL OF THE SALES DEPARTMENT.....	44
CHART AND GRAFIC 1.....	44
CHART AND GRAFIC 2.....	45
CHART AND GRAFIC 3.....	46
CHART AND GRAFIC 4.....	47

CHART AND GRAFIC 5.....	48
CHART AND GRAFIC 6.....	49
CHART AND GRAFIC 7.....	50
CHART AND GRAFIC 8.....	51
2.4 ANALYSIS OF THE SURVEY APPLIED TO THE CUSTOMERS OF THE AZERIFLORES FARM.....	44
CHART AND GRAFIC 1.....	53
CHART AND GRAFIC 2.....	54
CHART AND GRAFIC 3.....	55
CHART AND GRAFIC 4.....	56
CHART AND GRAFIC 5.....	57
CHART AND GRAFIC 6.....	58

## FUNDAMENTAL CATEGORIES



## **BACKGROUND**

Fortunately, after a researching in the Technical University of Cotopaxi, there weren't a similar thesis work with the theme: **"ENGLISH COMMUNICATIVE SKILLS IN THE DEVELOPMENT OF THE FLOWERS IMPORT AND EXPORT BUSINESS TO FORTIFY THE SALES PROCESS"**, this motivated me to develop a researching about this topic, it is an interesting theme about the process of the negotiation of the cut fresh flowers. Ecuador in the last years increase the flowers exportation to different markets such us United States, and stronger the last years, it has opening to European markets. It is a necessity to have a good communication and a relationship with the foreign costumers, so, the Farms hire the staff with knowledge in English Language to facilitate the process of the negotiations of the cut fresh flowers, however, found it a weakness in the workers of the sales department with a low level of technical vocabulary used in the negotiation.

## CHAPTER I

### 1. THEORETICAL FRAME

#### 1.2. EDUCATION

Education is quite important nowadays because it is needed to have an extended knowledge to face the globalization.

*CRESPO TORAL, Jaime (1999, Pg. 39) "Education is the process of deep communication between the inner and outer world of the human being through the work develops their potential to transform the world for a society of justice and dignity."*

*LEMUS, Luis Arturo (1992, Pg. 13) refers that education is an activity that aims to train, manage or develop human life so that it reaches its fullness.*

The authors agree that education helps to transform the society to live in a better way with peace and justice so that education is the unique way to change the humanity and develop intellectual and emotional aspects to get the totality of the goals.

*MATTHEWS, Christine and Pauline (1994, Pg. 158) state that: "Education in simple societies where children learn their roles to adult roles through playing and imitating older"*

The authors agree that education is not received only in educational institutions, also inside the home and the society.

According to the definitions about Education, it is rather necessary to be educated to have values and to form people's behavior, and it is a systematic presentation of events, ideas, skills and techniques to the students. It helps develop to orientate, use and fortify the knowledge to confront to the society with more capacities in this globalize world that need professionals with bases of knowledge.

### **1.3 CHARACTERISTICS OF EDUCATION**

Etymologically, the word education comes from the Latin educare = Breed, feed, nurture and Exducere = Take away, take, lead, according to this meaning the word refers to Education double meaning of the term in the first instance the role is fulfilled in the home is to breed, feed and nurture core values that get them within the family and in the second the action or role that the teacher through a systematic process to deliver the precise elements to extract their potential and perfect.

It should be noted that within the teaching of the history of the English language there are forces that influence both internal and external training of the individual: The Auto - Education where the individual takes responsibility for itself, monitors and makes judgments about aspects of their own learning and the auto-Education or external influence which teacher participation is presented as a guide.

Education is a process of socialization and acculturation of people through which they develop physical and intellectual abilities, skills, study skills and ways of behaving which are ordered with a social purpose.

In many countries the formal school education is free for all students. However, due to the shortage of public schools, there are many private and parochial schools. The basic Ecuadorian Education is free and the government helps with books and educational texts and uniforms. There is a program to scholar breakfast, so that one of the difficult things in

teaching learning process is the desnutrition in a big part of the populations and one factor to have low efficiency in the classrooms.

The function of education is to help and guide the learner to retain and use the values of the culture that is imparted, strengthening national identity. Education encompasses many areas, such as formal, informal and non - formal, in blue we see developed countries (those with a good education). In these countries education is free and the guys / girls are given many opportunities to have a good present.

#### **1.4 IMPORTANCE OF EDUCATION**

Education has a huge impact on the society. It assumes that a person is not in the proper sense although he or she is educated. The education trains the human mind to think and take the correct decision on his or her needs. An unskillful person cannot read and write and for this reason he is closed to all the knowledge and wisdom he can get through books and other ways. In other words, he is kelp from the outside world. In difference, an educated and cultured man lives with the windows open towards outside world.

The importance to get and provide an educational training cannot be ignored by any nation, country or state because it is an essential right of all citizens or individuals around the world. Nowadays, the role of education has become in a relevant aspect because the economic and social development of a particular country depends of a clever person so that he or she can change the future of a nation through good or bad decisions.

#### **1.5 TYPES OF EDUCATION**

Education is the most efficient and effective way of teaching and learning the basic and advanced skills and knowledge. Being the foundation of our society, education encompasses our lives by motivating our minds and molding them into intelligent ones. Each one of these, study the behavior of a determinate group of learners in order to provide

the properly educational training to them and help them to understand and realize the importance of learning.

## **1.6 FORMAL EDUCATION**

Formal education comprises of the basic education that a person receives at school, high school or university. The basics, academic and trade skills are exposed to the person in formal education through trainers, teachers who know and manage an specific study field and transmit their knowledge in an easy way using an appropriate methodology with learners.

Starting with nursery education, a person learns the various aspects as he advances towards primary, secondary and higher education. While nursery, primary and secondary education are received by a student at a school, higher education, or post-secondary education, is generally disclosed at a college or university.

## **1.7 INFORMAL EDUCATION**

Informal education includes educating one through informal way of communication and reading books. It is edifying someone outside the basic form of education, that is, in schools, and without the use of any learning methods. This is considering as popular wisdom in which there was no a previous training to get knowledge. Also it is considered as not adequate strategy of learning because students do not reason and they are not able to provide and transmit their knowledge to someone else.

## **1.8 SPECIAL EDUCATION**

The special education is particularly for students who have been evaluated on the various parameters of disabilities and have problems to learn easily and they are educated through a special learning method, known as learning to read, it is a gradual and systematic method in which children with Down syndrome enjoy learning by the association of the picture with the word. In addition special students like interactive classes where they learn

through games, body movements and facial expressions because they are always dynamic people and they cannot understand when teacher only speaks.

## **1.9 ADULT EDUCATION**

Adult education is the process of educating to older people as it aims towards educating an adult on literacy in order to overcoming the social inequalities. Adult education is the way in which teacher must have patience and adequate behavior to transmit his or her knowledge to adult students because they do not learn in the same way.

## **1.10 EDUCATION LEVELS**

They are process for which learners increase and get their wisdom through the teacher's experience; also education levels are steps that pupils must follow in order to be analytical and critical students.

There are four Education levels:

- . NURSERY EDUCATION
- . PRIMARY EDUCATION
- . SECONDARY EDUCATION
- . HIGHER EDUCATION

## **1.11 EDUCATION IN ECUADOR**

According to the Ecuadorian government policies, The Ministry of Education has a Lines of Action for Education, the same as described below:

Manage and strengthen basic education 10 years , with the universalization of the first, eighth, ninth and tenth years of basic education and the general bachelor with three years with equity , quality, warmth and coverage, based on a pedagogical proposal that meets the needs of society knowledge and information based on national and international standards of quality , enhancing general skills development , basic and specific in students that allow

successful development in their environment, the educational revolution takes place in the classroom , where it is important to know but more important is the commitment to the community , based on a culture of solidarity.

Permit, that the new generations have basic knowledge and capacity at the international level studying in the local and foreign Universities.

## **1.12 TEACHING**

*ALVES DE MATTOS L., "In relation to its content, didactics is the system of principles, rules, procedures, and resources that every teacher should know and apply. With this systematic set are achieved correctly guiding students in learning materials following program educational objectives. "(2007, p. 145)*

This means that there is no " best teaching technique " in absolute terms and determinable a priori , but within the immediate circumstances of reality , it is always possible to determine in each case , the teaching technique more feasible and advisable , for that is required to understand and discern all the data of the real situation and immediately on to be current .

*The teaching is practical discipline and regulatory specific aims of teaching techniques that is the art of directing and effectively guide students in their learning. Defined in terms of their content, teaching is the systematic set of principles, norms, resources and specific procedures that every teacher should know and be safely applied to guide their students in learning materials program, considering their educational goals. (2007, p145).*

The concepts described above they can be summarized as follows:

Teaching means "to teach" and therefore pedagogical scientific discipline that studies the processes and existing elements in teaching and learning. The system of principles rules,

procedures, and resources that every teacher should know and be able to apply under principles, rules, procedures, and resources that should know and apply.

### **1.13 THE TEACHING LEARNING PROCESS (TLP )**

In the last two decades of the last century, an increase in teaching English as a foreign language in the primary, secondary and obviously at the top level was evident in many countries.

Thus the teaching-learning process has brought about the emergence of new questions about how to more effectively teach the history of English language students. As such, the SAP proposes to organize the curriculum using the topical approach, which is based on teaching principles proposed by Piaget and Vygotsky. This approach is characterized by start with a topic that is relevant and of interest to students, to get them involved in research tasks from their language level.

Thus, Teaching and Learning of English as part of a single process that aimed at training the student. This implies that there is a knower (teacher), and another unknown (the learner), thus allowing to obtain an efficient education of the English language.

Teaching is generally an activity carried out jointly by the interaction of three elements within the teaching-learning process (TLP), which are: the teacher, the students and the object of knowledge. In addition, the teaching of the history of the English language is of vital importance globally, as it is used in different fields, such as: Economic, industry, the business, international trade, etc., so as all productive universes is written, spoken and read English. To explain today the importance of the English language, is the scientific superiority of the United States and Britain in the twentieth century, with important discoveries and technological advances.

The essential purpose of teaching the history of the English language is the exchange of information supported by direct or communication aids, which have a greater or lesser degree of complexity in the majors in English. As a result of this action, it should be a mark

on the individual, a reflection of the objective reality of the surrounding world, in the form of knowledge, skills and abilities, allow face new situations with a creative attitude, adaptive and appropriation.

#### **1.14 LEARNING**

The English language can be seen as the result of social interaction, is the complementary process of teaching is the act by which a student attempts to capture and develop the content posted by the teacher, or any other source of information. The student achieved through media, study skills or intellectual work. This learning process is carried out according to objective, which may or may not identify with the teacher and takes place within a given context.

Today more than ever it is essential to learn English because each day is more used in almost all areas of knowledge and development of societies. Practically it may be said that this is the language of today's world as your possession can no longer be treated as a luxury, but an obvious need.

*To BALDERRAMA Cornejo, Maritza (2000, Pg. 07), "It is the continuing process of human beings that allows you to develop your potential to achieve behavioral changes that will lead to a supportive and productive coexistence."*

It is considered that the empirical and scientific learning depends on how to be useful to the society and contribute in great condition to changes it requires, and a good develop physical and intellectual.

#### **1.15 THEORIES OF LEARNING**

Stand the diversity of learning theories, which have been more impact on the education system, pedagogy and didactics. They are:



**Behavioral:** Behavioral models of learning the history of the English language are supported in Skinner's theory, the development of programmed instruction and controlled experimentation. They believe that the origin of knowledge sensations. To attain the knowledge needed to establish relationships between different stimuli that are captured by the subject according to different principles (similarity, spatial contiguity, causality, etc.) Study of the principles of partnership is at the heart of behaviorism.

**Cognitive:** Cognitivism believes that learning is given by the interaction between the individual and the environment, based on the learner's cognitive structure, conceiving teaching as planning a series of events to initiate and start learning in students.

**Constructivism:** Constructivism considers the crucial role of the student or learner: it is he who knows. The knower plays an active role in the process of knowledge. Such knowledge is not at all a copy of the world but is the result of a construction by the subject, as it interacts with objects. Constructivism believes that the starting point of all learning is the previous knowledge.

**Discovery Learning:** Learning is mainly discovery: discover what learning itself; education must be first of all an invitation to investigate the knowledge to be discovered within the TLP.

**Meaningful learning:** learning meaningful, relevant to the learner and therefore durable and solid must start from the place where it is located. Should relate to their prior knowledge, sometimes to reaffirm and expand, others to question them, to question them and propose possible new perspectives and approaches. But always start from their prior knowledge.

**Multiple Intelligences:** They are based on research that has shown how humans learn in very different ways, to the extent that there is no single intelligence but multiple and diverse intelligences.

For example, some people in verbal and language plays a central role, but others, however, primarily have a “body intelligence “. The first mainly learn listening, speaking, reading, writing. Instead the latter learn best by touching, moving, experienced, etc.

## **1.16 METHODOLOGY**

The methodology for the teaching of the English language is the set of strategies, procedures, methods or intentional activities organized, sequenced and integrated to enable the achievement of meaningful learning and quality students.

The methodology used where all skills are integrated into the teaching and learning of English language for proper development of the class active methods , since it is necessary that teachers master the method and techniques to be used for teaching the history of the English language.

Methodology etymologically comes from Greek META "beyond" ODOS "road" and LOGOS "study". Refer to the research methods that are followed to achieve a range of objectives into a science. In summary, the set of methods are governed in a scientific investigation or a doctrinal exposition.

*NASSIF, Ricardo ( 1958, Pg. 80 ) quotes or Methodical Methodology as " The set of rules relating to methods of education uses to fulfill its contents " .*

Applicants for the Methodical is the instrument given to teachers in their task of educating better through the various existing methods, which then adapt to meet your expectations and goals better learning outcomes will be achieved in the history of the English language .

## **1.17 METHOD**

*To SALKID, N. Method, "is the general plan of action according to a given criterion and taking into view certain goals." (1998; pág.279)*

Regarding the definition its etymology humans are able to recognize the way to reach a set point also add that in terms of educational level, this term will have a greater significance , so that approach is the road to achieve certain objectives in the teaching plan.

And so this language has become the star of the times due to several factors including international radio and television, publications in this language in all areas of knowledge, and the Internet, the last giant computing that provides us in this century.

Learning English becomes an increasing need for those not wishing to be facing the other side of the sidewalk arrival of the changes, perhaps the most revolutionary Millennium occurring, and will occur in all professional fields.

Not forgetting its primary purpose is to streamline the management of learning and thanks to him , can be made the knowledge, skills acquired and incorporated with less effort ideals and attitudes that teachers aims to provide its students .

**METHOD'S FOR TEACHING ENGLISH LANGUAGE**, the method is considered as the visual expression of Teaching that is used in teaching to arouse interest and stimulate the learner. As it is also an established process or systematic way to perform a task or job in order to reach a predetermined goal.

It comes from the Greek roots meta = hodos = path and direction so that method is the way to come to an end or goal.

Following the study of the most important in the teaching of the history of English, referred between XX and XXI century's contemporary methods is presented.

**METHODS STRUCTURAL** have in common that the English language is a process of acquisition of structures and patterns through habit formation. The theory of language underlying these methods is structural linguistics that considers language as a system of

structurally related elements to encode meanings, and these elements: phonemes, morphemes, words, structures and types of sentences.

**AUDIO- LINGUAL METHOD.-** Features and theoretical assumptions of this method to provide great emphasis oral approach to teaching English language to focus on the accuracy of the speaker through resources such as radio, television, etc., Without give importance to grammar.

**COGNITIVE METHOD.** - Cognitive processes involve the recognition of the way, the perception of meaning, the relationship between the universal and the particular, generalization and analogist. Use exercises to teach grammar from the understanding of the concepts introduced by deductive explanations of grammar practice before any structure which employs the four language skills from the start.

**NATURAL METHOD.** - consider that students should learn a second language in a natural way, in the same way they learn their native language.

**INDUCTIV METHOD.** - Also known as the scientific method is a process of using observations to develop general principles on a specific topic, and the teacher provides the information necessary for students to assimilate.

**DEDUCTIV METHOD.** - Is that part of general categories to make statements about particular cases, and students expressed their ideas, opinions, etc. Then the teacher provides the necessary information to students.

**TRANSLATION METHOD.-** This method focuses on the grammar of a second language, since it requires students to traducer any text must know the grammatical rules of both the native language and the foreign language.

**DIRECT METHOD.-** The general objective of this method is to provide students with knowledge of the English language through everyday situations.

**INDIRECT METHOD.** - involves encouraging students toward the pursuit of knowledge for themselves in the process of teaching and learning of English.

**CIENTIFIC METHOD.** - consists of having enough information on any topic for teaching English.

There have been other little known methods, such as: the Suggestopedia, the silent way, the total physical response and language learning community emerged in the second half of the twentieth century. These methods have provided some important teaching and learning the history of the English language aspects.

**SUGESTOPEDIA METHOD.** - Exploits large reserves of human capabilities. The individual reacts consciously aware and to any stimulation. In this didactic concept, students are seated in comfortable furniture, listening to instrumental music, are given new names and hear extensive dialogues, presuming that this will lead to a more rapid and lasting assimilation.

**SILENT METHOD.** - The teacher provides input ( amount of material to be assimilated ) limited modeling language to be learned and telling students what to do by signs , gestures , visual aids , films , and other pointers silent media. This method takes the student to rely on their own resources.

**TOTAL PHYSICAL RESPONSE METHOD.** - are learned through actions and physical responses instead of mechanical exercises, and students feel confident when you speak and wish to do so. Arises, which is an effective method to start teaching the history of the English language, so its use in children and adolescents is recommended to create an environment of cooperation and interaction among students in the classroom.

**METHOD OF COMMUNITY LEARNING.** - This method has much to contribute to the teaching of the history of the English language to reduce the anxiety that learning occurs in

students. This method is characterized by group learning, promoting interaction, as students learn in community.

The teacher has the role of expert and counselor, remaining passive to reduce anxiety in their students. Use the translation of the native language to the target language during the first lessons. The theme of each class is determined by the student.

To summarize the historical study of methods of teaching the history of the English language is considered that: In most of the methods, there is a tendency to overestimate the role of the teacher or the student in the learning process communicative competence in the English language, which has resulted in teacher-centered classes or the student, as it is optimal to consider the functions of both in unity and harmony.

### **1.18 CONTEMPORARY TRENDS IN TEACHING**

Then a characterization of contemporary trends in English language teaching is done. It is considered that the methods used in the teaching of English, are grouped into three trends: behavioral, cognitive and interactive teaching them to be responsible for selecting according to the philosophy adopted in the teaching-learning.

#### **- Behavioral trend.**

This tendency on the teaching of English is based on behavioral psychological outlet. Its features include: giving a sequence units , pay more attention to the structure and form of the meaning ; based learning in learning structures , sounds and words , avoid grammatical explanations, make way for the communicative activities after a long process of exercise , to prohibit the use of the mother tongue and translation in the early stages ; work reading and writing then there is a perfection in oral skills , consider language as a habit, so that errors have to be prevented at any cost , to achieve the goal of accuracy , achieving student interaction with the linguistic system , presented through audiovisual and technical means of controlled materials and determine what the student will use.

All this makes excessive methodological approach and extensive use of imitation, to ignore the level of creativity, spontaneity and independence of the student.

- **Cognitivist trend.**

The cognitive tendency, also known mentalist, is based on contemporary cognitive psychological tendency that emerged in the 1950s in the U.S., which is to know the level of knowledge possessed by each student.

- **Interactive trend.**

This trend considers that the planning of the learning process are the most important aspects of the activities and roles of students rather than the content, so it was not previously part of predetermined targets, considering a change in emphasis of the course teach the learning process.

## **PERSPECTIVE FOR TEACHING**

For analysis will be based on the philosophical, sociological, psychological, linguistic, pedagogical and educational perspectives.

### **Philosophical perspective:**

- It is based on dialectical materialism.
- Focuses on communication as a human activity.
- Conceived the English language proficiency as an activity that allows the subject to enjoy a fuller life, to provide you with more cultural universe, contributing to a more comprehensive personality.

### **Sociological perspective.**

- Education -society relationship.

- In the individual dimension, where subjects with educational activities are present, the school plays a major role guiding students along the family and society.
- Education - culture relationship.
- Education as a mediator between man and culture is considered to promote a wide range of knowledge in different areas of knowledge.
- Language - culture relationship.
- Be part of the foreign language as an instrumental mediator for the development of a general knowledge of the student.

#### **Psychological perspective:**

- It is based on the approach of the human psyche, ie internal and external conditions that influence students in the teaching-learning process.

#### **Linguistic perspective:**

- It is assumed that the foreign language is a way to express ideas, emotions, feelings, and serve at once, for the regulation of personality.
- Communicative competence in the foreign language conceived as an integral process of human activity, where the communicative functions are specific ways that allow the process of appropriation of a foreign language , and context as a condition for this process to occur.

#### **Pedagogical perspective:**

- A socialist humanist pedagogy, focusing on teaching and learning in the foreign language classroom should ensure social justice and equality from those very processes is assumed.

