

Lecture Ready 3 Unit 1: Business Name: _____

VIDEO SCRIPT: Good morning, everyone. Let's continue our discussion of business ethics. We've already explored several cases of business fraud, including accounting fraud, mortgage fraud, and Ponzi schemes. Now let's talk about another kind of fraud.

Everyone has heard of plagiarism, right? It's a kind of fraud which mainly happens in the creative industries like music, film, journalism, photography, fashion, and so on. Plagiarism is a particularly big problem in the book publishing industry. So, what is plagiarism? Well, it's when someone takes another person's creative work—for example, words or pictures or ideas—and pretends they came up with it themselves. OK, let's move on to look at the details of plagiarism a little more closely.

There's a special term for someone's original, creative work and that is *intellectual property*. "Property" meaning they own it and "intellectual" meaning it's their own thought or creation. Stealing someone's intellectual property is an offense.

Since the arrival of the Internet, cases of plagiarism have increased wildly because it's much more difficult for people to protect their intellectual property online. One study by a university in the U.K. indicates that since 2004, cases of plagiarism have increased by 700%! Remember, plagiarism is unethical, and it's against the law.

PART 1: Video

A. Watch the professor's lecture and answer questions 1–6.

Questions 1–6

Choose the best answer. (1 point each)

1. How many types of business fraud were covered in the previous class?
 - A. 1
 - B. 2
 - C. 3**

2. According to the lecturer, which industry is especially affected by plagiarism?
 - A. accounting
 - B. creative**
 - C. mortgage

3. Which of these best summarizes the lecturer's definition of plagiarism?
 - A. It's when someone criticizes another person's creative work.
 - B. It's when someone steals another person's creative work.**
 - C. It's when someone destroys another person's creative work.

4. How does the lecturer define intellectual property?
- A. It's an offensive type of original, creative work.
 - B. It's a person who sells others' original, creative work.
 - C. It's someone's original piece of creative work.**
5. What has happened to cases of plagiarism since we've had the Internet?
- A. They've gone up.**
 - B. They've gone down.
 - C. They've stayed the same.
6. Which of these does the lecturer NOT say about plagiarism?
- A. It's wild.**
 - B. It's not ethical.
 - C. It's illegal.

B. Read the questions first. Then watch the lecture again. Answer questions 7–12.

Questions 7–8

Read the questions. Choose TWO answers to each one. (2 points each)

7. Which TWO expressions does the lecturer use to signal the topic?
- A. "Let's continue our discussion of . . ."**
 - B. "Last time we discussed . . . , and this week we're going to . . ."
 - C. "We've already explored . . . Now let's talk about . . ."**
 - D. "We'll be looking at . . ."
8. Which TWO strategies does the lecturer use?
- A. asks a rhetorical question**
 - B. gives an overview of the lecture
 - C. signals the topic**
 - D. signals the lecture plan

Questions 9–12

Read the statements and choose TRUE, FALSE, or NOT GIVEN. (1 point each)

9. According to the lecturer, plagiarism is not a big problem in the book publishing industry. TRUE FALSE NOT GIVEN
10. Plagiarism is a highly profitable practice. TRUE FALSE NOT GIVEN
11. Plagiarism is unethical, but it's not a crime. TRUE FALSE NOT GIVEN
12. The Internet makes it easier to steal intellectual property. TRUE FALSE NOT GIVEN

PART 2

Questions 13–17 Read sentences A-K from a lecture. Then choose the best answer. (1 point each)

(A) Today we are going to talk about an important tool used by marketers called the “BCG Matrix,” or sometimes the Boston Box. (B) It was first developed by the Boston Consulting Group back around 1970. (C) The BCG Matrix categorizes products in four ways—as cash cows, dogs, question marks, and stars, and we’ll take a look at all four of these in our discussion today. (D) Now, how do we classify products? (E) Well, we classify them according to how much market share they have and according to how fast that share is growing. (F) Let me start with cash cows. (G) Cash cows are products with a high market share in a slow-growing industry. (H) They generate more cash than is required to maintain their position in the market. (I) Okay, then let’s move on to dogs. J. Dogs are products that have a low market share in a slow-growth market. (K) Dogs generate barely enough money to maintain their market share. (L) Now, before I continue, does anyone have any questions about the BCG Matrix so far?

13. In which sentence does the speaker introduce a lecture plan?

A. Sentence A
B. Sentence C
C. Sentence E

14. In which sentence does the speaker introduce the first section of the lecture?

A. Sentence C
B. Sentence F
C. Sentence I

15. In which sentence does the speaker introduce the topic?

- ☒ A. Sentence A
- ☐ B. Sentence G
- ☐ C. Sentence I

16. In which sentence does the speaker ask a rhetorical question?

- ☐ A. Sentence B
- ☒ B. Sentence D
- ☐ C. Sentence L

17. In which sentence does the speaker transition from one section of the lecture to another section?

- ☐ A. Sentence C
- ☒ B. Sentence F
- ☐ C. Sentence K

Questions 18—22 Fill in the blanks. Write the meaning of the note-taking symbol or abbreviation.

(1 point each)

- 18. % percent
- 19. b/t between
- 20. e.g. for example
- 21. sth something
- 22. / or

Question 23

Choose the best answer.

23. Which does NOT communicate authority and confidence when giving a presentation?

- ☐ A. Making eye contact
- ☐ B. Keeping your chin up
- ☐ C. Standing straight
- ☒ D. Speaking softly