Business and technology

1.Reading and discussing

A) Read the text about the role of technologies in business paying attention to new words and phrases.

Technology has changed how businesses operate, helping them improve their processes, reach more customers globally, and bolster the bottom line. Key areas impacted by technology include accounting, data collection, sales promotion and marketing.

Globalization

Technology like emails, messaging, websites and applications has enabled to communicate worldwide, speeding up interactions across borders.

Collaboration and Access

Companies use technology for better teamwork, even allowing employees to work from home. Tools help share information easily within teams and organizations. Thanks to the networks, many companies have survived the coronavirus pandemic.

Simple Storage

Data storage has improved a lot. Now, data is stored electronically, which makes it easier to find when you need it. Many companies use cloud storage service to save their data. This lets users put data on the internet and access it from anywhere. Instead of buying servers, hard drives and thumb drives, you can get to your data almost everywhere.

Support

Technology helps companies support customers and employees. There are many tools to make work smoother and collect feedback easily. For example, support teams use ticketing systems to give quick and accurate help.

Mobile Devices

Mobile tech makes it simple to work from any place. If you don't have a computer or tablet, you can use your phone for work. Mobile devices are handy, fast, and now you can have your work right in your pocket!

Words to remember
Bolster the bottom line – повысить прибыль
accounting - бухгалтерский учет
sales promotion – стимулирование сбыта
to enable – дать возможность, позволить
application – приложение, программа
storage – хранилище
to supplement - дополнять
hard drive – жёсткий диск
thumb drive – флэш-накопитель
feedback – обратная связь

B) Discuss the following:
1. Why is technology so crucial for running a business today?
2. How technology can save your company during pandemics?
3. Can modern technologies have a negative impact on entrepreneurship? Explain you point of view.

Find information about artificial intelligence (AI) and how Russian companies use this technology. Prepare a 5-minute report with a presentation. Remember to mention:
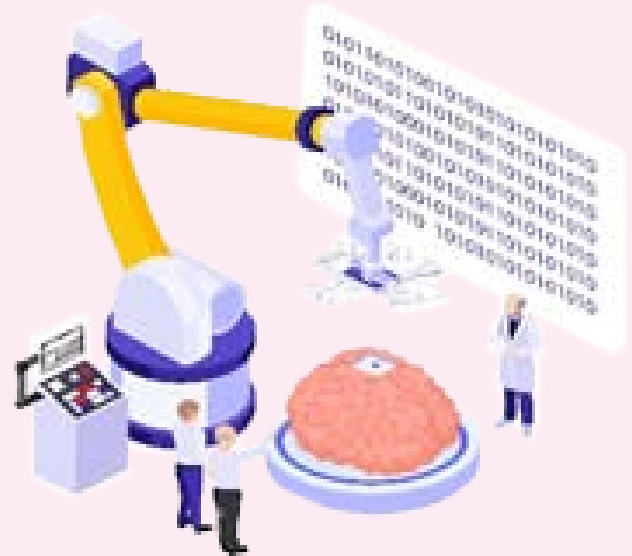
The story of creation of this technology

Main functions of modern AI tools

What benefits can business get of AI?

Give an example of companies in Russia that use these technologies

Prospects for the development of AI in near future

Bonus task: try to use AI tools in your project.