- It is part of an educational process that ensures attention to individuality and diversity.

**Didactic perspective:**

**He rules over a set of educational requirements, such as:**

- Guide the student towards the active pursuit of knowledge, through a system of activities that promote the search and exploration of knowledge from reflexive positions that stimulate the development of their thinking and cognitive independence.
- From diagnosis of the preparation and development of the student. Cater to individual differences in the transition to the level achieved aspirational and develop forms of communication that allow activity and promote individual development, achieving a proper interaction of the individual and the collective in the learning process.
- Link learning content with social practice and encourage the assessment by the student in the field of education.
- Use information technology and communication to enhance instructional and educational work of the teacher and the cognitive and strategic independence of the student.
- Consider the practical orientation of the objectives, towards basic language skills: listening, speaking, reading and writing, and to the self- regulatory processes of personality.
- Consider - themed situational learning materials presentation.

- Consider processes information gap, choice and feedback.
- Consider logical mistakes as learning process.

**To summarize the baseline study, it can be suggested that:**

- Communicative competence in the teaching of the history of the English language has been addressed in different ways in each trend, responding generally to the language of the time, demonstrating a lack of integrity in dealing with such a complex process. However, communication is understood as a human activity that is presents cognitive, affective and social.
- The teaching-learning process in the history of the English language is communication that is promoted in these trends as it tends to polarize the teaching in some cases and, in others, the learning, so classes focus the teacher or the student.

### **1.19 TECHNIQUES FOR TEACHING**

The technique comes from the Greek " techne " = art, is a procedure or set of rules , standards or protocols, which aim to obtain a certain result , whether in the field of science , technology , art , education or any other activity.

*According to MATTOS, Luis (1974, Pg. 76) "The techniques are sound ways to conduct one or more faces of school learning."*

The above context it is considered that a properly selected technique will become clear and precise to address teaching and learning tool.

Techniques for teaching the history of the English language skills required both manual and intellectual, often using tools and always varied knowledge.

However, the technique arises from the need to modify the environment and is characterized by being transmissible, but not always conscious or reflective. Each individual usually learns from others (sometimes invented) and eventually modified. The technique, sometimes difficult to differentiate from technology arises from the need to transform the environment to better suit their needs.

There are several techniques available teaching; experience in the use of these techniques can only be obtained through practice.

**1. Subject.** - In this technique, the teacher usually speaks to a group using notes prepared in advance without using visual support materials and without giving an opportunity to the group to ask questions. This method is useful when new facts or information presented or when only a short time.

**2. Discourse with supporting material.** - This method is a branch of the art of the chairs, in which the teacher supports their presentation materials such as drawings, posters, copies of articles, brochures and others. The drawings or posters need not be works of art professionals, but should be interesting and clear.

**3. Argumentation.** - This technique provides the opportunity for each student to express their ideas, discuss their experiences and share information.

**4. Questions and answers techniques.** - This technique is a quick and effective way for the group to share their knowledge. The questions that the leader does can encourage participants to focus their attention and thoughts on the subject.

**5. Expositions.** - This technique, also known as demonstration of methods, means that the teacher will show young people how to do something. For example, the teacher can read an article and make findings or fill some questions that have through understanding.

**6. Workshops or practice exercises.** - The technique exercises work sessions is for students elementary part because under the guidance of a leader, members can test and refine what they have learned.

**7. Experiments.** - This is a successful technique for students when it is based on individual or group study. With this method the members see whether their ideas work.

**8. Exhibitions.** - This technique involves a learning experience to share with others.

## **1.20 RESOURCE**

It is considered a member having a utility for human society. The utility and importance of a resource are social needs.

Within the teaching and education in the history of the English language teaching resources are excellent aids for the proper management and control of the class, as it motivates and arouses interest in students , allowing thus to obtain a high degree of knowledge .

*According to MATTOS, Luis (1974, Pg. 16) states: "The resources are material resources to drive student learning, such as textbooks, study guides, slide projectors, etc."*

From the context it is concluded that the major media resources are the teacher uses to carry out teaching and learning in an efficient and effective way for students.

## **1.21 METHODOLOGICAL DIDACTIC RESOURCE FOR TEACHING ENGLISH.**

Aims to provided guide and direction to help in the process of teaching and learning of English. The board, marker and eraser are indispensable elements in any school environment, but to liven up the class, encourage and make it productive is a need for teaching resources, thereof having the following purposes:

- Provide a more accurate notion of the facts and phenomena to study.

- Encourage the class.

-To facilitate the understanding and perception of facts and concepts

- Contribute to the setting of learning and provide opportunities for you

manifest skills and skill development.

## **1.22 TYPE OF EDUCATIONAL RESOURCES - METHODOLOGICAL**

From consideration of the technological platform on which they sustain, teaching aids, and therefore educational resources in general, are usually classified into three groups, each of which includes several subgroups:

### **Conventional materials:**

- Print (text ) books, pamphlets , modules, photocopies , newspapers, ...
- Teaching -Boards : Board ,
- Manipulative Materials : cutouts , cardboard ...
- Games : architectures , table games ...
- Materials Laboratory ...

### **Audiovisual material:**

- Fixed - projectable images ( pictures ) : slides, photographs ...
- Materials sound ( audio ) cassettes, records , radio ...
- Audiovisual Materials ( video): audiovisual productions, films, videos, TV ...

### **New technologies:**

- Computer Programs (CD or online ) Education : videogames , author languages ,learning activities , multimedia presentations , encyclopedias , animations and interactive simulations ...
- Telematics Services : websites , weblogs , virtual tours, web quest , hunts treasure , email, chats , forums, lesson plans and online courses ...
- TV and interactive video.

The Educational Resource Support - Meth proposed meets all the requirements for a teaching resource demand , so it will be very helpful in the process of teaching and learning of English , and also be easy to use and grasp of historical knowledge English language in future teachers of English specialty .

### **1.21 ENGLISH LANGUAGE**

Is the international language three quarters of speakers in the world use English language to communicate, websites on the Internet are in English, a similar percentage of email, mail, and faxes sent worldwide are in English, and English is the official language of the Olympic Games. In fact, the World Trade Organization debriefs, meets, and publicizes primarily in English even if the representatives are from countries where English is not the native language. These are among the many reasons why adult learners abroad need learn English.

Teaching business English is your opportunity to teach the future leaders and business innovators of tomorrow how to effectively communicate in the most international language. Specializing in Teaching Business English will give you the skills required to teach adults how to correspond and function in English within the global business community.

English as any other language is a vehicle for a wide range of communicative intentions (Valian, 2009: 17). But, it is constituted, at present, one of the main languages used for

international communication due to the economic and cultural influence of the countries in which English is the official language.

We must recognize that English is not the most spoken in the world but according to the context it becomes necessary for the commercial and academic development of the people. State policy effective productivity strategies should guide the search for greater consumer markets such as the countries of the North American, European countries and exploit scientific advances, trade commercial in these countries by communicating in English.

## **1.22 VARIETIES OF ENGLISH**

The involvement of multiple cultural factors produces unique features in the language according to the territory considered as varieties of language. Among the varieties of English has the American, British, Irish, Australian and others. It is the opinion of the author, for educational purposes, the initiation of students learning American English by its influence in South America. However, the level of the students will improve the timely exposure of the different varieties of the English, especially the British.

### **Fundamental language skills of English**

- The English language communication requires four skills that students must master.
- Listening comprehension is to understand oral messages you receive.
- Oral production is the verbal expression of thought.
- The comprehension is to interpret a written text.
- Written production is the representation of words with recognizable graphic signs.

### **Components of the English language**

**The teaching of English is based on the development of three main components:**

*Grammar is the description of the ways in which words can change their ways and combined to form sentences (Harmer, 2001: 12).*

The vocabulary is the set of words he knows an individual which includes syntactic and semantic difference.

Pragmatics is the set of principles and conditions governing the use of a specific statement between the sender and the receiver according to the situation and communicative purposes. This component develops the ability to ask, order, approve or disapprove, apologize, deny, joke, pray and tell stories. Also, the ability to initiate, maintain and end a conversation and the ability to handle different forms of expression according to the situation and communicative purposes.

### **The English language can be learned in three ways:**

**As primary language.** - Their learning is very different from the others by the speed with which it is achieved. Regardless of the age of the student, learning English in a country where the language is official will be facilitated by the almost constant interaction in the language proposed.

**As a secondary language.**- When the language is considered as secondary and used only for specific purposes ( economic, academic , cultural , or other ) time and difficulty increases in their learning process . The secondary language learning occurs in parallel with the primary language learning.

**As a foreign language.** - In places where English is rarely used or unused, the speed and difficulty of learning varies according to several factors that will be explained in the following chapters.

The following diagram shows the comparison between the three modes of learning English

### **1.23 POSSIBILITY THE USE OF ENGLISH**

The mode of learning English is assumed as a foreign language. It is foreseeable that this presents difficulty but this would be reduced if the people start to learning English students early age. The earlier you start to learning English will get more benefit in the overall education.

During the last years, the spread of English has been characterized by several political and sociolinguistic factors which deserve mention. At present, English is fast gaining ground in

the non-Western countries, and the mechanism of diffusion, by a large, is being initiated and controlled by the non-native users. This situation is very different from what it was before the 1940s. English is used as an additional language often as an alternative language in multilingual and multicultural contexts. In a socio-economic sense, a large number of English-using countries fall in the category of “developing” nation; their needs for the use of English are determined, on the one hand, by linguistic, political, and social aspects.

#### **1.24 LEARNING ENGLISH AS A FOREIGN LANGUAGE**

In the education system, the English language is compulsory from seventh grade to fourth grade of high school. But, according to the education bill Avelino Siñani - Elizardo Pérez, it should be learned from the first grade to the fourth grade of secondary increasing the amount of study time six years now, twelve years later as well. Doubling the amount of English language study will provide, no doubt, an advantage in foreign language learning mentioned.

However, the English language is an ongoing process that takes place during the entire life cycle. If you show the process of learning English it is not cyclically represented but a spiral. This means that learning a language does not end in a period of six or twelve but extends throughout life.

#### **1.25 FLOWER BUSINESS**

About two decades ago, Ecuador discovered its potential for growing and exporting flowers, carnations, chrysanthemums, gypsophila, roses were the first flowers to be planted for export, and now owns a significant portion of the international market. The geographical Ecuador biodiversity and climate favor the growth of many species of flowers including alstromelia, carnations, chrysanthemums, daisies, limonium, baby's breath, summer flowers, etc. Tropical species such as heliconia are grown in warm, moist areas of Ecuador.

Shortly after it was discovered that the brightness of the mountain were perfect roses to produce large, so the industry grew, changing the lives of some cantons in the provinces of Pichincha, Imbabura, Cotopaxi, Cañar, Azuay, Carchi and Guayas. The country's

geographical location allows for micro climates and a luminosity that provides unique features as the flowers are thick, long and fully upright stems, large buttons and extremely hard colors and more days of life in a vase-.

The development of floriculture opened job opportunities for the people of Cayambe (while the cattle lands employing 5 people per 50 acres of flowers employs 10 to 12 persons.<sup>3</sup>) Mejia and Pedro Moncayo , Pichincha ; Pujilí , Latacunga , Salcedo, Cotopaxi , the two provinces with the highest concentration of farms. Currently Ecuadorian flowers are considered the best in the world for its quality and unmatched beauty.

According to the Central Bank in 2012, the main countries to which exports Ecuadorian roses were:

- U.S.
- Russia
- Netherlands
- Ukraine
- Italy
- Canada
- Spain
- Germany
- Chile
- Kazakhstan

#### **4.1 Destination of Ecuadorian exports**

The main target markets for Ecuadorian flowers are found in North America North: specifically in the U.S. and Canada, Europe, Russia, the Netherlands, Spain, Germany, South America: Chile and Colombia. United States is our largest trading partner, 42% of our exports have this destination and 22% to Russia, and the security sold this ultimate fate exhibited an average annual growth of 27% in the period under.

PRINCIPALES COMPRADORES DE LAS FLORES ECUATORIANAS							
Valor FOB / Miles USD							
País	2007	2008	2009	2010	2011*	TCPA 2007 - 2010	Partic. 2010
Estados Unidos	287,255	398,867	227,044	253,212	136,123	-4.12%	41.66%
Rusia	63,031	55,239	111,457	129,316	65,513	27.07%	21.28%
Países Bajos	41,984	37,614	77,306	58,239	28,798	11.53%	9.58%
Italia	9,292	7,404	21,166	24,234	12,029	37.65%	3.99%
Canadá	9,369	6,543	15,822	21,570	11,615	32.04%	3.55%
España	12,747	6,908	15,122	15,027	7,488	5.64%	2.47%
Alemania	6,653	4,810	12,130	12,744	5,657	24.20%	2.10%
Ucrania	1,850	2,390	7,460	15,594	8,019	103.50%	2.57%
Suiza	5,840	3,535	8,707	8,221	3,573	12.07%	1.35%
Chile	5,198	4,228	6,268	7,234	3,878	11.65%	1.19%
Francia	4,260	2,927	7,591	8,002	3,955	23.38%	1.32%
Japón	5,152	4,336	5,949	7,187	3,252	11.74%	1.18%
Colombia	3,411	3,236	2,952	3,685	2,702	2.61%	0.61%
Reino Unido	1,581	2,745	2,825	2,407	1,186	15.04%	0.40%
Arabia Saudita	790	749	1,941	5,451	836	90.34%	0.90%
Otros países	10,340	16,033	22,939	35,636	17,950	51.05%	5.86%
<b>Total General</b>	<b>468,753</b>	<b>557,565</b>	<b>546,699</b>	<b>607,761</b>	<b>312,576</b>	<b>9.04%</b>	<b>100.00%</b>

\*Hasta mayo del 2011

Fuente: Banco Central del Ecuador (BCE)

Elaboración: Unidad de Inteligencia Comercial, PRO ECUADOR

**Elaborated by: Unidad de Inteligencia Comercial, PRO ECUADOR**  
**Source: Banco Central del Ecuador (BCE)**

## 1.26 FLORAL INDUSTRY

The floral Industry is one of the major industries in many development and underdeveloped countries. Floriculture as an industry began in the 19<sup>th</sup> century in England, where flowers were grown on a large scale on the vast states. The present day the floral industry is a dynamic, global, fast-growing industry, which has achieved significant growth rates during the past decades. In the 1950s, the global flower trade was less than US\$3 billion, by the last decade it had grown over US\$ 100 billion; the floral industry has grown 6% annually.

The floral industry essential consist in three major components: the growers, the wholesalers and the retailers, the recent trends are more towards eliminating the

intermediaries, the wholesalers between the growers and the retailers, so the flowers are made available at considerable low prices.

### **1.27 FLOWER BUSINESS IN ECUADOR**

Flower exports have exploded in recent years, and in less than a decade, Ecuador has captured a huge portion of the international marketing share. As with many other agricultural products, Ecuador's geographical and topography give the country a natural advantage over competition.

Ecuador exports numerous species of flowers such as: roses, astromelias, carnations, chrysanthemus, daisies, ghipophylas, limonium, tropical foliage and more.

Canada, Germany, Holland, Italy, Russia, United States, are the leading importers of Ecuadorian cut fresh flowers but Ecuador also export to Austria, Chile, Argentina, The Check Republic, France, Hong Kong, Spain, Japan and Switzerland.

Is primordial to negotiation use the universal language to communicate all countries around the world, the English Language is the main language to make the negotiation more easy between the growers and the intermediaries and the final costumers with great benefits to the business relationship.

### **WHY IMPORT FROM ECUADOR**

The country of Ecuador offers importers many competitive advantages and quality in the cut fresh flowers.

1. - Tremendous geographical and cultural diversity results in high-quality, specialty goods, which are difficult to find in other parts of the world.
2. - A dollarized economy eliminates exchange risks.
3. - low labor cost result in extremely competitive prices for value-added goods.



4. - Economically open business-friendly political culture facilitates international transactions.

5. - A recent surge in economic growth has led to a dynamic, fast-paced business environment.

### **Geography**

Although it is only 271,000 square kilometers in size (similar to the US state of Colorado), Ecuador is a culturally diverse country with a wealth of natural resources. The country is divided into four geographical regions: El Oriente (Amazon jungle) in the east, La Sierra (Andes Mountains) in the center, La Costa (the Pacific coastal lowlands) in the west, and the majestic Galapagos Islands off the coast.

### **Demographics and Language**

Ecuador's population is estimated to be 12,646,095, with a less than 2% annual growth rate. The population is ethnically mixed: 55% mestizo (mixed Indigenous - Caucasian), 25% Indigenous, 10% Caucasian, 9% African, and 1% other.

Although the population was heavily concentrated in the Andes highlands region a few decades ago, today it is divided about equally between that area and the coast. Migration toward cities - particularly Quito and Guayaquil - in all regions has increased the urban population to more than 50%. The rainforest region to the east of the mountains remains the most sparsely populated of Ecuador's three continental regions and contains only about 3% of the population.

The official language of Ecuador is Spanish. Quichua, Shuara, and other native languages are also widely spoken. Ecuador is a very English-friendly country, with many Ecuadorians studying English as their second language.

## Foreign Trade

Until the early 1970s, when geologists discovered oil in the Ecuadorian Amazon, Ecuadorian exports consisted almost exclusively of primary agricultural exports, such as bananas and cacao. With the advent of oil, however, the focus of the Ecuadorian economy shifted to petroleum production. The oil sector continues to be a pillar of the economy, accounting for nearly 45% of export earnings and generating an approximately equal percentage of public sector revenue.

Nevertheless, Ecuador is now undergoing widespread economic reforms and modernization and is aggressively seeking to diversify away from a strict reliance on both petroleum and primary agricultural exports. A number of projects are underway to diversify Ecuadorian exports and to thus avoid the boom and bust cycles that inevitably accompany an economy that is overly reliant upon primary exports.

Ecuador's total exports reached \$4.926 billion in 2000. This is approximately a 10% increase from 1999, when total exports equaled \$4.451 billion. Ecuador is currently the world's leading exporter of bananas and the fourth leading exporter of petroleum in Latin America, after Venezuela, Mexico, and Colombia. Ecuador's primary exports for 2000 are summarized in the following table:

Product	Export Amount (Millions of US \$)	% of Total Exports
Petroleum	\$2,144	43.5%
Bananas	\$821	16.7%
Shrimp	\$285	5.8%
Flowers	\$194	3.9%
Tuna	\$72	1.5%
Cacao	\$38	0.8%

**Elaborated by: Direccion de Inteligencia Comercial e Inversiones PRO ECUADOR**  
**Source: TradeMap, Centro de Comercio Internacional**

Although the six primary-goods exports above accounted for 72.2% of all Ecuadorian exports in 2000, value-added, secondary goods exports are gradually growing in importance. While such exports accounted for only 3.8% of total exports in 1999, their percentage rose significantly to 6.0%, by 2000. Artisan goods are an important component of Ecuador's secondary goods exports. These handicrafts, which are primarily produced by the country's Indigenous peoples, are recognized the world over for their creative designs and high levels of quality. The Ecuadorian tourism sector is also expanding rapidly. In 2000, 637,000 travelers visited Ecuador, spending more than \$400 million.

The steady diversification of Ecuadorian exports can be attributed to the country's vast resource base and high-quality goods, as well as to the ongoing government promotional efforts. Ecuador now exports a wider variety of goods than at any time in its history. Moreover, Ecuador is now exporting more intermediate and final goods than ever before.

### **1.27 BUSSINESS AND BUSINESS DEPARTMENT**

A business is normally organized by its functions, marketing department, accounts department and so on. This is because being grouped together allows the functions to benefit from specialization and division of labor. This leads to lower unit costs and a greater efficiency. However it can mean that there is departmental rivalry.

Larger businesses might have a number of businesses within the whole company. This would be coordinated by a Head Office, where all the major decisions are made.

Other ways of organizing the business could be more appropriate for different types of businesses:

Product, the functions are organized around the product, so at a business like ICI, who are the UK's leading chemical manufacturer, a product manager would have a team of functions who would answer to them, like accounting, marketing and production

Geographical, a hierarchy might be split according to different places that the product is sold into for instance a business may have a Far Eastern division of its business, which would take into account the different cultural and supply differences of the region

Market, the organization is based on market segments, so, an airline business like British Airways could concentrate on long haul, short haul, holiday makers, business clients and freight.

A business whose decision-making comes from one place only is known as a centralized organization. Normally Head Office will decide on the major elements of strategy, no matter where the manufacturing plants and sales teams are positioned around the country or globe. This means that there are good opportunities for economies of scale.

Other businesses, especially multinationals (see below) will opt for a more decentralized organization where the individual businesses within the whole company group, make decisions for themselves. This means that there is more opportunity to react to the changing marketplace (one of the advantages of a small firm). However there is a possibility that these businesses (who may well be in different parts of the world) might be duplicating research or not bargaining in such a strong position as a bigger overall company.

When a business reaches a certain size then it might split into different departments. These departments will specialize, employing people with expertise in these areas.

The main departments in a business might be:

Department	Role
Administration	Involved in making decisions for the company
Accounts	Provides a detailed record of the money coming in and going out of the business and prepares accounts as a basis for financial decisions
Human Resources or Personnel	Deals with all the recruitment, training, health and safety and pay negotiations with workers

Production	Makes sure that the production plans are met on time and products of the right quality are produced
Purchasing	Buys all the raw materials and goods required for production
Sales and marketing	Sales function deals with all aspects of selling to customers; the marketing function carries out marketing research, organizes advertising and product promotion

**Elaborated by: Jim Riley**

**Source: Organizations- Business Departments**

All businesses, no matter what the size, need some sort of organizational structure to operate properly. Businesses without a set organizational structure have problems implementing company policies and operating at efficient production levels. Whether a company is selling or manufacturing, certain departments are the key to basic operations.

### **Administration**

The chief executive officer, also called the company president, and any other managers involved in making decisions for the company are a part of the administration department. Businesses need managers to oversee employees and implement company directives created by the president. Managers also typically interview and hire new employees for the company.

### **Accounting**

The accounting department handles the bookkeeping for a business during the fiscal year. All revenue, expenses and company equity are tracked by the accounting department and reported to the Internal Revenue Service at the end of the company's fiscal year. The accounting department also tracks accounts payable so that all clients are paid for services

or products. Accountants typically prepare income statements, cash flow statements, general ledgers and balance sheets for the company.

### **Human Resource Department**

Deals with all the recruitment, training, health and safety and pay negotiations with worker, the role of Human resource department is in charge of recruiting, training, and the dismissal of employees in an organization.

- Recruitment and selection
- Training programmes

The Human Resource department needs to think ahead and establish the *number* and *skills* of the workforce required by the business in the future. Failure to do this could lead to too few or too many staff or staff with inappropriate needs.

Dismissal is where a worker is told to leave their job due to unsatisfactory work or behavior, redundancy is when the business needs to reduce the number of employees either because it is closing down a branch or needs to reduce costs due to falling profits. It may also be due to technological improvements, and the workers are no longer needed.

### **Production**

The production department orders inventory for production when needed fulfills production orders specified by management and coordinates with the marketing and advertising department to make changes to products. If your company to sow the new varieties, for example, you need a production department and staff that focuses solely on producing with a good quality, big stems and buds, leafy foliage, deep colors.

### **Purchasing**

Buys all the raw materials and goods required for production; purchase-decision involvement is distinguished from product-class involvement. Literature on consumer involvement is shown to be lacking a measure of purchase involvement. Therefore, a scale of purchase-decision involvement is developed. Two empirical studies are described and

are shown to furnish tests of convergent and discriminant validities. The individual items of the proposed scale are explicitly embedded in the purchase-decision context, and the scale is simple and parsimonious, making it especially useful to practitioners.

### **Sales and marketing**

Sales departments are needed in companies that sell retail or wholesale items to other business or consumers. Sales departments coordinate their sales force to build customer relationships, meet particular revenue goals and pitch new products. The sales force may use a "push" or a "pull" method for attracting customers. The pull method typically involves placing a salesman in showrooms to offer and after sell products. Sales departments using the push method usually instruct their sales force to call, email or visit prospective customers.

The marketing department for a business is responsible for developing product packaging, pricing, and creative materials for informing potential customers of the company's offerings. Additionally, the department may conduct research to discover the needs of its customers. For example, a toy company's marketing and advertising department may design the boxes for the product, set the average price of the carnations at 0,14 \$ based on price of the market in the farms.

### **1.28 MODULE**

For a teacher, make their students feel engaged and motivated to learn a new language is a big challenge, even for the most experienced. Research shows that there are practices that foster greater student participation, neglecting mechanical and rote teaching to focus on a more challenging and complex. For this reason, and to facilitate the implementation of a more proactive approach to enable teachers to leverage their low-performing students, we thought of using a module to support learning English area.

*Turuna V. says "is the unit organized training activities, developing certain skills that are needed to function in social, academic or occupational functioning, and for a productive*

*function, associated with the unit of competency. These modules are teaching the new concept of teaching practice, which together theoretical development, education becomes an integral system. "(2007, p. 56)*

*In the Glossary of Terms, in a study of provincial municipalities Federation mentions that there is a thematic module which brings together the resources of all kinds on the topic of Learning Project. "This is an instructional methodology widely used by teachers around the world, in one of its variants, requires students to focus on solving a problem or task, in this case to level low-performing students in the area English." (2005, p. 64).*

As a training unit, the module consists of a complete block and identified by the activity can be social, academic or productive, autonomy and coherence understanding of capabilities, in this case under the focus of teacher - student methodology, which facilitates the development of skills and abilities to teaching learning process.

## **1.29 TYPES OF MODULES**

The statement means that according to these modules are designed to learn "doing something". And to use them successfully you should get students to engage in authentic activities of interest, in this case English to build new knowledge from already have. It is known, three types of modules in the professional field, these are: general training and professional cross.

### **General Training modules:**

*According Turuna V., Is a sequence of learning activities around specific content, gradually, logical and coherent methodological framework defined procedures. The structure is variable, it depends on the content and methodology, are scheduled in a relation to curriculum area. What is common is the logical sequence and graduation by level of difficulty. They can be part of a Learning Unit or a learning project (2005, p.8).*

Are those units or modules that help develop skills from basic skills and thus help meet the demands of a changing society.

### **Transverse modules:**

According to cross modules, issued by the Ministry of Education, are terminal capabilities and training units that provide the scientific, humanistic and technological professional training. Develop generic skills, entrepreneurial skills and attitudes, competitive and business, to act effectively and ethically in technical training, for half of which is guaranteed multivalent formation.

These modules allow the student to continue at par to the advancement of science, technology and the changes generated by globalization that affects.

### **Professional Modules:**

*Muñoz J., in an article said about the professional modules. "These are the units that contribute to the achievement of the overall competence of a professional profile training cycle. Terminal units that can be credited, character and capitalized for student qualification. His academic commitment covers the largest percentage of training". (2008, pg., 132)*

Refer to obtain specialized training to obtain a professional qualification using the module and making more professional and with more knowledge about the topic.

## **1.28 COMMUNICATIVE MODULE**

A teaching communicative module is an organized proposal elements or instructional components for the student to develop specific learning on a particular theme or topic. The elements or basic instructional components that a module should include are:

- learning objectives

- acquire content
- activities that the student has to perform
- assessment skills or knowledge

A module is formed by sections or units. These may be organized in different ways. The two basic criteria for a module structure sections or units are opting for an organization around core content or organize a module for levels of learning, the literacy module can be arranged for subjects without prior knowledge of literacy - level - initiation, for people who read and write with difficulty - level improvement, or for individuals with a good command of it, but need more practice - level depth.

The teaching modules are organizational forms as are lessons, lesson plans or curriculum design, of the various elements of the curriculum: objectives, contents, methodology and evaluation.

However, in the actual process of teaching and learning modules must be operationalized and presented to students through teaching materials also known as "curricular materials". The knowledge involved in each module is taught and learned through learning materials. Therefore, in actual practice it tends to confuse the modules with the materials, but for theoretical purposes necessary to distinguish them.



## **CHAPTER II**

### **2. ANALYSIS AND INTERPRETATION OF RESULTS**

In order to collect real information about the problems of the English communication in the process of the negotiation surveys were applied to the personal of sales department and the manager of the “Azeriflores Farm”. Then, the information is going to be analyzed to design the methodological support module with interactive strategies.

#### **2.1 CHARACTERIZATION OF “AZERIFLORES FARM” COMPANY**

“Azeriflores Farm” Company is a private institution of flowers, a few kilometers from the main regional city of Latacunga. It’s in Pujili, where you can see the Cotopaxi Volcano one of the best attraction in the Cotopaxi Province.

This company began with the vision of the Azerbaijan foreign people in 2005, after a visit to friends to Pujili City; they liked the climate for growing carnations in the field of the Patoa de Izurietas zone with 10 hectares of land. Gradually the farm has integrated 76 varieties of carnations to high quality with great acceptance of our Ecuadorian flowers in countries like Russia, Germany, Japan, Ukraine, Spain, Italy, and other European countries.

The owner is Mr. Huseyn Musayev from Azerbaijan, but live in Russia more than 40 years, He is the General Manager of the all companies in Russia Golden Flowers in Ecuador Baku Flowers and Azeriflores Farm; Golden Flowers is the warehouse in Russia where all purchase flower reaches, Baku Flowers is the buying special company specialized in buyer

roses from Ecuador to send the warehouse and Azeriflores is the carnations Farm to provide a great part of orders of carnations to the warehouse.

The General Manager has over 30 years in the flowers business, and provides fresh cut flowers to different flower local business in Russia, in the warehouse in Russia the costumers can find and buy different kinds of flowers such us foliage, summer flowers, carnations and principal the more of 80 varieties of roses, they liked the Ecuadorian flowers by quality and the intense colors, providing the best products in a short time to the final costumers.

The main goal of the company is to become the first producer of carnation farm and offer the best quality products and maintain a large relationship business with the costumers. The farm is producing some carnations varieties such us: the red colors in a 70 % and colors 30 %, the reason to grow more quantity of red carnations is because the Russian market has great taste for this particular color because they make a relationship with love, passion and also the carnation is widely used in cemeteries to remember their loved ones who died.

Besides, being the Azeriflores Farm a producer of quality carnations, at the same time gives work opportunities to people who live in the surroundings of the farm, supporting the economic development of families in the zone and special in Pujili city.

## **2.2 ANALYSIS OF THE INTERVIEW APPLIED TO THE AUTHORITIES.**

An interview was applied to the manager of the company in order to get an appreciation or ideas about the English communicative skills in the development of flowers import and export business to fortify the sales process. Seven questions were applied for the General Manager.

### **1. - ¿Do you consider that English Language is important in the flowers business?**

According to the General Manager the English Language is important because is the quickest and easiest way to communicate with the costumers and no only USA Market, but also with Japan, Russia, Ukraine, Italy, and Europe countries in general, and all customers around the world speak English, English helps to improve the negotiation in the flower business process.

### **2. - ¿What kind of employers do you need to speak English?**

In this kind of work is so necessary that employees manage a great knowledge of English to make easy the negotiation and the sales process. When the sales increase we have stability and the all company can be the payments at time, all depend on the sales department to be in good conditions.

### **3. - ¿Have you ever had problems in your flower business because of English communication?**

Yes, we have little problems because in the sales department no all people have good knowledge in English language and the costumers in the majority speak English. The sales department, not only sells flowers but also the responsibility is to make the negotiation prices and collect outstanding accounts to customers, and it is necessary that the personal of the sales department can communicate in English.

**4. - ¿How do you think is the English Language knowledge in the sales department in the negotiation of the flower?**

It is good, but the personal of the sales department need to improve the English language in the all sales process to get best results.

**5. - ¿Do you consider necessary to hire a staff with English knowledge in the Sales Department?**

Yes, it is necessary to hire a staff with English Knowledge main in the farm because it is most important department. From all of this depend on the good or bad negotiation with the costumers.

**6. - ¿Do you help your employers with seminars to improve their level of English?**

Really, no because the free time in this kind of business is really short. It's being produced flowers all the time and we don't have free days on holidays and special free days, we are working all time, so it's impossible to have seminars to improve their personal English Language.

**7. - ¿ Do you think it is necessary to apply a technical Seminar English in your farm?**

Of course, I think is rather necessary because the personal of the sales department can improve and refresh the knowledge, but I think the technical English must be a written guide or book maybe, and self -education is a good option to improve English in the staff , because it's quite impossible to send the all personal to seminars.

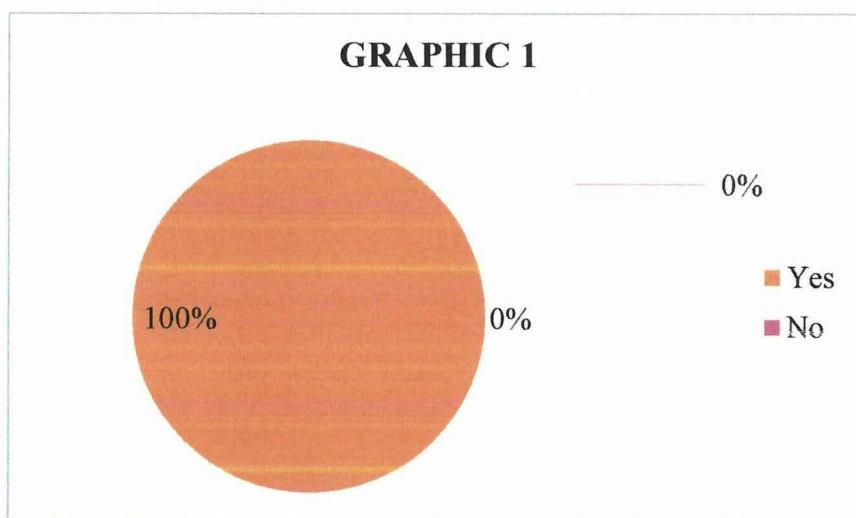
### 2.3 ANALYSIS OF THE SURVEY APPLIED TO THE PERSONAL OF THE SALES DEPARTMENT.

The survey was applied to three workers of the sales department in the company in order to collect information about the English communicative skills in the development of flowers import and export business to fortify the sales process in the Azeriflores Farm.

1. – ¿Do you consider important to know English Language in the Sales Department?

**Chart 1**

OPTIONS	f	%
YES	4	100
NO	0	0
<b>TOTAL</b>	4	100



Elaborated by: Jimena Molina  
Source: "Azeriflores Farm"

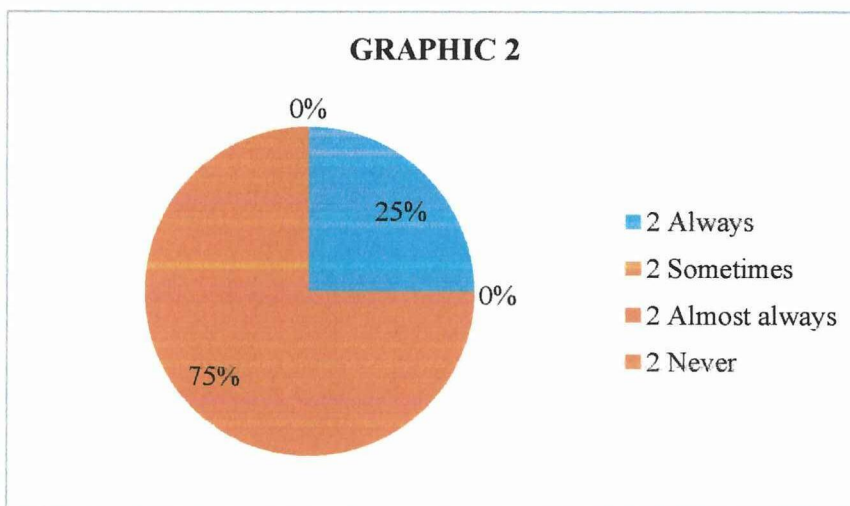
In this question, 4 workers corresponding to 100% expressed that is important to know the English Language.

It's useful and necessary to communicate with the costumers because every day workers of the sales department need to send availability of flowers negotiate the prices and confirm quantities, so the English Language knowledge is important in this daily routine.

2- ¿Do you use English Language in your job?

**Chart 2**

OPTIONS	f	%
Always	1	25
Sometimes	0	0
Almost always	3	75
Never	0	0
<b>TOTAL</b>	<b>4</b>	<b>100</b>



Elaborated by: Jimena Molina

Source: "Azeriflores Farm"

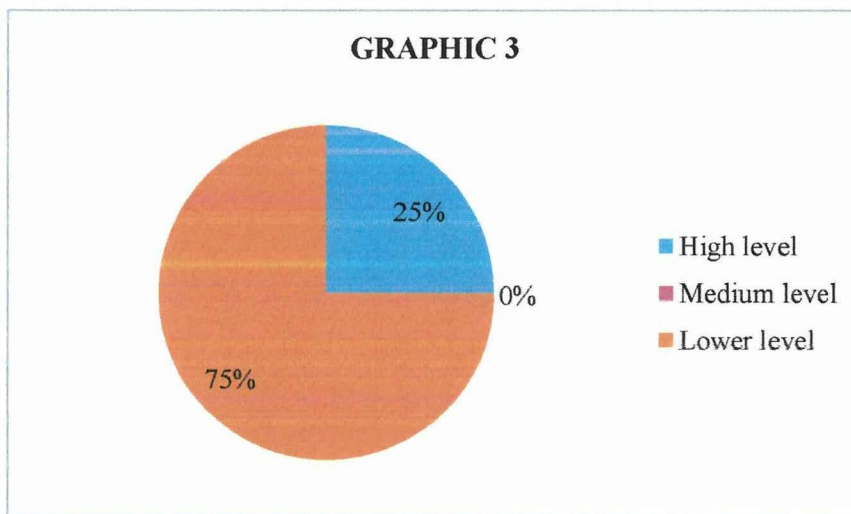
In this question, one worker corresponding to 25% expressed that always use the English Language and 3 of them corresponding to 75 % expressed that almost always use the English Language.

According to the information obtained, at "Azeriflores Farm" the workers use almost always the English Language in the Sales department to send balances, ask for payments and send availabilities of flowers to costumers. So, they have the necessity to use the language with foreign costumers every day. But, the reality is different most of the workers don't know the Technical English vocabulary and they are having troubles when communicating orally and written.

3- ¿How is your English Language Knowledge?

Chart 3

OPTIONS	f	%
High level	1	25
Medium level	0	0
lower level	3	75
<b>TOTAL</b>	<b>4</b>	<b>100</b>



Elaborated by: Jimena Molina  
Source: "Azeriflores Farm"

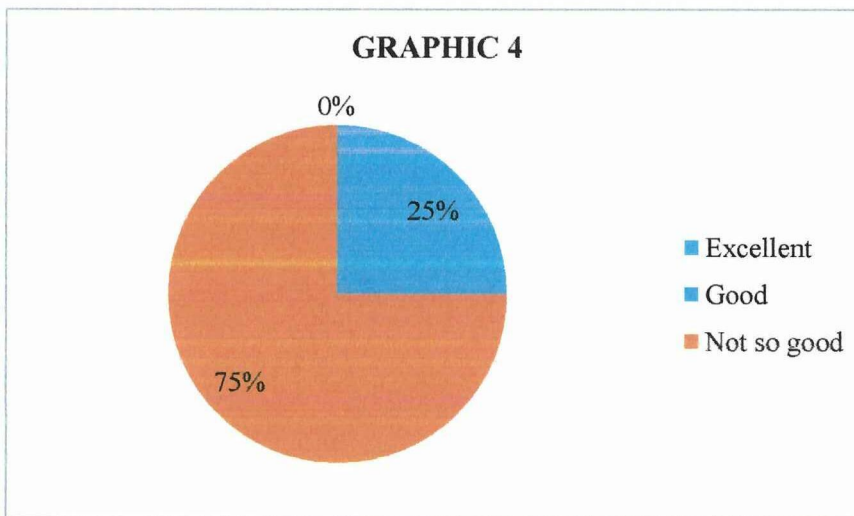
In this question, one worker corresponding to 25% expressed that the level and knowledge is high, and 3 of them corresponding to 75 % expressed that their English Language Level is lower.

Workers have a lower English Level because it is difficult to practice and refresh the knowledge in the job. One of the reasons is the words and phrases which are special for business and negotiations of flowers, and the staff learned only regular English and need to practice special vocabulary to be more efficient and effective in the transaction of the business flowers.

4. – ¿How is your technical vocabulary related to business flowers?

Chart 4

OPTIONS	f	%
Excellent	0	0
Good	1	25
Not so good	3	75
<b>TOTAL</b>	<b>4</b>	<b>100</b>



Elaborated by: Jimena Molina

Source: "Azeriflores Farm"

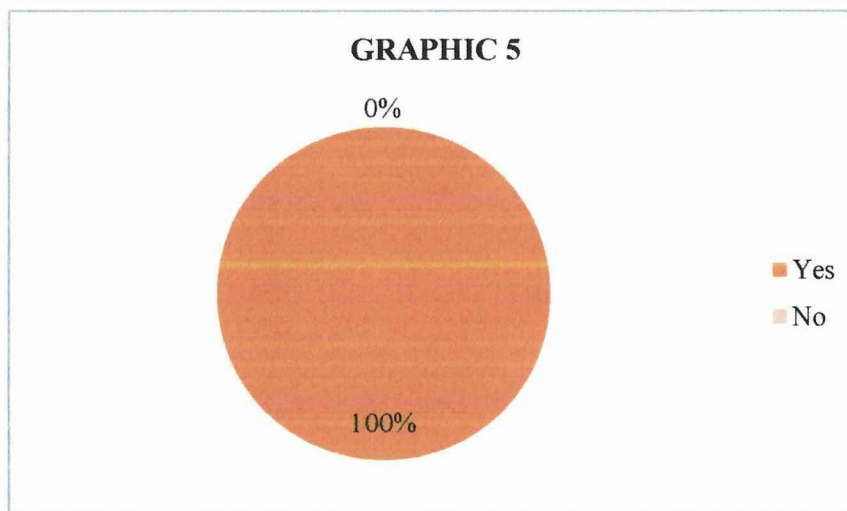
In question number four, one of the workers corresponding to 25% expressed that the technical vocabulary is good and the 3 of them corresponding to 75 % expressed that the technical vocabulary is not so good.

According to the information obtained, at "Azeriflores Farm" the workers think that their technical vocabulary knowledge is low and need to learn more, especially, vocabulary and phrases about negotiations and business flowers to do the easiest process of the negotiation with the costumers.

5. - ¿ Do you consider necessary to improve your English level in the Sales Department?

Chart 5

OPTIONS	f	%
YES	4	100
NO	0	0
TOTAL	4	100



Elaborated by: Jimena Molina  
Source: "Azeriflores Farm"

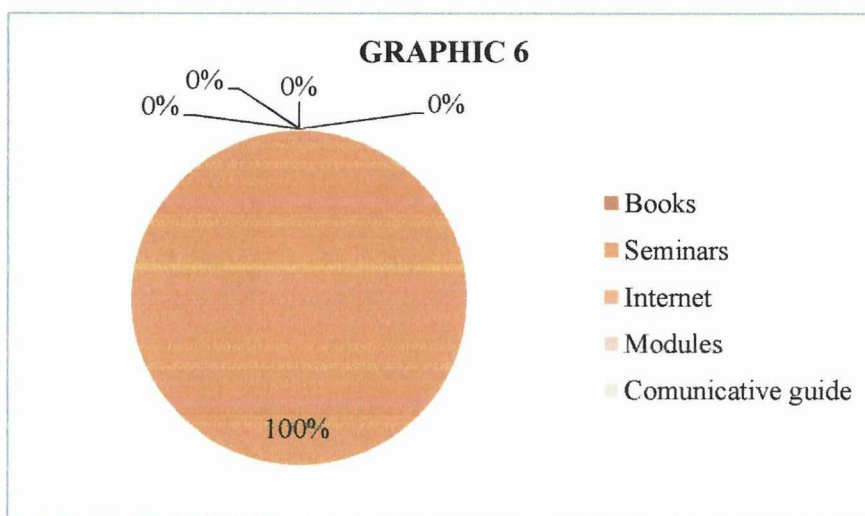
In this question, all workers corresponding to 100% consider necessary to improve the English knowledge.

The workers expressed that they need to improve their English Language Knowledge level because they are in contact with the foreign costumers all the time, and the communication is indispensable in this kind of work so it's necessary to get a communicative guide with technical vocabulary, phrases and expressions, about business negotiation of the flowers, and through this guide the works will improve the business relationship with the foreign customers.

6. - ¿How can you improve your English? Through?

Chart 6

OPTIONS	f	%
Books	0	0
Seminars	4	100
Internet	0	0
Modules	0	0
Communicative guide	0	0
<b>TOTAL</b>	4	100



Elaborated by: Jimena Molina  
Source: "Azeriflores Farm"

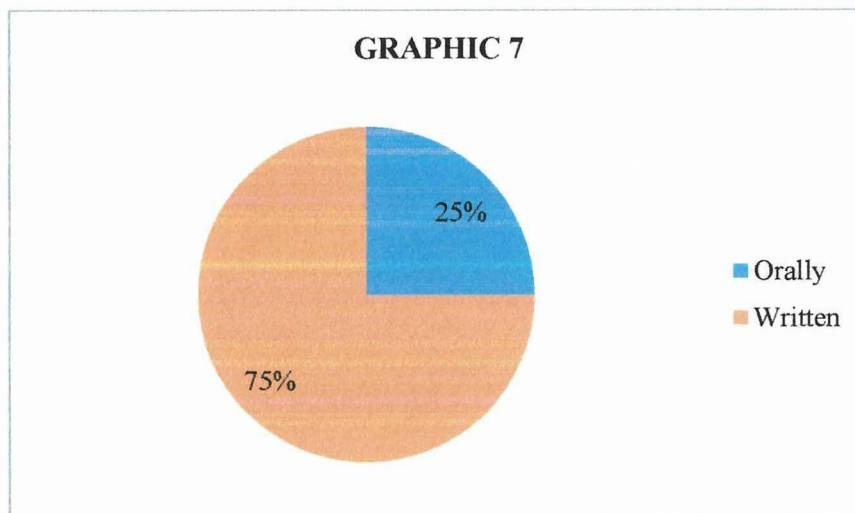
In this question, all the workers corresponding to 100% expressed that receiving a seminar is the best way to learn and improve the English Language.

The obtained information shows that workers would like to receive a seminar because it is the fastest way to learn English, but the time is so short that they could not attend it. So they agree to do a self – learning through a guide who helps them to communicate orally and write.

7. - ¿What is the easiest way to communicate with the English costumers in the Sales Department?

Chart 7

OPTIONS	f	%
Orally	1	25
Written	3	75
<b>TOTAL</b>	<b>4</b>	<b>100</b>



Elaborated by: Jimena Molina  
Source: "Azeriflores Farm"

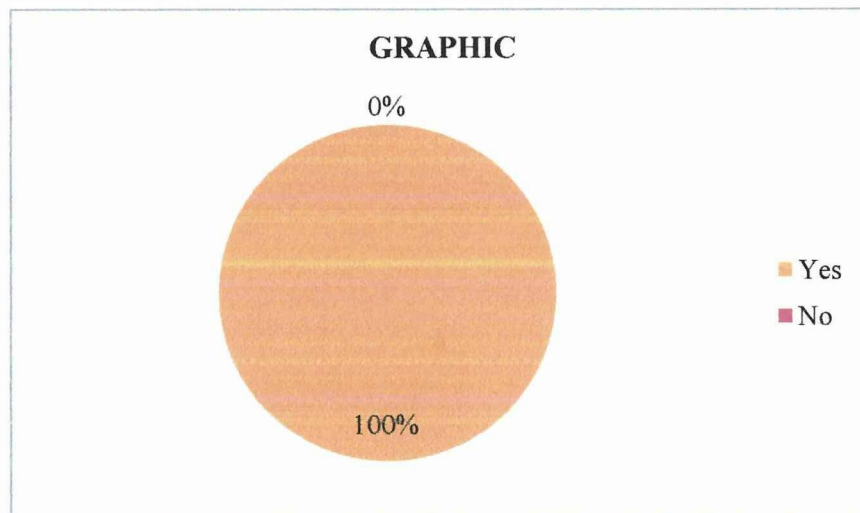
In this question, one worker corresponding to 25% expressed that easiest way to communicate with costumers is orally way. Three workers corresponding to 75 % expressed that the easiest way to communicate with the costumers is written.

Unfortunately the majority of the workers think that the best way is written because it is easy, for the factibility to have internet and the Google translator correct the written mistakes and its use to send a messages to the costumers, and when it is orally the costumers talk fast and it is difficult to understand, the staff can connect the ideas to answer the costumers and they prefer communicate in written way. It is necessary to create a communicative guide where the workers can find a technical vocabulary and special phrases used in the negotiations process of the sales of the flowers.

8. - ¿ Do you consider necessary to do a communicative guide with a technical vocabulary and expressions for the sales and negotiation flowers?

Chart 8

OPTIONS	f	%
YES	4	100
NO	0	0
<b>TOTAL</b>	<b>4</b>	<b>100</b>



Elaborated by: Jimena Molina  
Source: "Azeriflores Farm"

In this question, all workers corresponding to 100% expressed that is necessary to have communicative guide.

Actually with the globalize world in the farms, companies need the staff with English knowledge, and in the business flowers the workers must have the capacity to communicate in English Language, and a disadvantage for workers is that they don't have books or guides with a special terms about negotiations of flowers, and they find it are very expensive, so is difficult to acquire it.

It's for this motive that it is indispensable to create a communicative guide with technical vocabulary and phrases about sales and negotiation process of the flowers. It is also necessary and useful for all the staff in the sales department. It will help them to have an autonomous learning to do more effective and efficient their job.

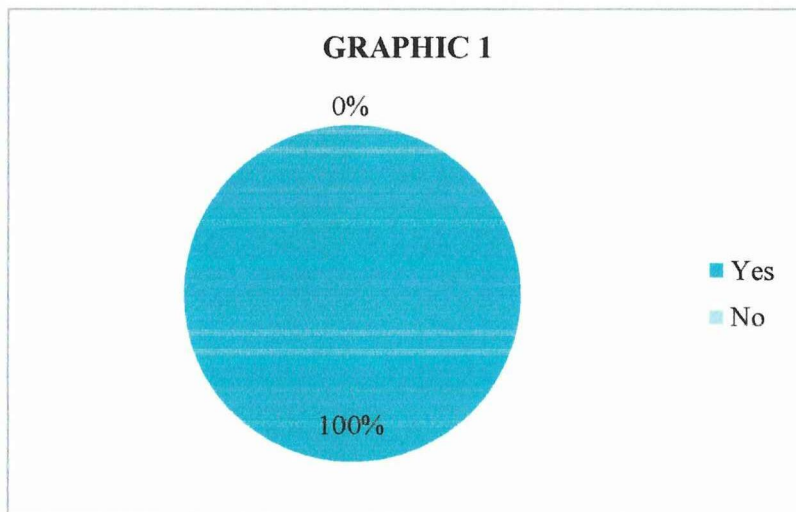
## 2.4 ANALYSIS OF THE SURVEY APPLIED TO THE COSTUMERS OF THE AZERIFLORES FARM.

The survey was applied to ten costumers of the sales department in the company in order to collect information about the English communication in the development of flowers import and export business to fortify the sales process in the Azeriflores Farm.

1. – ¿Do you consider important to know English Language in the flower business?

Chart 1

OPTIONS	f	%
YES	26	100
NO	0	0
TOTAL	26	100



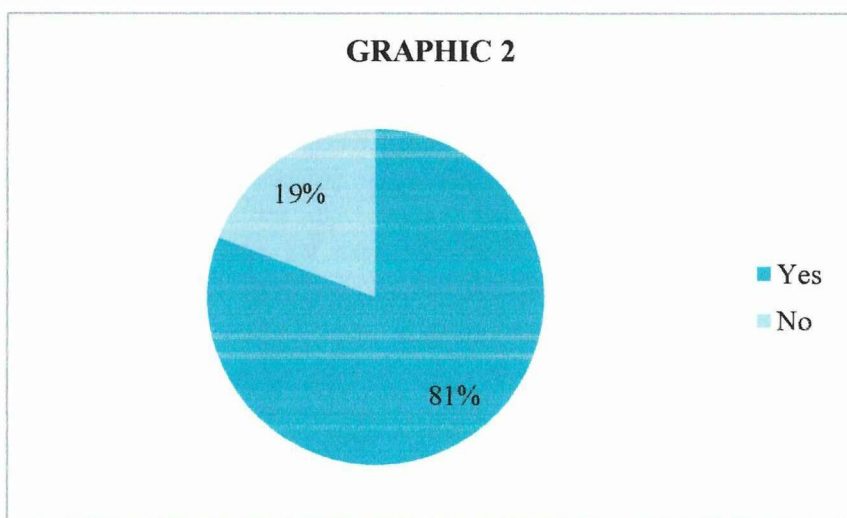
In this question, all costumers surveying corresponding to 100% consider important to know the English Language knowledge.

The costumers expressed that is important the English Language Knowledge in the flower business because is the best way to contact the farms in Ecuador and other countries that produce cut fresh flowers so, it's necessary to get a good communication and the English is the best way and the Language more spoken in the business world.

2. - Have you ever had problems in your negotiation flower's for the English communication?

Chart 2

OPTIONS	f	%
YES	21	81
NO	5	19
<b>TOTAL</b>	<b>26</b>	<b>100</b>



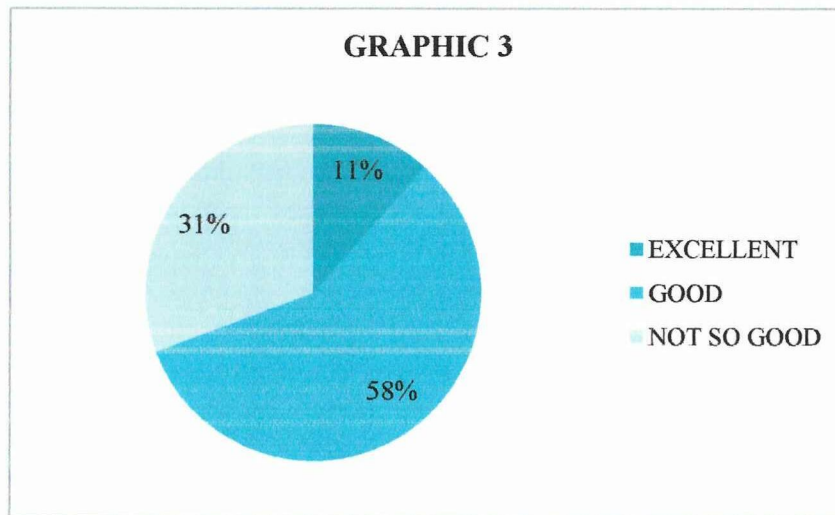
In this question, twenty one costumers corresponding to 81 % expressed that they have problems for communicating, and five costumers corresponding to 19% expressed that don't have problems to communicate.

Unfortunately, the majority of the costumers have problems in the negotiation of the flowers, and the motive is due to bad communication for the little level of English knowledge. The workers in the farms need to study more and improve the knowledge to do more efficiently the negotiations of the business flowers.

3. - ¿How is your appreciation of the English Language knowledge in the sales staff department in the business flowers?

Chart 3

OPTIONS	f	%
EXCELLENT	3	11
GOOD	15	58
NOT SO GOOD	8	31
<b>TOTAL</b>	<b>26</b>	<b>100</b>



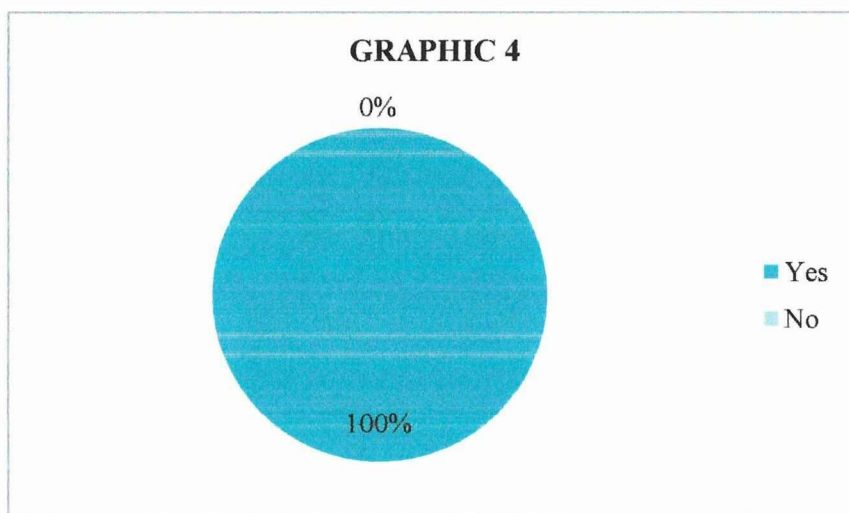
In this question, fifteen costumers corresponding to 58 % expressed that the English Language knowledge is good, eight of them corresponding to 31% say that the English Language knowledge in the staff of the sales department is not so good and three of the costumers corresponding to 11% expressed that the English Language knowledge is excellent.

According to the information obtained, at “Azeriflores Farm” the costumers think of the majority that the English Language knowledge is low; so the staff of the sales department needs to improve the English knowledge for a better communication and negotiation of the cut fresh flowers; doing the business flowers with the costumers more easiest.

4. - ¿Do you consider necessary that the owner need to hire a staff with English knowledge in the Sales Department?

Chart 4

OPTIONS	f	%
YES	26	100
NO	0	0
<b>TOTAL</b>	26	100



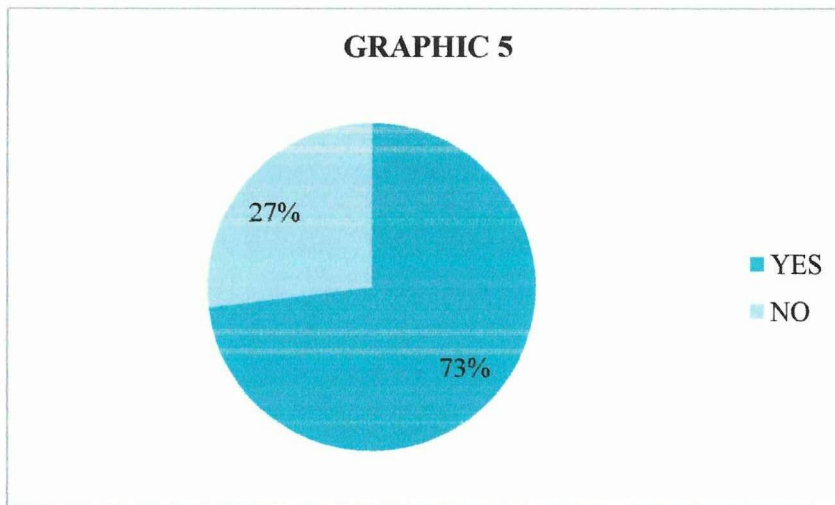
In question number four, all costumers corresponding to 100% consider rather necessary that the owners of the farms hire workers with good knowledge of English Language.

The totally of the costumers agree it is necessary the farms should hire a staff with good knowledge in English Language. If workers don't have knowledge of English the negotiation of the flowers will be difficult and in any impossible cases to do it. So, it is important and necessary that the staff of the sales department to have a great knowledge of the English Language to communicate and have a good business relationship.

5. - ¿Do you think that the employers of the farm need to improve their level of English?

Chart 5

OPTIONS	f	%
YES	19	73
NO	7	27
TOTAL	26	100



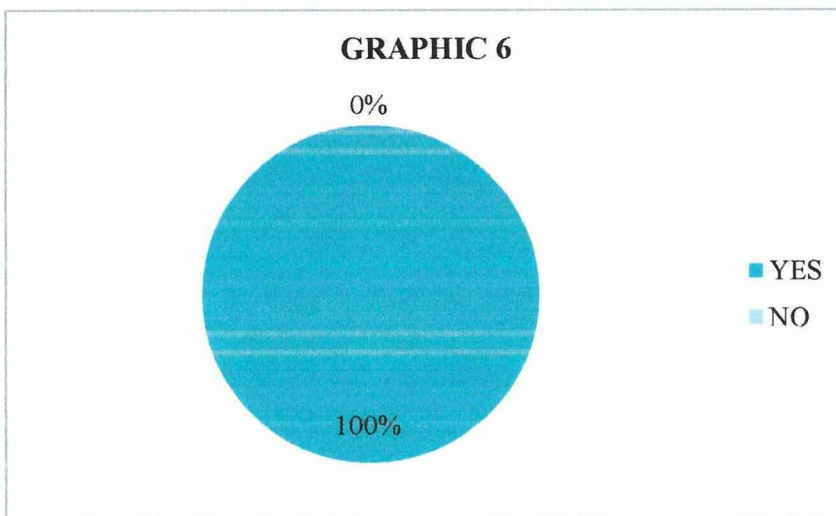
In this question, nineteen of the costumers corresponding to 73 % expressed that the workers in the farm need to improve their level of English and seven costumers corresponding to 27% expressed that don't need to improve the English level.

In this question, the majority of the costumers expressed that the workers in the farm need to improve the English level because there are problems in the communication of the negotiation of the flowers and is possible to see the low level with a short knowledge of vocabulary and phrases used in the business flowers. It is a weakness in the sales department in the farm for the process of the negotiation of the cut fresh flowers.

6. - ¿Do you think it is necessary to apply a communicative English module in the farms to improve the negotiations of the flowers?

Chart 6

OPTIONS	f	%
YES	26	100
NO	0	0
<b>TOTAL</b>	26	100



In question number six, all costumers corresponding to 100% consider necessary to apply a communicative English Module.

The totally of the costumers expressed, that it is necessary to apply in the staff of the sales department a communicative English Module to improve the negotiation of the cut fresh flowers. The workers with a good knowledge in English Language improved the business relationship between the farm and foreign costumers, doing the business process more effectively and efficiently.

## **2.5 CONCLUSIONS**

- The worker's English level is low
- The worker's don't have free time to receive a seminar to acquire and refresh the English knowledge.
- The technical English vocabulary is necessary to have a good communication and business relationship with the foreign customers.
- The staff of the sales department likes to the idea to have a communicative guide to improve the English knowledge in the business flowers.

## 2.6 RECOMMENDATIONS

- It's necessary to train the workers in the English area
- The best option is to create a communicative guide where the costumers can find easily the technical vocabulary to communicate with costumers. This needs to be autonomous learning through the guide.
- It's necessary to improve in the workers the technical vocabulary used in the negotiations and business flowers to do more effectively the transactions.
- To create the communicative guide with technical vocabulary, phrases and expression used in the business flowers. This will help the workers have a good performance in the company.

## **CHAPTER III**

### **2. PROPOSAL DESCRIPTION**

#### **3.1 THEME:**

COMMUNICATIVE GUIDE TO IMPROVE ENGLISH LEVEL IN THE BUSINESS FLOWERS RELATIONSHIP IN THE SALES DEPARTMENT WITH THE FOREIGN COSTUMERS AT AZERIFLORES FARM DURING THE PERIOD 2013-2014.

#### **3.2 IMPORTANCE**

The communicative guide, with technical vocabulary and expressions used in the business flowers every day are important because in the company are necessities to do a good business, and to get a good commercial relationship with the foreign costumers, it is essential and important in the Azeriflores Farm.

So, is important that the staff in the sales department have good knowledge of the English Language, because is the easiest way to communicate with costumers no only United States, and too with costumers in Russia, Ukraine, Italy, Japan, China, Canada and others countries, the English is the universal language and is the best way to communicate around the world.

Also, is important the communicative guide with technical vocabulary and expressions about business flowers, because this guide help the staff in the sales department to improve the communication with the foreign costumers, when the communication is good the business flowers is more effective and the personal is more efficient.

### 3.3 JUSTIFICATION

The English language may not be the most spoken language in the world, but it is the official language in a large number of countries. It is estimated that the number of people in the world that use English to communicate on a regular basis is 2 billion. English is the dominant business language and it has become almost a necessity for people to speak English.

It's important in the global market because all import and export products is in English so knowing English will allow the access to incredible amount of information which may not be otherwise available. In the business flowers is useful the use of the English Language because the workers of the sales department in the Azeriflores Farm had a weakness with the technical vocabulary used in the negotiation of the cut fresh flowers and caused less effectively and inconvenient in the communication with the foreign costumers and difficulty the process of negotiation, is for this motive and after of the analysis of the surveys to the involucrate parts that I see the necessity to create a communicative guide with technical vocabulary, phrases, expressions and some dialogues to help and after the constant use the workers little by little don't use the guide in the future.

In the flowers business, the best way to communicate with the buyers of the cut fresh flowers around of the world is the written, so, the personnel of the farm have the possibility to learn new words and refresh the acquirement knowledge, the English Language is for many people a challenger but we have this great opportunity to learn and improve our knowledge and to make a good used of the communicative guide, we can see that it is also very valuable to learn and can create many opportunities and open it the door in several areas.

### **3.4 OBJECTIVES**

#### **GENERAL OBJECTIVE**

- To improve worker's communicative skills through the use of a guide to have a better process in the negotiation of the flowers at Azeriflores Farm during the period 2013 – 2014.

#### **Specific objectives**

- To determine the correct use of the expressions and vocabulary to communicate with the costumers
- To research technical vocabulary, phrases, dialogues and expressions about the business flowers
- To create the communicate guide using expressions and technical vocabulary

### **3.5 FOUNDATION**

The communicative guide is going to have a real information, because it is going to use in the real life for workers in the farm, they are using all time the technical vocabulary, phrases and expressions about business flowers to communicate with the foreign customers. In addition, the communicative guide is going to present the description of the technical vocabulary, phrases and expressions with which will be used in the daily routine for the sales department in the Azeriflores Farm, doing effective the communication with the costumers and improve the negotiations of the flowers.

The communicate guide is going to show information about technical vocabulary, phrases and expressions that are going to be used to improve the workers communication about business flowers and negotiation with the foreign customers. This guide is self-educative and each worker will have the opportunity to use and learn with every time to read and write when send messages to the costumers, and with each time to repeat the words, they can practice, refresh and improve their knowledge.

### **3.6 PEDAGOGICAL FOUNDATION**

The communicative guide is going to be focused in a one teaching method in order to develop the workers communicative skill. For this reason the communicative guide is focused in the communicative teaching method because the main goal of this guide is to improve the worker's communicative skills, to have better results in the negotiations of the flowers.

The communicative guide is based on worker's needs; the workers are going to learn a technical vocabulary and expressions about business flowers to improve the negotiation business. In addition, the communicative guide parts are clearly and they are easy to understand for the workers and easy to find the words and phrases when they need to communicate with the foreign customers.

### **3.7 PSYCHOLOGICAL FOUNDATION**

To learning a new language is difficult and the workers think it is more difficult when they must speak with the foreign customers to communicate; and work in a farm where all days is necessary to use the English Language with foreign costumers is hard, because the staff of sales department don't have the opportunity to practice the language and the personal prefer to communicate by written way, for the easiest of internet use and the staff can translate the words and phrases that forgot or don't are safety the correct **writer**. The workers don't like to speak because it is a more complicated way to communicate with the costumers; they speak fast and shorter the words, so it is difficult to understand all words and connect ideas to answer in this moment.

### **3.8 PROPOSAL DESCRIPTION**

The proposal is going to help the sales department to improve the business relationship because with this communicative guide the workers can have a better and interactive communication with the foreign costumers so, the principal beneficiaries are going to be the workers, the General Manager of the Azeriflores Farm because with the guide the workers can do better negotiations and the General Manager have better results in the farm and the profits will be up.

When the profits are good, the farm have stability and the manager can pay the salaries on time and all balances are beneficial for the personal and the owner, too on depend the negotiation of the cut fresh flowers that the farm produce with good quality, intense colors, a big size of bottoms, and large stems, and mainly the good management of the farm. It will help the business relationship with foreign costumers and workers of the farm.

# COMMUNICATIVE GUIDE USED IN THE FLOWERS BUSINESS



*This Communicative Guide contains: a useful technical vocabulary, expressions, abbreviations and dialogues which are used in the process of the business flowers. They are necessary in the daily negotiation improve the profits of the Flower Company.*

**2013 - 2014**

# ***DIALOGUES***

## ***DIALAGUE NUMBER 1***

### ***SALE AND CONFIRMATION OF AN ORDER OF CARNATIONS***

**COSTUMER:** Dear Jimena, good day.

**SALES:** Hi dear, and good day, do you have a carnations order for today?

**COSTUMER:** Sure, the orders for the next Saturday 15/03/14, is flight on Sunday 16/03/14 the order is 1 qb box red select, 350 stems

**SALES:** The price is 0, 17 each stem

**COSTUMER:** Maybe can you low me 1 cv please?

**SALES:** No dear, i cant low are the prices for open market

**COSTUMER:** Ok dear confirmed the price

**SALES:** Ok, please help me with the agency cargo, label and country of destination?

**COSTUMER:** Send with Ecucarga, the label of boxes “aventa” and Russia country the destination.

**SALES:** Ok dear confirmed

**COSTUMER:** Thank you dear

**SALES:** Thank you too



## DIALOGUE NUMBER 2

### OFFERING BUT NO CONFIRMATION

**SALES:** Hello and good day. I have availability of carnations for today

5 fulles mix select 0, 16 cents

5 fulles red select 0, 17 cents

3 fulles fancy mix 0, 13 cents

2 fulles fancy red 0, 15 cents

**COSTUMER:** Hello dear, nothing for the moment, i don't have orders for today

**SALES:** Ok dear don't worry, a good day

**COSTUMER:** Thank you dear and good day too



© Can Stock Photo - csp5452268

## DIALOGUE NUMBER 3

### OFFERING AND CONFIRMATION THE ORDER

**SALES:** Hello and good day dear, I have availability of carnations for today

5 fulles mix select 0, 16 cents

5 fulles red select 0, 17 cents

3 fulles fancy mix 0, 13 cents

2 fulles fancy red 0, 15 cents

**COSTUMER:** Good day dear, you sell for Italian market?

**SALES:** Sure dear

**COSTUMER:** Excellent, I can confirm 3 fulles mix select0, 16 cents

**SALES:** Confirmed dear, help me with agency cargo to coordinate, label for the boxes and country to do it the invoice please

**COSTUMER:** Please, with Panatlantic cargo, Benedetti the labels for boxes and the country is Italy

**SALES:** Confirmed dear

**COSTUMER:** Please send fresh flowers

**SALES:** Don't worry dear the carnations are fresh and with a good quality.

**COSTUMER:** Ok dear thank you

**SALES:** Thank you too



© Can Stock Photo - csp8358967

**DIALOGUE NUMBER 4**

**OFFERING CARNATIONS**

**SALES:** Hello and good day dear  
I have availability of carnations for today

5 fulles mix select 0, 16 cents

5 fulles red select 0, 17 cents

3 fulles fancy mix 0, 13 cents

2 fulles fancy red 0, 15 cents

**COSTUMER:** Hi dear sorry for today only buy roses for the moment

**SALES:** Ok dear, don't worry

**COSTUMER:** Thank you

**SALES:** Thank you too



**DIALOGUE NUMBER 5**

**OFFERING AND SELLING CARNATIONS**

**SALES:** Hello and good day dear  
I have availability of carnations for today  
5 fulles mix select 0, 16 cents  
5 fulles red select 0, 17 cents  
3 fulles fancy mix 0, 13 cents  
2 fulles fancy red 0, 15 cents

**COSTUMER:** Hi dear, the price is very high, can you low?

**SALES:** Dear i can low 1 cent in each variety, the quality is good

**COSTUMER:** I understand, i can for today

1 full select mix 0.15 cents

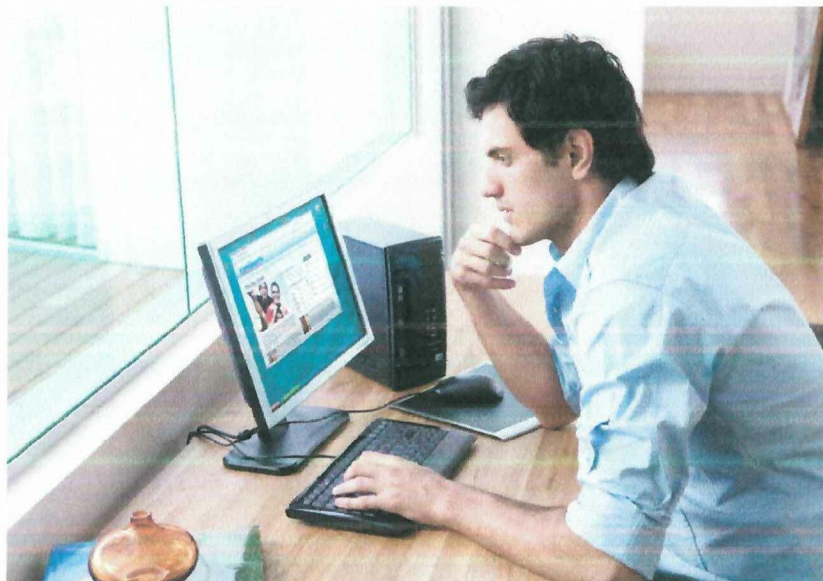
1 full select red 0.16 cents

**SALES:** Ok dear confirmed, agency cargo, label for the boxes please

**COSTUMER:** Label for the boxes "flor express" in Transinternational cargo please

**SALES:** Ok dear confirmed your order

**COSTUMER:** Thank you



**DIALOGUE NUMBER 6**

**CONFIRMATION STANDING ORDER**

**SALES:** Hello and good day dear, the standing order for today is confirmed  
12 fulles mmix select  
8 fulles red select, delivery from the farm today with Kuehne Nagel please.

**COSTUMER:** Hello, Jimena yes is correct thank you so much.

**SALES:** Is a pleasure dear work with you and thank you for the reconfirmation

**COSTUMER:** Thanks, and a good weekend

**SALES:** Thank you dear and a good weekend too



**DIALOGUE NUMBER 7**

**SELLING TO OPEN MARKET**

**COSTUMER:** Hello dear

**SALES:** Hello dear and good day

**COSTUMER:** Dear for today you have  
1 quarter box of carnations select pink?

**SALES:** Yes dear, the price for pink is 0, 16 cents

**COSTUMER:** Confirmed dear please fresh flowers, delivery today

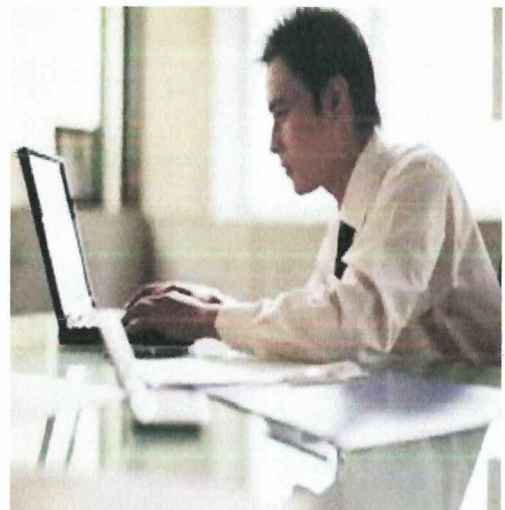
**SALES:** Ok dear confirmed, please agency cargo, country and label for boxes?

**COSTUMER:** Panatlantic cargo the agency, jur the label for the box and United States of America destination please

**SALES:** Confirmed dear your order

**COSTUMER:** Thank you, and please fresh cut flowers

**SALES:** ok dear, you're welcome



**DIALOGUE NUMBER 8**

**CONFIRMING PAYMENT**

**ACCOUNTER:** Hello dear and good day

**COSTUMER:** Hello dear

**ACCOUNTER:** Please I sent the account statement, can you check?

**COSTUMER:** Yes dear, I check and the payment is ready for the next week.

**ACCOUNTER:** Thank you dear, you will do transfer or check?

**COSTUMER:** We will do a transfer the next week

**ACCOUNTER:** Thank you dear

**COSTUMER:** You're welcome dear



© Can Stock Photo - csp14012501

**DIALOGUE NUMBER 9**

**ASKING PAYMENT**

**ACCOUNTER:** Hello dear and good day

**COSTUMER:** Hi dear

**ACCOUNTER:** I sent the account statement, if it is possible can you help me with the payment?

**COSTUMER:** Yes dear i check it and i don't have the last invoice.

**ACCOUNTER:** In this moment i send you the last invoice and the balance

**COSTUMER:** Ok dear tomorrow i have an answer, about the payment

**ACCOUNTER:** Thank you dear



**DIALOGUE NUMBER 10**

**CREDIT NOTE**

**ACCOUNTER:** Hello dear and good day

**COSTUMER:** Hi dear and a good day

**ACCOUNTER:** I sent the account statement, if it is possible can you help me with the payment?

**COSTUMER:** Yes dear I check it, please is not applied the credit note for the invoice #3456.

**ACCOUNTER:** In this moment I apply the credit note dear

**COSTUMER:** Ok dear send me the correct balance

**ACCOUNTER:** Ok dear



**DIALOGUE NUMBER 11**

**IDENTIFY COSTUMER PAYMENT**

**COSTUMER:** Hello dear

**ACCOUNTER:** Good morning dear, can i help you?

**COSTUMER:** Yes dear i check it the balance, and is not applied the last+ payment for February, i sent on 25/02/14 from the helm bank?

**ACCOUNTER:** Dear, we don't have identify this payment, is necessary you always send me the document of the transfer and in this moment I apply the payment

**COSTUMER:** Ok dear, send me the correct balance

**ACCOUNTER:** Ok dear in this moment i send you

**COSTUMER:** Thank you so much

**ACCOUNTER:** Thank you too



## DIALOGUE NUMBER 12

### WITHOUT AVAILABILITY

**COSTUMER:** Hello Jimena

**SALES:** Hello dear how are you?

**COSTUMER:** Good dear, thank you and please for the next week how will have the production of carnations?

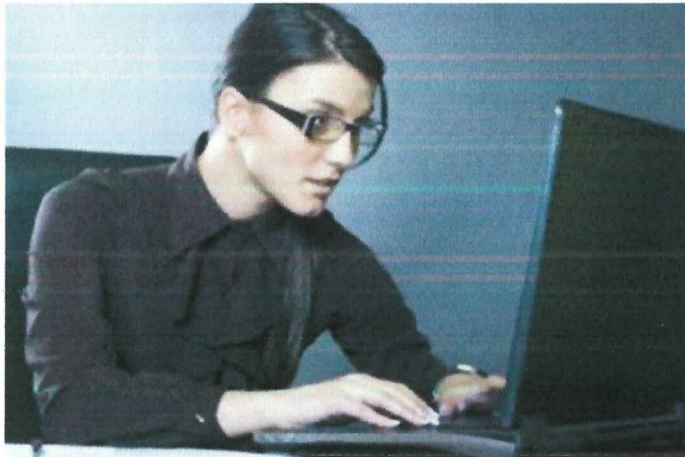
**SALES:** For the next week is lower dear the climate is cold and the cut stage is closed at the moment only we are sending the standing orders

**COSTUMER:** Ohh, understand please if you will have extra carnations write me please

**SALES:** Ok dear sure, if I will have extra availability I will offer you

**COSTUMER:** Thank you

**SALES:** You're welcome



## GLOSARIO DE TERMINOS – GLOSSARY OF TERMS

ESPAÑOL – INGLÉS // SPANISH - ENGLISH

### VOCABULARIO

### VOCABULARY

<b>A</b>	
ACCION	SHARE /STOCK
ACCIONES	SHARES OF STOCK
ACCIONISTA	SHAREHOLDER
ACEPTACION	ACCEPTANCE
ACREEDOR	CREDITOR
ACTIVO	ASSET
ADEUDAR	TO OWE
ADEUDAR	TO DEBIT
ADUANA	CUSTOM HOUSE
ADQUISICION O COMPRA	ACQUISITION
ALMACENAMIENTO	STORING
ALZA	UP TURN
AMORTIZACIÓN	AMORTIZATION/ PAYING OFF
AMORTIZACIÓN	REDEMPTION
ANALISIS	ANALYSIS// BREAK DOWN
ANVALIDAR	AUNVITY
APUESTA	GAMBLING
ARANCEL	DUTY
ARRENDADOR	HIRER
ARRENDAMIENTO	LEASING
ARTICULO	ARTICLE
ASALARIADO	BREADWINNER
ASAMBLEA	ASSEMBLY
ASAMBLEA	MEETING
ASESORIA COMERCIAL	COACHING
AUDITORIA	AUDITING/AUDITORY
AVANCE	PAYMENT ADVANCE
<b>B</b>	
BALANCE	SALDO
BANCA	BANNING
BANDA	MARGIN

BENEFICIO	PROFIT
BENEFICIOS	PROFITS
BIENES	GOODS
BODEGA	WINERY
BONO	BOND
BRIEF	BRIEF
<b>C</b>	
CAMBIO	CASH
CAPITAL	CAPITAL
CAPITAL	STOCK
CARGAMENTO	LOAD
CARTERA	INVESTMENT
CAUSADO	ACCRUED
CIFRA	NUMBER, TURNOVER
CIRCULANTE	CURRENCY
CLIENTE	CLIENT
CLIENTE	CUSTOMER
COBERTURA	HEDGE
COBERTURA	HEDGING
COMERCIO	COUNTER TRADE
COMISIONES	COMMISSIONS
COMPAÑÍA	COMPANY
COMPAÑÍA	CONCERN
COMPAÑÍA	FIRM
COMPENSACION	CLEARING
COMPETENCIA	COMPETITOR
COMPETENCIA	COMPETITION
COMPETITIVIDAD	COMPETITIVENESS
COMPRA	PURCHASE
COMPRADOR	BUYER
COMPROBANTE	ROUCHER
CONCILIACIÓN	CONCILIATION
CONSUMIDOR	CONSUMER
CONSUMO	CONSUMPTION
CONTABILIDAD	ACCOUNTING// BOOK KEEPING
CONTADOR	ACCOUNTANT
CONTRATIEMPO	SET BACK
CONVERTIBILIDAD	CONVERTIBILITY
CORREDOR	STOCK BROKER
CORRETAJE	BROKERAGE
COSTO FIJO	FIXED COSTS

COSULTA	CONSULTATION
CRÉDITO	CREDIT
CRÉDITO	INSTALLMENT
CUBIERTA	DECK
CUENTA	ACCOUNT// BILL
CUPO	QUOTA
CHEQUE	CHECK
<b>D</b>	
DÉBITO	DEBT
DECISIÓN	DECISION
DÉFICIT	DEFICIT
DEFLACIÓN	DEFLACTION
DEMANDA	DEMAND
DEMANDA	DEMAND
DEPOSITO	DEPOSIT
DEPRECIACIÓN	DEPRECIATION
DESACELERACIÓN	RECESSION
DESCUENTO	DISCOUNT
DESEMBOLSO	DISBURSEMENT
DESEMBOLSO	EXPENDITURE
DESEMBOLSO	EXPENSE
DESEMPLEO	UNEMPLOYMENT
DESPACHADOR	FORWARDER
DESPRENDIBLE	COUPON
DEVALUACIÓN	DEVALUATION
DIFERIDO	DEFERRED
DINERO	MONEY
DISTRIBUCION	DISTRIBUTION
DIVIDENDO	DIVIDEND
DIVISAS	DEWISE
DIVISAS	FOREIGN EXCHANGE
<b>E</b>	
ECONOMÍA	ECONOMY
EFFECTIVO	EFFECTIVE
EMPODERAMIENTO	EMPOWERMENT
EMPRESA	ENTERPRISE
EMPRESARIO	ENTREPRENEUR
ENCUESTA	SURVEY
ENTREGA	DELIVERY
ESPECUALCIÓN	SPECULATION

ESTRATEGIA	STRATEGY
ETIQUETA	LABEL
EVA	ECONOMIC VALUE ADDED
EXPORTADOR	EXPORTER
EXPORTAR	EXPORT
EXPOSICIÓN , RIESGO	EXPOSURE
<b>F</b>	
FONDO	FUND
FABRICA	FACTORY
FABRICANTE	MANUFACTURER
FACTIBILIDAD	FEASIBILITY
FACTURA	INVOICE
FINANCIACIÓN	FINANCING
FLETE	FREIGHT
FRANQUICIAS	FRANCHISE
FUSIÓN	MERGER
<b>G</b>	
GANANCIA	PROFIT
GANANCIAS	EARNINGS
GASTOS	EXPENSES
GERENTE	MANAGER
GIRO	DRAFT
GIRO	DRAWING
GRAVAMEN	LEVY
<b>H</b>	
HIPOTECA	MORTGAGE
HIPOTECA	MORTGAGE
HIPOTESIS	HYPOTHESIS
<b>I</b>	
IMPORTAR	TO IMPORT
IMPUESTO	TAX
INCREMENTO	INCREASE
INCUMPLIMIENTO	DEFAULT
INDEMNIZACIÓN	GOLDEN PARACHUTE
INDICE	RATE
INFLACIÓN	INFLATION
INFORMACION	DATA
INGRESOS	INCOME
INGRESOS	MONEY RECEIVED

INSUMO	INPUT
INTERCAMBIOS	INTERCHANGE
INTERMEDIARIO	INTERMEDIARY
INVENTARIOS	INVENTORIES
INVENTARIOS	INVENTORY
INVERSION	INVESTMENT
<b>M</b>	
MARCA	TRADEMARK
MASA , VOLUMEN	BULK
MATERIALES	SUPPLIES
MAYORISTA	WHOLESALE
MEDICION	MEASUREMENT
MENSUALIDAD	MONTHLY PAYMENT
MERCADEO	MARKETING
MENSUALIDAD	MONTHLY PAYMENT
MERCADEO	MARKETING
MERCADERÍA	COMMODITY
MERCADO	MARKET
MODELO	PATTERN
MONEDA	COIN
MONEDA	CURRENCY
MOVIMIENTOS	MOVEMENT
<b>N</b>	
NEGOCIO	DEAL
NOMINA	PAYROLL
<b>O</b>	
OBLIGACION	BOND
OFERTA	SUPPLY
OFERTA	SUPPLY/ BID
OFERTA	OFFER
OPERACIÓN	OPERATION
OPERACIÓN	TRANSACTION
<b>P</b>	
PAGARE	PROMISSORY NOTE
PAGARE	PROMISSORY NOTE
PAGARE	PROMISSORY QUOTA
PAGO	PAYMENT
PARTIDA	ITEM
PASIVO	LIABILITIES

PATENTE	LICENSE
PATRIMONIO	EQUITY
PERDIDA	LOSS
PERIODO	PERIOD
PLANIFICACIÓN	PLANING
PLANIFICAR	TO PLAN
PODER	PROXY
PRE INVERSIÓN	PRE INVESTMENT
PRECIO	PRICE
PRESIDENTE	CEO// CHIEF EXECUTIVE OFFICER
PRÉSTAMO	LOAN//BORROWING
PRÉSTAMO	LOAN
PRESTAR	LEND
PRESUPUESTO	BUDGET
PROCESO	PROCESS
PRODUCCIÓN	OUTPUT, PRODUCTION
PRODUCTO	PRODUCT
PROMOCIÓN	PROMOTION
PROVEEDORES	PROVIDERS
PROYECCIÓN	PROJECTION
PROYECTO	PROJECT
PUBLICIDAD	ADVERTASING
<b>R</b>	
RECARGO	SURCHARGE
RECIBO	RECEIPT
RECLAMO	CLAIM
RED	NET
REEMBOLSO	REPAYMENT
RENDIMIENTO	RETURN/YIELD
RENTA	INCOME
RENTABILIDAD	INCOME YIELD CAPACITY
RENTABILIDAD	RENTABILITY
REVALUACION	REVALUATION
RIESGO	RISK
ROTACIÓN	TURN OVER
ROTURA	BREAKAGE
<b>S</b>	
SALARIO	WAGE/SALARY
SALDOS	SETTLEMENT
SEGURIDAD	SECURITY

SEGURO	INSURANCE
SEGURO	INSURANCE
SIMULACIÓN	SIMULATION
SIN FONDOS	NO FOUNDS // NF
SOBRETASA	SURTAX
SUMA	SUM
SUPERÁVIT	SURPLUS
<b>T</b>	
TARIFAS	PRIVE LIST
TELEMERCADEO	TELEMARKETING
TENDENCIA, SESGO	BIAS
TENEDOR	HOLDER
TRANSPORTE	TRANSPORT
TRUEQUE	COUNTER TRADE
TRUEQUE	BARTER
<b>U</b>	
UTILIDAD	PROFIT/UTILITY
UTILIDAD	PROFIT
<b>V</b>	
VALORIZACIÓN	VALORIZATION
VENDEDOR	DEALER
VENTA	SALE

## EXPRESIONES

## EXPRESSIONS

<b>A</b>	
A LA VISTA	AT SIGHT
ACCIÓN COTIZADA EN BOLSA	LISTED SECURITIES
ACCIÓN EN CIRCULACIÓN	SHARES OUTSTANDING
ACCIONES COMUNES	ORDINARY SHARES
ACCIONES DE CAPITAL	CAPITAL STOCK
ACCIONES DE RENTA	INVESTMENT SHARES
ACCIONES EN CIRCULACIÓN	OUTSTANDING SHARES
ACCIONES ORDINARIA	COMMON STOCK
ACCIONES PREFERENTES	PREFERENCE SHARES
ACEPTACION BANCARIA	BANKER'S ACCETANCE

ACEPTACION COMERCIAL	COMMERCIAL ACCEPTANCE
ACTIVIDAD EMPRESARIAL CONJUNTA	JOINT VENTURE
ACTIVO DADO EN PRENDA	COLLATERAL
ACTIVOS ACUMULADOS	ACCRUED ASSETS
ACTIVOS FIJOS	FIXED ASSETS
ACUERDO COMERCIAL	RECIPROCAL TRADE
ACUERDO DE COOPERACIÓN	JOIN VENTURE
ACUMULACIÓN DE INVENTARIOS	STOCK PILE
ADMINISTRACION FINANCIERA	FINANHCIAL ADMINISTRATION
ADQUISICION DE ACCIONES	STOCKS/SHARE PURCHASE
ADQUISICIÓN HOSTIL	LAKEOVER
AGENTE COMERCIAL	AGENT/ BROKER
AJUSTE DE CAMBIO	EXCHANGE ADJUSTMENT
AJUSTES POR INFLACIÓN	COST OF LIVING ADJUSTMENT
ANÁLISIS DE SENSIBILIDAD	COST VOLUME PROFIT ANALYSIS
APORTACIÓN DE FONDOS	CONTRIBUTION FOUNDS
APOYO FINANCIERO	FINANCIAL BANKING
<b>B</b>	
BALANCE DE PAGOS	BALANCE OF PAYMENTS
BALANCE GENERAL	GENERAL BALANCE// BALANCE SHEET
BALANZA COMERCIAL	BALANCE OF TRADE
BANCA ELECTRÓNICA	DATA CASH
BANCA ROTA	BANKRUPTCY
BANCO AVISOR	ADVISING BANK
BASE DE DATOS	DATABASE
BASE GRAVABLE	BASIS OF ASSESSMENT
BENEFICIO BRUTO	GROSS BENEFIT
BIENES DE CONSUMO	CONSUMER GOODS
BOLSA DE VALORES	STOCK ECCHANGE
BOLSA DE VALORES	STOCK EXCHANGE
BOLSA ELECTRÓNICA	WINSET ON LINE
BONO BASURA	JUNK BOND
BUENA IMAGEN	GOOD WILL
<b>C</b>	
CAIDA DE PRECIOS	PRICE FALL
CAJERO AUTOMÁTICO	AUTOMATIC CASH
CALOR INCLUYENDO COSTO, SEGURO Y FLETE	CIF
CAPITAL CIRCULANTE	CIRCULATING CAPITAL
CAPITAL DE TRABAJO	WORKING CAPITAL
CARAT DE CRÉDITO	LETTER OF CREDIT

CARGA EN CUBIERTA	DECK LOAD
COBERTURA EN MONEDA EXTRANJERA	FORWARD
COBRO AUTOMATIZADO	AUTOMATIC CASHING
COBRO EN EL DESTINO	COLLECT
COMERCIO ELECTRÓNICO	DATA BUSINESS
COMISION DE COMPROMISO	COMMITMENT FEE
COMISIÓN INICIAL	FEE
COMPAÑÍA ANÓNIMA	STOCK COMPANY
COMPAÑÍA ANÓNIMA	STOCK CORPORATION
COMPAÑÍA EMISORA	ISSUING COMPANY
CONGELACIÓN DE PRECIOS	PRICE FREEZE
CONOCIMIENTO DE EMBARQUE	B/L //BILL OF LADING
CONOCIMIENTO DE EMBARQUE AÉREO	AWL/AIRWAY LADING
CONTRAER DEUDA	TO GO INTO DEBT
CONTROL DE GESTION	MANAGERIAL CONTROL
CONTROL DE PRECIOS	PRICE CONTROL
CORRECCIÓN MONETARIA	MONETARY ADJUSTMENT
COSTOS DE ADQUISICION	ACQUISITION COST
COSTOS DE OPERACIÓN	OPERATION COSTS
COSTOS VARIABLES	VARIABLE COST
COTOS TOTALES	TOTAL COST
COYUNTURA ECONÓMICA	ECONOMIC TREND
CRECIMIENTO DEL DINERO	MONEY GROWTH
CRÉDITO DOCUMENTARIO	BACK TO BACK
CRÉDITO SIN GARANTÍAS	CLEAN CREDIT
CUADRO INTEGRADO DE COSTO	BALANCED FORE CARD
CUENTA CORRIENTE	CURRENT ACCOUNT
CUENTAS POR COBRAR	ACCOUNTS RECEIVABLE
CUENTAS POR PAGAR	ACCOUNTS PAYABLE
CHEQUES GIRADOS Y NO COBRADOS	FLOAT, FLOATING
<b>D</b>	
DERECHOS ARANCELARIOS	COSTUMERS DUTY
DEUDA A LARGO PLAZO	LONG TERM DEBT
DEUDA CONSOLIDADA	CONSOLIDATED DEBT
DEUDA FLOTANTE	FLOATING DEBT
<b>E</b>	
ECONOMIA POLITICA	POLITICAL ECONOMY
EFFECTIVO EN CAJA	CASH ON HAND
EJECUTIVA DE VENTAS	SALES EXECUTIVE
EJERCICIO ECONÓMICO	TRADING YEAR

ELASTICIDAD DEL PRECIO	PRICE ELASTICITY
EMPRESA NO LUCRATIVA	NON PROFIT CORPORATION
ENTREGA CONTRA REEMBOLSO	CASH ON DELIVERY
ESTADO DE CUENTAS	STATEMENT OF ACCOUNTS
ESTADO DE GANANCIAS Y PERDIDAS	INCOME STATEMENT
ESTADOS DE RESULTADOS	EARNING REPORT
ESTAR EN DEUDA, ADEUDAR	BE IN DEBT
ESTUDIO DE MERCADO	MARKET STUDY
ESTUDIO DE MERCADO	MARKET RESEARCH
ESTUDIO TECNICO	TECHNICAL STUDY
EVALUACIÓN FINANCIERA	FINANCE EVALUATION
<b>F</b>	
FLETE TERRESTRE	IN LAND FREIGHT
FLUJO DE CAJA	CASH FLOW
FLUJO DE CAJA DEL INVERSIONISTA	CASH FLOW AUDIENCE
FLUJO DE CAJA DEL PROYECTO FUTURO	INHERITED AUDIENCE
FLUJO DE CAPITAL A LARGO PLAZO	LONG TERM CAPITAL FLOWS
FLUJO LIBRE DE EFECTIVO	FREE CASH FLOW
FLUJOS NETOS DE EFECTIVO	NET CASH FLOW
FONDO DE AMORTIZACIÓN	SINKING FOUND
FONDO DE ROTACIÓN	REVOLVING FOUND
FRABCO A BORDO	FOB
FUGA DE CAPITAL	CAPITAL FLIGHT
FUSIONES Y ADQUISICIONES	M&A// MERGERS AND ACQUISITIONS
<b>G</b>	
GANANCIAS POR ACCIÓN	EPS
GENERACIÓN DE VALOR	VALUE ENGINEERING
GRAN COMPAÑÍA	BLUE CHIP COMPANNY
IMPUESTO SOBRE RENTA	INCOME TAX
INDICE DE APALANCAMIENTO	LEVERAGE RATE
INDICE DE PRECIOS AL CONSUMO	CONSUMER PRICE INDEX
INFLACIÓN GALOPANTE	RUNAWAY INFLATION
INGRESO BRUTO	GROSS INCOME
INGRESO NACIONAL	NATIONAL INCOME
INTERÉS COMPUESTO	COMPUND INTEREST
INTERES REAL	REAL INTERES
INTERÉS SIMPLE	SIMPLE INTEREST
INVERSIÓN INICIAL	INITIAL INVESTMENT
INVESTIGACION DE MERCADOS	MARKET RESEARCH



<b>J</b>	
JOIN VENTURE	JOINT VENTURE
JUSTO A TIEMPO	JUST IN TIME
<b>L</b>	
LE DEBO	IOY// I OWE YOU
LETRA DE CAMBIO	BILL OF CHANGE
LETRA DE CAMBIO	DRAFT
LEYES ANTIMONOPÓLICAS	ANTI TRUST LAWS
<b>M</b>	
MANO DE OBRA	LABOR
MARCA DE FABRICA	BRAND
MARGEN DE BENEFICIO	PROFIT MARGIN
MATERIA PRIMA	RAW MATERIAL
MATERIAS PRIMAS	RAW MATERIALS
MECANISMO DE PROTECCIÓN	FORWARDS
MEDICION DE EFECTIVIDAD	RATING
MERCADEO DE PRUEBA	MARKETING PROGRAM MONITORING
MERCADO BURSÁTIL EN ALZA	BULL MARKET
MERCADO BURSÁTIL EN DECLINACIÓN	BEAR MARKET
MERCADO DE CAPITAL	CAPITAL MARKET
MERCADO DE CONTROL	CONTROL MARKET
MERCADO LIBRE	OPEN MARKET
MERCADO OBJETIVO	TARGET MARKET
MESAS DE DINERO	TARGET MARKET
MÉTODO DE EVALUACIÓN FINANCIERA	FINANCING EVUALUATION METHOD
MEZCLA DE MERCADO	MARKETING MIX
MEZCLA DE PRODUCTO	PRODUCT MIX
MEZCLA DE PROMOCION	PROMOTIANAL MIX
MONEDA DURA	HARD CURRENCY
MONTO DE UNA DEUDA	AMOUNT
MOVIMIENTO ACCIONARIO	SHARE TURNOVER
MUESTRA DE CRITERIO	CRITERIA SAMPLE
MUESTREO ALEATORIO SIMPLE	SIMPLE RAMDOM SAMPLING
MUESTREO PROBABILISTICO	PROBABILITY SAMPLING
MUESTREO SISTEMATICO	SYSTEMATIC SAMPLING
MUETSREO ESTRATIFICADO	STRATIFIED SAMPLING
<b>N</b>	
NEGOCIOS COMERCIALES	COMERCIAL BUSINESS
NEGOCISO DE MANUFACTURA	MANUFACTURING BUSINESS

NEGOCISO DE SERVICIOS	SERVICE BUSINESS
NIVEL DE ENDEUDAMIENTO	INDEBTEDNESS RATIO
NIVEL DE ENDEUDAMIENTO	DEBT LIMIT
NOMBRES COMERCIALES	COMERCIAL NAMES
NORMAS CONTABLES	FASB
<b>O</b>	
OFERTA BURSÁTIL	MARKET OFFERING
OFERTA DE ADQUISICIÓN	DIRECT OFFER
OFERTA DIRECTA	DIRECT OFFER
<b>P</b>	
PAGAR EN EFECTIVO	PAY IN CASH
PAGO A PLAZOS	DEFERRED PAYMENT
PAGO AL CONTADO	CASH PAYMENT
PAGO AL FINAL	BALLOON PAYMENT
PAGO ATRASADO	PAYMENTS IN ARREARS
PAGO CONTRA ENTREGA	CASH ON DELIVER
PAGO GLOBAL	LUMP SUM
PAGO INICIAL	DOWN PAYMENT
PERIODO DE RECUPERACION	PAYBACK PERIOD
PLAN DE MERCADO	MARKETING PLAN
PLANEACION ESTRATEGICA	STRATEGIC PLANNING
PODER ADQUISITIVO	BUYING POWER
PODER ADQUISITIVO	PURCHASING POWER
PODER DE COMPRA	PURCHASING POWER
POLITICA DE INGRESOS	INCOME POLICY
PRECIO ACORDADO	AGREED PRICE
PRECIO DE COSTO	COST PRICE
PRECIO DEL MERCADO	MARKET PRICE
PRECIO JUSTO	FAIR PRICE
PRECIO MINIMO	BOTTOM PRICE
PRECIO NETO	NET PRICE
PRECIO PROMEDIO	AVERAGE PRICE
PRECIO REAL	REAL PRICE
PRECIO TOPE	TOP PRICE// CEILING PRICE
PRÉSTAMO A CORTO PLAZO	SHORT TERM LOAN
PRÉSTAMO A LARGO PLAZO	LONG TERM LOAN
PROCESO DE COMPARAR CONTINUAMENTE	BENCH MARKING
PRODUCTOS MANUFACTURADOS	MANUFACTURES PRODUCTS
PUNTO DE COMPARACIÓN	BENCH MARK
PUNTO DE EQUILIBRIO	BREAK EVEN POINT

<b>R</b>	
RACIONAMIENTO DE CAPITAL	CAPITAL RATIONING
RANFO DE CRECIMIENTO	RATE OF GROWTH
RANGO THE INTERES	RATE OF INTEREST
RASTREO DE MERCADO	MARKET SWEEP
RAZÓN BENEFICIO COSTO	COST BENEFIT RATIO
RAZÓN DE LIQUIDEZ	LIQUIDITY RATIOS
RAZONES FINANCIERAS	FINANCIAL RATIOS
RED DE VALOR AGREGADO	VALUE ADDED NETWORK
RELACIÓN PRECIO GANANCIA	PRICE EARNING RATE
RESERVA LEGAL	LEGAL RESERVES
RESULTADO ECONOMICO	ECONOMIC RESULT
RETORNO SOBRE ACTIVOS	RETURN ON ASSETS
RETORNO SOBRE EL PATRIMONIO	RETURN ON EQUITY
RETORNO SOBRE LA INVERSION	REQUIRED RETURN
RIESGO DEL NEGOCIO	BUSINESS RISK
RIESGO DEL PROYECTO	PROJECT RISK
<b>S</b>	
SACAR EL EFCETIVO PRODUCIDO	HARVESTING STRATEGY
SALARIO MINIMO	MINIMUM WAGE/SALARY
SALDO DE CAJA	CASH BALANCE
SEGMENTACIÓN DE MERCADO	MARKET SEGMENTATION
SEGURO DE CUMPLIMIENTO	PERFORMANCE BOND
SISTEMA DE COMERCIO PREFERENCIAL	PREFERENTIAL TRADING SYSTEM
SISTEMA DE PAGO	PAYMENT SYSTEM
SOBREGIRO BANCARIO	BANK OVERDRAFT
SOCIEDAD ANÓNIMA	LIMETED COMPANY
SOCIEDAD HOLDING	HOLDING COMPANY
SOCIEDAD LIMITADA	LIMETED COMPANY
SOLVENCIA ECONÓMICA	ECONOMIC SOLVENCY
SUBASTA PUBLICA	AUCTION
SUELDOS Y SALARIOS	SALARY AND WAGES
<b>T</b>	
TARJETA DE CRÉDITO	CREDIT CARD
TARJETA DE NEGOCIOS	BUSINESS CARD
TASA DE CAMBIO	EXCHANGE RATE
TASA DE CAMBIO , TIPO DE CAMBIO	EXCHANGE RATE
TASA DE CORTE	HURDLE RATE
TASA DE INTERÉS	INTEREST RATE

TASA DE INTERES	PRIME RATE
TASA DE RENTABILIDAD	RATE OF RETURN
TASA EFECTIVA	EFFECTIVE RATE
TASA EFECTIVA ANUAL	EFFECTIVE RATE PER ANNUU,,,,
TASA INTERNA DE RETORNO	INTERNAL RATE OF RETURN
TASA INTERNACIONAL DE RETORNO	IRR// INTERNATIONAL RATE OF RETURN
TASA NOMINAL	NOMINAL RATE
TASA PREFERENCIAL	PRIME RATE
TIEMPO APAAREADO	MATCHED TIMING
TIPO DE CAMBIO	EXCHANGE RATE
TRANSPORTADOR MARITIMO	CARRIER
TRASLADO DE FONDOS	FUND TRANSFER
<b>U</b>	
UTILIDADES DE CAPITAL	CAPITAL GAINS
<b>V</b>	
VALOR ACTUAL	ACTUAL VALUE
VALOR ECONÓMICO	ECONOMIC PROFIT
VALOR FUTURO	FUTURE WORTH
VALOR INCLUYENDO COSTO Y FLETE	C&F
VALOR NETO(PATRIMONIO)	NET WORTH
VALOR NOMINAL	FACE VALUE
VALOR PRESENTE NETO	NET PRESENT VALUE
VALOR PRESENTE NETO	NET PRESENT VALUE // NPV
VENTA A PLAZOS	HIRE PURCHASE
VENTA AL DETALLE	RETAIL
VENTA DIRECTA	DIRECT SELLING
VENTAS BRUTAS	GROSS SALES
VENTAS NETAS	NET SALES
VIDA UTIL	USEFUL LIFE

## **ABREVIATURAS**

## **ABBREVIATIONS**

ADR	AMERICAN DEPOSITOR RECEIPT
IBF	INTERNATIONAL BANKING FACILITY
NYSE	NEW YORK STOCK EXCHANGE
PIB	GROSS NATIONAL PRODUCT

## GLOSSARY OF TERMS - GLOSARIO DE TERMINOS

ENGLISH – SPANISH // INGLES - ESPAÑOL

### VOCABULARY

### VOCABULARIO

A	
ACCEPTANCE	ACEPTACION
ACCOUNT// BILL	CUENTA
ACCOUNTANT	CONTADOR
ACCOUNTING// BOOK KEEPING	CONTABILIDAD
ACCOUNTS PAYABLE	CUENTAS POR PAGAR
ACCRUED	CAUSADO
ACQUISITION	ADQUISICION O COMPRA
ADVERTASING	PUBLICIDAD
AGENT/ BROKER	AGENTE COMERCIAL
AMORTIZATION/ PAYING OFF	AMORTIZACIÓN
AMOUNT	MONTO DE UNA DEUDA
ANALYSIS// BREAK DOWN	ANALISIS
ARTICLE	ARTICULO
ASSEMBLY	ASAMBLEA
ASSET	ACTIVO
AUCTION	SUBASTA PUBLICA
AUDITING/AUDITORY	AUDITORIA
AUNVITY	ANVALIDAR
BANKRUPTCY	BANCA ROTA
BANNING	BANCA
BARTER	TRUEQUE
BIAS	TENDENCIA, SESGO
BOND	BONO
BOND	OBLIGACION
BRAND	MARCA DE FABRICA
BREADWINNER	ASALARIADO
BREAKAGE	ROTURA
BRIEF	BRIEF
BROKERAGE	CORRETAJE
BUDGET	PRESUPUESTO
BULK	MASA , VOLUMEN
BUYER	COMPRADOR

<b>C</b>	
CAPITAL	CAPITAL
CARNINGS	GANANCIAS
CARRIER	TRANSPORTADOR MARITIMO
CASH	CAMBIO
CHECK	CHEQUE
CLAIM	RECLAMO
CLEARING	COMPENSACION
CLIENT	CLIENTE
COACHING	ASESORIA COMERCIAL
COIN	MONEDA
COLLATERAL	ACTIVO DADO EN PRENDA
COLLECT	COBRO EN EL DESTINO
COMISSIONS	COMISIONES
COMMODITY	MERCADERÍA
COMPANY	COMPAÑÍA
COMPETITION	COMPETENCIA
COMPETITIVENESS	COMPETITIVIDAD
COMPETITOR	COMPETENCIA
CONCERN	COMPAÑÍA
CONCILIATION	CONCILIACIÓN
CONSULTATION	COSULTA
CONSUMER	CONSUMIDOR
CONSUMPTION	CONSUMO
CONVERTIBILITY	CONVERTIBILIDAD
COUPON	DESPRENDIBLE
CREDIT	CRÉDITO
CREDITOR	ACREEDOR
CURRENCY	CIRCULANTE
CURRENCY	MONEDA
CUSTOMER	CLIENTE
<b>D</b>	
DATA	INFORMACION
DATABASE	BASE DE DATOS
DEAL	NEGOCIO
DEALER	VENDEDOR
DEBT	DÉBITO
DECISION	DECISIÓN
DECK	CUBIERTA
DEFAULT	INCUMPLIMIENTO

DEFERRED	DIFERIDO
DEFICIT	DÉFICIT
DEFLATION	DEFLACIÓN
DELIVERY	ENTREGA
DEMAND	DEMANDA
DEMAND	DEMANDA
DEPOSIT	DEPOSITO
DEPRECIATION	DEPRECIACIÓN
DEVALUATION	DEVALUACIÓN
DEWISE	DIVISAS
DISBURSEMENT	DESEMBOLSO
DISCOUNT	DESCUENTO
DISCOUNT	DESCUENTO
DISTRIBUTION	DISTRIBUCION
DIVIDEND	DIVIDENDO
DRAFT	GIRO
DRAFT	LETRA DE CAMBIO
DRAWING	GIRO
DUTY	ARANCEL
<b>E</b>	
ECONOMY	ECONOMÍA
EFFECTIVE	EFFECTIVO
EMPOWERMENT	EMPODERAMIENTO
ENTERPRISE	EMPRESA
ENTREPRENEUR	EMPRESARIO
EQUITY	PATRIMONIO
EXPENDITURE	DESEMBOLSO
EXPENSE	DESEMBOLSO
EXPENSES	GASTOS
EXPORT	EXPORTAR
EXPORTER	EXPORTADOR
EXPOSURE	EXPOSICIÓN , RIESGO
<b>F</b>	
FACTORY	FABRICA
FEASIBILITY	FACTIBILIDAD
FEE	COMISIÓN INICIAL
FINANCING	FINANCIACIÓN
FIRM	COMPAÑÍA
FLOAT, FLOATING	CHEQUES GIRADOS Y NO COBRADOS
FORWARD	COBERTURA EN MONEDA EXTRANJERA

FORWARDER	DESPACHADOR
FORWARDS	MECANISMO DE PROTECCIÓN
FRANCHISE	FRANQUICIAS
FREIGHT	FLETE
FUND	FONDO
<b>G</b>	
GAMBLING	APUESTA
GOODS	BIENES
<b>H</b>	
HEDGE	COBERTURA
HEDGING	COBERTURA
HIRER	ARRENDADOR
HOLDER	TENEDOR
HYPOTHESIS	HIPOTESIS
<b>I</b>	
INCOME	INGRESOS
INCOME	RENTA
INCREASE	INCREMENTO
INFLATION	INFLACIÓN
INPUT	INSUMO
INSTALLMENT	CRÉDITO
INSURANCE	SEGURO
INSURANCE	SEGURO
INTERCHANGE	INTERCAMBIOS
INTERMEDIARY	INTERMEDIARIO
INVENTORIES	INVENTARIOS
INVENTORY	INVENTARIOS
INVESTMENT	CARTERA
INVESTMENT	INVERSION
INVOICE	FACTURA
ITEM	PARTIDA
<b>L</b>	
LABEL	ETIQUETA
LABOR	MANO DE OBRA
LAKEOVER	ADQUISICIÓN HOSTIL
LEASING	ARRENDAMIENTO
LEND	PRESTAR
LEVY	GRAVAMEN
LIABILITIES	PASIVO

LICENSE	PATENTE
LOAD	CARGAMENTO
LOAN	PRÉSTAMO
LOAN//BORROWING	PRÉSTAMO
LOSS	PERDIDA
<b>M</b>	
MANAGER	GERENTE
MANUFACTURER	FABRICANTE
MARGIN	BANDA
MARKET	MERCADO
MARKETING	MERCADEO
MEASUREMENT	MEDICION
MEETING	ASAMBLEA
MERGER	FUSIÓN
MONEY	DINERO
MORTGAGE	HIPOTECA
MORTAGE	HIPOTECA
MOVEMENT	MOVIMIENTOS
<b>N</b>	
NET	RED
NUMBER, TURNOVER	CIFRA
<b>O</b>	
OFFER	OFERTA
OPERATION	OPERACIÓN
OUTPUT/ PRODUCTION	PRODUCCIÓN
<b>P</b>	
PATTERN	MODELO
PAYMENT	PAGO
PAYROLL	NOMINA
PERIOD	PERIODO
PLANING	PLANIFICACIÓN
PRICE	PRECIO
PROCESS	PROCESO
PRODUCT	PRODUCTO
PROFIT	BENEFICIO
PROFIT	GANANCIA
PROFIT	UTILIDAD
PROFIT/UTILITY	UTILIDAD
PROFITS	BENEFICIOS

PROJECT	PROYECTO
PROMOTION	PROMOCIÓN
PROVIDERS	PROVEEDORES
PROXY	PODER
PROYECTION	PROYECCIÓN
PURCHASE	COMPRA
<b>Q</b>	
QUOTA	CUPO
<b>R</b>	
RATE	INDICE
RATING	MEDICION DE EFECTIVIDAD
RECEIPT	RECIBO
RECESSION	DESACELERACIÓN
REDEMPTION	AMORTIZACIÓN
RENTABILITY	RENTABILIDAD
REPAYMENT	REEMBOLSO
RETAIL	VENTA AL DETALLE
RETURN/YIELD	RENDIMIENTO
REVALUATION	REVALUACION
RISK	RIESGO
ROUCHER	COMPROBANTE
<b>S</b>	
SALDO	BALANCE
SALE	VENTA
SECURITY	SEGURIDAD
SETTLEMENT	SALDOS
SHARE	ACCIÓN
SHARE /STOCK	ACCION
SHAREHOLDER	ACCIONISTA
SIMULATION	SIMULACIÓN
SPECULATION	ESPECUALCIÓN
STOCK	CAPITAL
STOCKS/SHARE PURCHASE	ADQUISICION DE ACCIONES
STORING	ALMACENAMIENTO
STRATEGY	ESTRATEGIA
SUM	SUMA
SUPLY	OFERTA
SUPPLIES	MATERIALES
SUPPLY/ BID	OFERTA

SURCHARGE	RECARGO
SURPLUS	SUPERÁVIT
SURTAX	SOBRETASA
SURVEY	ENCUESTA
<b>T</b>	
TAX	IMPUESTO
TO DEBIT	ADEUDAR
TO IMPORT	IMPORTAR
TO OWE	ADEUDAR
TO PLAN	PLANIFICAR
TRADEMARK	MARCA
TRANSACTION	OPERACIÓN
TRANSPORT	TRANSPORTE
<b>U</b>	
UNEMPLOYMENT	DESEMPLEO
<b>V</b>	
VALORIZATION	VALORIZACIÓN
<b>W</b>	
WAGE/SALARY	SALARIO
WHOLESALE	MAYORISTA
WINERY	BODEGA

## EXPRESSIONS

## EXPRESIONES

<b>A</b>	
ACCOUNTS RECEIVABLE	CUENTAS POR COBRAR
ACCRUED ASSETS	ACTIVOS ACUMULADOS
ACQUISITION COST	COSTOS DE ADQUISICION
ACTUAL VALUE	VALOR ACTUAL
ADVISING BANK	BANCO AVISOR
AGREED PRICE	PRECIO ACORDADO
ANTI TRUST LAWS	LEYES ANTIMONOPÓLICAS
AT SIGHT	A LA VISTA
AUTOMATIC CASH	CAJERO AUTOMÁTICO
AUTOMATIC CASHING	COBRO AUTOMATIZADO
AVERAGE PRICE	PRECIO PROMEDIO
AWL/AIRWAY LADING	CONOCIMIENTO DE EMBARQUE AÉREO

<b>B</b>	
B/L //BILL OF LADING	CONOCIMIENTO DE EMBARQUE
BACK TO BACK	CRÉDITO DOCUMENTARIO
BALANCE OF PAYMENTS	BALANCE DE PAGOS
BALANCE OF TRADE	BALANZA COMERCIAL
BALANCED FORE CARD	CUADRO INTEGRADO DE COSTO
BALLOON PAYMENT	PAGO AL FINAL
BANK OVERDRAFT	SOBREGIRO BANCARIO
BANKER'S ACCETANCE	ACEPTACION BANCARIA
BASIS OF ASSESSMENT	BASE GRAVABLE
BE IN DEBT	ESTAR EN DEUDA, ADEUDAR
BEAR MARKET	MERCADO BURSÁTIL EN DECLINACIÓN
BENCH MARK	PUNTO DE COMPARACIÓN
BENCH MARKING	PROCESO DE COMPARAR CONTINUAMENTE
BILL OF CHANGE	LETRA DE CAMBIO
BLUE CHIP COMPANNY	GRAN COMPAÑÍA
BOTTOM PRICE	PRECIO MINIMO
BREAK EVEN POINT	PUNTO DE EQUILIBRIO
BULL MARKET	MERCADO BURSÁTIL EN ALZA
BUSINESS CARD	TARJETA DE NEGOCIOS
BUSINESS RISK	RIESGO DEL NEGOCIO
BUYING POWER	PODER ADQUISITIVO
<b>C</b>	C
CAPITAL FLIGHT	FUGA DE CAPITAL
CAPITAL GAINS	UTILIDADES DE CAPITAL
CAPITAL MARKET	MERCADO DE CAPITAL
CAPITAL RATIONING	RACIONAMIENTO DE CAPITAL
CAPITAL STOCK	ACCIONES DE CAPITAL
CASH BALANCE	SALDO DE CAJA
CASH FLOW	FLUJO DE CAJA
CASH FLOW AUDIENCE	FLUJO DE CAJA DEL INVERSIONISTA
CASH ON DELIVER	PAGO CONTRA ENTREGA
CASH ON DELIVERY	ENTREGA CONTRA REEMBOLSO
CASH ON HAND	EFFECTIVO EN CAJA
CASH PAYMENT	PAGO AL CONTADO
CIRCULATING CAPITAL	CAPITAL CIRCULANTE
CLEAN CREDIT	CRÉDITO SIN GARANTÍAS
COMERCIAL BUSINESS	NEGOCIOS COMERCIALES
COMERCIAL NAMES	NOMBRES COMERCIALES
COMMERCIAL ACCEPTANCE	ACEPTACION COMERCIAL

COMMITMENT FEE	COMISION DE COMPROMISO
COMMON STOCK	ACCIONES ORDINARIA
COMPUND INTEREST	INTERÉS COMPUESTO
CONSOLIDATED DEBT	DEUDA CONSOLIDADA
CONSUMER GOODS	BIENES DE CONSUMO
CONSUMER PRICE INDEX	INDICE DE PRECIOS AL CONSUMO
CONTRIBUTION FOUNDS	APORTACIÓN DE FONDOS
CONTROL MARKET	MERCADO DE CONTROL
COST BENEFIT RATIO	RAZÓN BENEFICIO COSTO
COST OF LIVING ADJUSTMENT	AJUSTES POR INFLACIÓN
COST PRICE	PRECIO DE COSTO
COST VOLUME PROFIT ANALYSIS	ANÁLISIS DE SENSIBILIDAD
COSTUMERS DUTY	DERECHOS ARANCELARIOS
COUNTER TRADE	COMERCIO
COUNTER TRADE	TRUEQUE
CREDIT CARD	TARJETA DE CRÉDITO
CRITERIA SAMPLE	MUESTRA DE CRITERIO
CURRENT ACCOUNT	CUENTA CORRIENTE
CUSTOM HOUSE	ADUANA
<b>D</b>	
DATA BUSINESS	COMERCIO ELECTRÓNICO
DATA CASH	BANCA ELECTRÓNICA
DECK LOAD	CARGA EN CUBIERTA
DEBT LIMIT	NIVEL DE ENDEUDAMIENTO
DEFERRED PAYMENT	PAGO A PLAZOS
DIRECT OFFER	OFERTA DE ADQUISICIÓN
DIRECT OFFER	OFERTA DIRECTA
DIRECT SELLING	VENTA DIRECTA
DOWN PAYMENT	PAGO INICIAL
<b>E</b>	
EARNING REPORT	ESTADOS DE RESULTADOS
ECONOMIC PROFIT	VALOR ECONÓMICO
ECONOMIC RESULT	RESULTADO ECONOMICO
ECONOMIC SOLVENCY	SOLVENCIA ECONÓMICA
ECONOMIC TREND	COYUNTURA ECONÓMICA
ECONOMIC VALUE ADDED	EVA
EFFECTIVE RATE	TASA EFECTIVA
EFFECTIVE RATE PER ANNUU,,,,	TASA EFECTIVA ANUAL
EXCHANGE ADJUSTMENT	AJUSTE DE CAMBIO
EXCHANGE RATE	TASA DE CAMBIO

EXCHANGE RATE	TASA DE CAMBIO , TIPO DE CAMBIO
EXCHANGE RATE	TIPO DE CAMBIO
<b>F</b>	
FACE VALUE	VALOR NOMINAL
FAIR PRICE	PRECIO JUSTO
FINANCE EVALUATION	EVALUACIÓN FINANCIERA
FINANCIAL BANKING	APOYO FINANCIERO
FINANCIAL RATIOS	RAZONES FINANCIERAS
FINANCING EVALUATION METHOD	MÉTODO DE EVALUACIÓN FINANCIERA
FINANCIAL ADMINISTRATION	ADMINISTRACION FINANCIERA
FIXED ASSETS	ACTIVOS FIJOS
FIXED COSTS	COSTO FIJO
FLOATING DEBT	DEUDA FLOTANTE
FOREIGN EXCHANGE	DIVISAS
FREE CASH FLOW	FLUJO LIBRE DE EFECTIVO
FUND TRANSFER	TRASLADO DE FONDOS
FUTURE WORTH	VALOR FUTURO
<b>G</b>	
GENERAL BALANCE// BALANCE SHEET	BALANCE GENERAL
GOLDEN PARACHUTE	INDEMNIZACIÓN
GOOD WILL	BUENA IMAGEN
GROSS BENEFIT	BENEFICIO BRUTO
GROSS INCOME	INGRESO BRUTO
GROSS NATIONAL PRODUCT	PIB (PRODUCTO INTERNO BRUTO)
GROSS SALES	VENTAS BRUTAS
<b>H</b>	
HARD CURRENCY	MONEDA DURA
HARVESTING STRATEGY	SACAR EL EFECTIVO PRODUCIDO
HIRE PURCHASE	VENTA A PLAZOS
HOLDING COMPANY	SOCIEDAD HOLDING
HURDLE RATE	TASA DE CORTE
<b>I</b>	
IN LAND FREIGHT	FLETE TERRESTRE
INCOME POLICY	POLITICA DE INGRESOS
INCOME STATEMENT	ESTADO DE GANANCIAS Y PERDIDAS
INCOME TAX	IMPUESTO SOBRE RENTA
INCOME YIELD CAPACITY	RENTABILIDAD
INDEBTEDNESS RATIO	NIVEL DE ENDEUDAMIENTO
INHERITED AUDIENCE	FLUJO DE CAJA DEL PROYECTO FUTURO

INITIAL INVESTMENT	INVERSIÓN INICIAL
INTEREST RATE	TASA DE INTERÉS
INTERNAL RATE OF RETURN	TASA INTERNA DE RETORNO
INVESTMENT SHARES	ACCIONES DE RENTA
ISSUING COMPANY	COMPAÑÍA EMISORA
ISSUING COMPANY	
JOIN VENTURE	ACUERDO DE COOPERACIÓN
JOINT VENTURE	JOIN VENTURE
JOINT VENTURE	ACTIVIDAD EMPRESARIAL CONJUNTA
JUNK BOND	BONO BASURA
JUST IN TIME	JUSTO A TIEMPO
L	
LEGAL RESERVES	RESERVA LEGAL
LETTER OF CREDIT	CARAT DE CRÉDITO
LEVERAGE RATE	INDICE DE APALANCAMIENTO
LIMETED COMPANY	SOCIEDAD ANÓNIMA
LIMETED COMPANY	SOCIEDAD LIMITADA
LIQUIDITY RATIOS	RAZÓN DE LIQUIDEZ
LISTED SECURITIES	ACCIÓN COTIZADA EN BOLSA
LONG TERM CAPITAL FLOWS	FLUJO DE CAPITAL A LARGO PLAZO
LONG TERM DEBT	DEUDA A LARGO PLAZO
LONG TERM LOAN	PRÉSTAMO A LARGO PLAZO
LUMP SUM	PAGO GLOBAL
M	
MANAGERIAL CONTROL	CONTROL DE GESTION
MANUFACTURES PRODUCTS	PRODUCTOS MANUFACTURADOS
MANUFACTURING BUSINESS	NEGOCISO DE MANUFACTURA
MARKET OFFERING	OFERTA BURSÁTIL
MARKET PRICE	PRECIO DEL MERCADO
MARKET RESEARCH	ESTUDIO DE MERCADO
MARKET RESEARCH	INVESTIGACION DE MERCADOS
MARKET SEGMENTATION	SEGMENTACIÓN DE MERCADO
MARKET STUDY	ESTUDIO DE MERCADO
MARKET SWEEP	RASTREO DE MERCADO
MARKETING MIX	MEZCLA DE MERCADO
MARKETING PLAN	PLAN DE MERCADO
MARKETING PROGRAM MONITORING	MERCADEO DE PRUEBA
MATCHED TIMING	TIEMPO APAAREADO
MINIMUM WAGE/SALARY	SALARIO MINIMO
MONETARY ADJUSTMENT	CORRECCIÓN MONETARIA

MONEY GROWTH	CRECIMIENTO DEL DINERO
MONEY RECEIVED	INGRESOS
MONTHLY PAYMENT	MENSUALIDAD
<b>N</b>	
NATIONAL INCOME	INGRESO NACIONAL
NET CASH FLOW	FLUJOS NETOS DE EFECTIVO
NET PRESENT VALUE	VALOR PRESENTE NETO
NET PRESENT VALUE // NPV	VALOR PRESENTE NETO
NET PRICE	PRECIO NETO
NET SALES	VENTAS NETAS
NET WORTH	VALOR NETO(PATRIMONIO)
NEW YORK STOCK EXCHANGE	NYSE
NO FUNDS // NF	SIN FONDOS
NOMINAL RATE	TASA NOMINAL
NON PROFIT CORPORATION	EMPRESA NO LUCRATIVA
<b>O</b>	
OPEN MARKET	MERCADO LIBRE
OPERATION COSTS	COSTOS DE OPERACIÓN
ORDINARY SHARES	ACCIONES COMUNES
OUTSTANDING SHARES	ACCIONES EN CIRCULACIÓN
<b>P</b>	
PAY IN CASH	PAGAR EN EFECTIVO
PAYBACK PERIOD	PERIODO DE RECUPERACION
PAYMENT ADVANCE	AVANCE
PAYMENT SYSTEM	SISTEMA DE PAGO
PAYMENTS IN ARREARS	PAGO ATRASADO
PERFORMANCE BOND	SEGURO DE CUMPLIMIENTO
POLITICAL ECONOMY	ECONOMIA POLITICA
PRE INVESTMENT	PRE INVERSIÓN
PREFERENCE SHARES	ACCIONES PREFERENTES
PREFERENTIAL TRADING SYSTEM	SISTEMA DE COMERCIO PREFERENCIAL
PRICE CONTROL	CONTROL DE PRECIOS
PRICE EARNING RATE	RELACIÓN PRECIO GANANCIA
PRICE ELASTICITY	ELASTICIDAD DEL PRECIO
PRICE FALL	CAIDA DE PRECIOS
PRICE FREEZE	CONGELACIÓN DE PRECIOS
PRIME RATE	TASA DE INTERES
PRIME RATE	TASA PREFERENCIAL
PRIVE LIST	TARIFAS

PROBABILITY SAMPLING	MUESTREO PROBABILISTICO
PRODUCT MIX	MEZCLA DE PRODUCTO
PROFIT MARGIN	MARGEN DE BENEFICIO
PROJECT RISK	RIESGO DEL PROYECTO
PROMISSORY NOTE	PAGARE
PROMISSORY NOTE	PAGARE
PROMISSORY QUOTA	PAGARE
PROMOTIANAL MIX	MEZCLA DE PROMOCION
PURCHASING POWER	PODER ADQUISITIVO
PURCHASING POWER	PODER DE COMPRA
RATE OF GROWTH	RANFO DE CRECIMIENTO
RATE OF INTEREST	RANGO THE INTERES
RATE OF RETURN	TASA DE RENTABILIDAD
RAW MATERIAL	MATERIA PRIMA
RAW MATERIALS	MATERIAS PRIMAS
REAL INTERES	INTERES REAL
REAL PRICE	PRECIO REAL
RECIPROCAL TRADE	ACUERDO COMERCIAL
REQUIRED RETURN	RETORNO SOBRE LA INVERSION
RETURN ON ASSETS	RETORNO SOBRE ACTIVOS
RETURN ON EQUITY	RETORNO SOBRE EL PATRIMONIO
REVOLVING FOUND	FONDO DE ROTACIÓN
RUNAWAY INFLATION	INFLACIÓN GALOPANTE
S	
SALARY AND WAGES	SUELDOS Y SALARIOS
SALES EXECUTIVE	EJECUTIVA DE VENTAS
SERVICE BUSINESS	NEGOCISO DE SERVICIOS
SET BACK	CONTRATIEMPO
SHARE TURNOVER	MOVIMIENTO ACCIONARIO
SHARES OF STOCK	ACCIONES
SHARES OUTSTANDING	ACCIÓN EN CIRCULACIÓN
SHORT TERM LOAN	PRÉSTAMO A CORTO PLAZO
SIMPLE INTEREST	INTERÉS SIMPLE
SIMPLE RANDOM SAMPLING	MUESTREO ALEATORIO SIMPLE
SINKING FOUND	FONDO DE AMORTIZACIÓN
STATEMENT OF ACCOUNTS	ESTADO DE CUENTAS
STOCK BROKER	CORREDOR
STOCK COMPANY	COMPAÑÍA ANÓNIMA
STOCK CORPORATION	COMPAÑÍA ANÓNIMA
STOCK ECCHANGE	BOLSA DE VALORES
STOCK EXCHANGE	BOLSA DE VALORES

STOCK PILE	ACUMULACIÓN DE INVENTARIOS
STRATEGIC PLANNING	PLANEACION ESTRATEGICA
STRATIFIED SAMPLING	MUETSREO ESTRATIFICADO
SYSTEMATIC SAMPLING	MUESTREO SISTEMATICO
<b>T</b>	
TARGET MARKET	MERCADO OBJETIVO
TARGET MARKET	MESAS DE DINERO
TECHNICAL STUDY	ESTUDIO TECNICO
TELEMARKETING	TELEMERCADEO
TO GO INTO DEBT	CONTRAER DEUDA
TOP PRICE// CEILING PRICE	PRECIO TOPE
TOTAL COST	COTOS TOTALES
TRADING YEAR	EJERCICIO ECONÓMICO
TURN OVER	ROTACIÓN
<b>U</b>	
UP TURN	ALZA
USEFUL LIFE	VIDA UTIL
<b>V</b>	
VALUE ADDED NETWORK	RED DE VALOR AGREGADO
VALUE ENGINEERING	GENERACIÓN DE VALOR
VARIABLE COST	COSTOS VARIABLES
<b>W</b>	
WINSET ON LINE	BOLSA ELECTRÓNICA
WORKING CAPITAL	CAPITAL DE TRABAJO

## ABBREVIATIONS

## ABREVIACIONES

ADR // AMERICAN DEPOSITOR RECEIPT	ADR
C&F	VALOR INCLUYENDO COSTO Y FLETE
CEO// CHIEF EXECUTIVE OFFICER	PRESIDENTE
CIF	CALOR INCLUYENDO COSTO, SEGURO Y FLETE
EPS	GANANCIAS POR ACCIÓN
FASB	NORMAS CONTABLES
FOB	FRABCO A BORDO
IBF-INTERNATIONAL BANKING FACILITY	IBF
IOY// I OWE YOU	LE DEBO
IRR// INTERNATIONAL RATE OF RETURN	TASA INTERNACIONAL DE RETORNO
M&A// MERGERS AND ACQUISITIONS	FUSIONES Y ADQUISICIONES

## CONCLUSIONS

- ✓ This Communicative Guide was created for the necessity of a have a good communication with the foreign customers in the negotiation of the cut fresh flowers.
- ✓ The staff of the sales department was motivated with the Communicative Guide, because made the process of the negotiations easily and effective.
- ✓ The General Manager is so gratefully because with the used of the Communicative Guide the workers improve the relationship and increase the costumers and the profits for the company.

## RECOMMENDATIONS

- ✓ The thesis works recommend it the use of the Communicative guide, to improve the English knowledge in the staff of the Azeriflores Farm.
- ✓ The workers need to be continuous using the Communicative guide to practice the technical vocabulary, phrases and expressions used in the negotiations of the flowers.
- ✓ The workers of the sales department need to capacity and update the English knowledge always.

## BIBLIOGRAPHY

### CITED:

BALDERRAMA CORNEJO, Maritza. Reflexiones Pedagógicas. Proyectos editoriales. Febrero 2000; Pg. 07,119.

CRESPO TORAL, Jaime. Reflexiones Pedagógicas. Proyectos editoriales. 1999; Pg.17, 54.

MATTHEWS, Pauline. Perspectiva y Desarrollo de la Sociedad Humana. 1ra Edición. Prentice Hall Hispanoamérica S.A México 1994, pag, 158.

LEMUS, Luis Arturo. Pedagogías Temas Fundamentales. Edición No1. Editorial Kapelusz. Argentina febrero 1992, pag.13.

MATTOS, Luis A. Compendio de Didáctica General. Edición No2. Editorial Kapelusz. Argentina, Buenos Aires julio 1974; Pg.16, 76.

MUÑOZ,J., Article. Professional Modules, 2008, p. , 132

NASSIF, Ricardo. Pedagogía General. Edición No1. Editorial Kapelusz. Buenos Aires 1958; Pg. 80

TURUNA, V. Training Modules to develop skills. Editorial Projects 2007, p. 56.

### CONSULTED:

BALDERRAMA CORNEJO, Maritza. Reflexiones Pedagógicas. Proyectos Editoriales. Febrero 2000.

BAUGH, Albert C. A History of the English Language. 2nd Edition. NewYork, 1957.

CHAITKIN, Carol. Let's Review Comprehensive English, 1994.

CRESPO TORAL, Jaime. Reflexiones Pedagógicas. Proyectos editoriales. 1999.

CUEVA, Martha. English Literature Compilation Module. October 2008 -March 2009.

DEREK, Allen and SMITH Paúl. English in America Literature, 1999.

DRAGSTEN, Michael. "Strategies for Learning English as a Foreign Language",

FOSTER, Brian. The Changing English Language. NewYork,1968

HAMBLING, Christine y MATTHEWS, Pauline. *Perspectiva y Desarrollo de la Sociedad Humana*. 1ra Edición. Prentice Hall Hispanoamérica S.A México 1994. IZQUIERDO ARELLANO, Enrique. *Investigación Científica*. Edición No3. Imprenta cosmos. Loja 1978.

LEIVA ZEA, Francisco. *Nociones de Metodología de Investigación Científica*. Editorial tipoffeset "Ortiz", Quito 1981.

LEMUS, Luis Arturo. *Pedagogías Temas Fundamentales*. Edición No1. Editorial Kapelusz. Argentina febrero 1992.

Love to Know, Corp. (2000-2008). *References about technical-writing. manuals-guides*; page 16.

MATTOS, Luis A. *Compendio de Didáctica General*. Edición No2. Editorial Kapelusz. Argentina, Buenos Aires julio 1974.

MOORE, T. *Introducción a la Filosofía de la Educación*. 1ra Edición. Editorial Trillas. México 30 abril 1996.

NASSIF, Ricardo. *Pedagogía General*. Edición No1. Editorial Kapelusz. Buenos Aires 1958.

NERECI, Imídeo Giusepp. *Hacia una Didáctica General Dinámica*. Edición No2. Editorial Kapelusz S.A. Buenos Aires octubre 1973; Pg. 55

PEZO ORTÍZ, Elsa. *Didáctica General*. Convenio UTE-mec-codeu. 1999; Pg. 129

PEZO ORTÍZ, Elsa. *Didáctica General*. Convenio UTE-mec-codeu. 1999.

PYLES, Thomás. *The English Language: A Brief History*. New York, 1968.

PYLES, Thomás. *The Origins& Developments of the English Language*. Harcourt

RANK, J. (1990-2011). *Encyclopedia of Business*, 2nd ed. *Handbooks and Manuals - nefits* pages 54-60.

VARGAS-MENDOZA, J. E. *Fundamentos filosóficos de la educación: Apuntes para un seminario*. México: Asociación Oaxaqueña de Psicología A.C. (2007).

#### **ELECTRONIC:**

<http://es.wikipedia.org/wiki/Idioma> (Consulta 5 de diciembre del 2013: 13h20)

<http://es.wikipedia.org/wiki/Inglés> (Consulta 5 de diciembre del 2013: 14h00)

<http://es.wikipedia.org/wiki/Metodología> (Consulta 22 de diciembre del 2013: 15h00)

<http://es.wikipedia.org/wiki/Técnica> (Consulta 22 de diciembre del 2013: 14h10).

<http://es.wikipedia.org/wiki/Business>(Consulta 22 de diciembre del 2013: 17h00).

<http://es.wikipedia.org/wiki/Business>(Consulta 22 de diciembre del 2013: 17h00).

<http://es.wikipedia.org/wiki/Module>(Consulta 15 enero del 2014: 11h30).

<http://www.ecuador.com/espanol/blog/las-flores-abundan-en-el-ecuador>

<http://www.cccuenca.com.ec/descargas/indicadores/INDICADORESFLORES.pdf>

<http://www.revistalaflores.com>. Los alcaldes y las flores, La Flor, NOVIEMBRE - DICIEMBRE - 2010 - N° 60

<http://www.expoflores.com.ec>

<http://www.agroecuador.com.ec>

<http://www.fedexpor.com.ec>

[http://www.proecuador.exportaciondeflores](http://www.proecuador.exportaciondeflores.com)

<http://www.ingilish.com/orofeng.htm> Origin of English (Old English, Middle English, Early Modern English, Recent developments). Adapted from "A Brief History of English" by Paul Roberts, Written by TUBA ĐNCE, © copyright 20012006. (Consulta 22 de enero 2014: 11h00)

<http://www.kryssstal.com> The Origin and History of the English Language. (The Indo-European Family of Languages 1997, 2002 KryssTal), Borrowed Words © 2009, KryssTal, Grammar © 1998, 2003 KryssTal. (Consulta 17 enero 2014: 14h10)

<http://www.englishclub.com/english-language-history.htm> History of the English Language. (Consulta 22 de febrero 2014: 15h20)

<http://www.librarius.com/cantales.htm> Middle-english Glossary. © Librarius, All rights reserved. Administered, edited and maintained by Sinan Kökbugur. (Consulta 4 de marzo 2014: 15h00)

<http://www.scholastic.com/teachers/article/strategies-teaching-english-language-learners>, Andrea J. Maurer. (2012). Article Strategies for Teaching English Language Learners, Consulted on 25<sup>th</sup> march, 2014 at 16:43 pm, Scholastic Inc, available

<http://www.bedu.com/interactive.html>., Dr. Abrahamson L. (n.d).What IS Interactive Teaching? .Consulted on, 17<sup>th</sup> march, 2014 at 14:12 pm Better Education the Organization.

<http://www.indianchild.com/management/what-is-management.htm> .What is management?. Definition of Management. (2000- 2010.)Consulted on, 8<sup>th</sup> march, 2014 at 11:12 am. Indian child.

<http://www.businessdictionary.com/definition/management.html> .Management. Definitions (2). (2012).Consulted on, 11<sup>th</sup> march, 2014 at 14:12 pm. Business Dictionary.

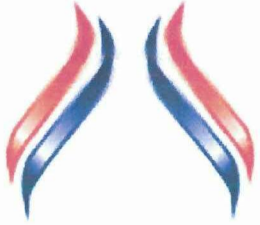
[http://www.managementstudyguide.com/management\\_features.htm](http://www.managementstudyguide.com/management_features.htm). Features of Management. (2008 – 2012). Consulted on, 11<sup>th</sup>, march, 2014 at 3:02 pm. Management Study Guide.

[http://www.managementstudyguide.com/management\\_principles.htm](http://www.managementstudyguide.com/management_principles.htm). Principles of Management. (2008 – 2012).Consulted on, 13<sup>th</sup> march, 2014 at 15:12 pm. Management Study Guide.

[http://www.managementstudyguide.com/management\\_process.htm](http://www.managementstudyguide.com/management_process.htm) . Management as a Process. (2008 – 2012). Consulted on, 14<sup>th</sup> march, 2014 at 9:14 am. Management Study Guide.

# ANNEXES

## ANNEX 1



# TECHNICAL UNIVERSITY OF COTOPAXI

## ACADEMIC UNIT OF ADMINISTRATIVE AND HUMANISTIC SCIENCES

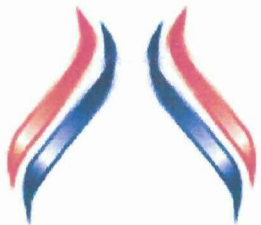
### *Interview applied to the General Manager of the Floricola Azeriflores Farm*

*Instructions: Read the questions carefully and tick the adequate answers*

**Objective:** Know the importance of English Language in the Floricola AzeriFlores Farm

1. - ¿Do you consider that English Language is important in the flowers business?
2. - What kind of employers do you need to speak English?
3. - Have you ever had problems in your flower business because of English communication?
4. - ¿How is the English Language knowledge in the sales staff department in the business flowers?
5. - ¿Do you consider necessary to hire a staff with English knowledge in the Sales Department?
6. - ¿Do you help your employers with seminars to improve their level of English?
7. - ¿Do you think it is necessary to apply a technical English seminar in your farm?

ANNEX 2



**TECHNICAL UNIVERSITY OF  
COTOPAXI**

**ACADEMIC UNIT OF ADMINISTRATIVE AND  
HUMANISTIC SCIENCES**

**Survey addressed to employees for the Sales Department in the Floricola  
Azeriflores Farm**

*Instructions: Read the questions carefully and tick the adequate answers*

**Objective:** Know the importance of managing English language in the Sales Department

1. ¿Do you consider important to know English Language in the Sales Department?
  - Yes
  - No
  
2. - ¿Do you use English Language in your job?
  - Always
  - Sometimes
  - Almost always
  - Never
  
3. - ¿How is your English Language Knowledge?
  - High level
  - Medium level
  - Lower level
  
4. – ¿How is your technical vocabulary related to business flowers?
  - Excellent

➤ **Good**

➤ **Not so good**

5. - ¿ Do you consider necessary to improve your English level in the Sales Department?

➤ **Yes**

➤ **No**

6. - ¿How can you improve your English? Through?

➤ **Books**

➤ **Seminars**

➤ **Internet**

➤ **Modules**

➤ **Communicative guide**

7. - ¿What is the easiest way to communicate with the English costumers in the Sales Department?

➤ **Orally**

➤ **Written**

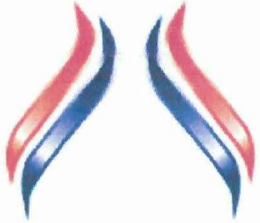
  

8. - ¿ Do you consider necessary to do a guide of technical vocabulary for the sales and negotiation flowers?

➤ **Yes**

➤ **No**

ANNEX 3



**TECHNICAL UNIVERSITY OF  
COTOPAXI**

**ACADEMIC UNIT OF ADMINISTRATIVE AND  
HUMANISTIC SCIENCES**

**Survey addressed to costumers of the Azeriflores Farm**

*Instructions: Read the questions carefully and tick the adequate answers*

**Objective:** Know the importance of use and managing English language in the Sales Department

1. – ¿Do you consider important to know English Language in the flower business?

➤ Yes

➤ No

2. - Have you ever had problems in your negotiation flower's for the English communication?

➤ Yes

➤ No

3. - ¿How is your appreciation of the English Language knowledge in the sales staff department in the business flowers?

- **Excellent**
- **Good**
- **Not so good**

4. - ¿Do you consider necessary that the farms need to hire a staff with English knowledge in the Sales Department?

- **Yes**
- **No**

5. - ¿Do you think that the employers need to improve their level of English?

- **Yes**
- **No**

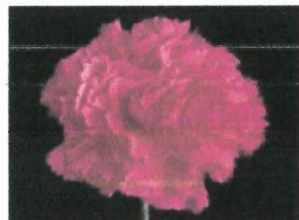
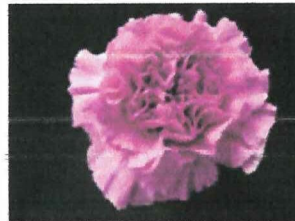
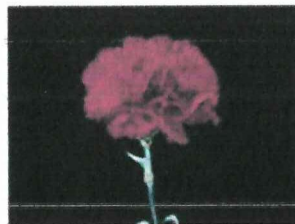
6. - ¿ Do you think it is necessary to apply technical English in the farms for improve the negotiations of the flowers?

- **Yes**
- **No**

SOME CARNATIONS VARIETIES



Belle



## ANNEX 4

PICTURES OF THE AZERIFLORES FARM WHERE WAS REALIZED THE RESEARCHING.

THE GENERAL MANAGER AND ADMINISTRATIVE PERSONAL OF THE AZERIFLORES FARM



WORKERS AND THE FARM



