NESOE Lesson – Teacher Version

Title: *How Successful Businesses Use AI*
Level: Mid-Intermediate | **Length:** 60 minutes

💡 Section 1 – Reading Passage: How Successful Businesses Use AI

Artificial Intelligence is no longer something futuristic—it's already woven into daily business life. From online shopping to customer service, AI quietly works behind the scenes to make companies faster, smarter, and more responsive. You've probably experienced it without noticing: when Amazon recommends products you might like, or when a **chatbot** instantly answers your question on a website.

Successful businesses use AI not to replace people but to **extend human ability**. In marketing, **algorithms** study patterns in customer behavior so that ads appear at the perfect time. In finance, **predictive** systems detect unusual transactions before fraud occurs. In logistics, **machine learning** tools plan delivery routes that save fuel and time. Even small companies are discovering that **automation** can handle repetitive tasks like scheduling, data entry, and email replies—freeing staff to focus on creativity and relationships.

Amazon is a classic example. It uses AI for everything from product recommendations to warehouse automation. Each order you place teaches its algorithm a little more about what customers want next. Mastercard applies AI to detect fraud in milliseconds, protecting millions of daily payments. And Netflix uses **data-driven** models to suggest the next show you'll probably binge-watch tonight. These aren't just gadgets—they're profitable business systems.

What makes these companies stand out isn't only their technology but their mindset. They see AI as a partner in decision-making. They ask questions like, "What can this tool learn from our **data**?" and "How can it help our team make smarter choices?" Successful adoption also depends on people who are open to learning new skills. AI tools are powerful, but they still need human creativity, empathy, and judgment.

For smaller businesses, the message is simple: start small, stay curious, and measure results. Try using a **chatbot** to handle simple inquiries or an AI writer to polish marketing text. Learn from the outcome and improve. The most successful companies treat AI as a continuous learning journey, not a one-time upgrade. In the end, artificial intelligence works best when it makes business more human—helping people connect, create, and communicate in smarter ways.

🧑‍💼 Section 2 – Role Play: Should We Use AI?

Maya (Operations Manager): I've been reading about how companies use AI to handle customer emails automatically. Do you think it would help us?
Leo (Marketing Director): Maybe. But I'm worried it'll sound robotic. Our customers like personal messages.
Maya: That's true, but new **chatbot** systems can sound almost natural now. They even learn from past conversations.
Leo: I like the idea, but who will manage it?
Maya: We could start small—use AI only for common questions and let people handle the rest.
Leo: Okay, that sounds reasonable. We just need to make sure we keep the human touch.
Maya: Exactly. AI should support our team, not replace it.
Leo: Then let's test it next month and compare the results.
Maya: Deal! I'll ask our IT department to set up a demo.

📃 Section 3 – Vocabulary (with Definitions)

Technology & Innovation Terms

1. **Algorithm** — a set of rules a computer follows to solve a problem

2. **Automation** — using machines or software to perform tasks automatically

3. **Chatbot** — a program that simulates conversation with users

4. **Data-driven** — based on analysis of information rather than opinion

5. **Predictive** — able to make forecasts from data patterns

6. **Machine learning** — a system that improves its performance as it processes data

7. **Innovation** — creating new ideas, products, or methods

8. **Efficiency** — working in a way that saves time and resources

9. **Scalability** — the ability of a system to handle more work as it grows

10. **Integration** — combining AI tools smoothly into existing systems

Idioms

1. **Push the envelope** — test limits and try bold, new ideas

2. **Game-changer** — something that completely changes a situation

3. **Ahead of the curve** — more advanced than competitors

4. **Back to the drawing board** — start again after failure

5. **Learn the ropes** — understand how something works

✖ Section 4 – Common Grammar Mistakes and Corrections

- **Incorrect:** Our **algorithm** work fast.
  Correct: Our **algorithm** works fast.
  Rule: Subject-verb agreement — singular subject takes "works."

- **Incorrect:** The AI system can **predicts** sales.
  Correct: The AI system can **predict** sales.
  Rule: After "can," use the base verb.

- **Incorrect:** It saves **many** time each day.
  Correct: It saves **much** time each day.
  Rule: Use "much" with uncountable nouns like time.

- **Incorrect:** We are testing a new AI that **make** fewer mistakes.
  Correct: We are testing a new AI that **makes** fewer mistakes.
  Rule: Third-person singular verb — add "s/es."

- **Incorrect:** He **don't** trust chatbots.
  Correct: He **doesn't** trust chatbots.
  Rule: Use "doesn't" with he/she/it.

- **Incorrect:** AI is a **game-changer** for **a** small companies.
  Correct: AI is a **game-changer** for small companies.
  Rule: Do not use "a" before plural nouns.

- **Incorrect:** We analyzed data yesterday and **find** errors.
  Correct: We analyzed data yesterday and **found** errors.
  Rule: Use past tense for completed actions.

- **Incorrect:** This tool is **more better** than that one.
  Correct: This tool is **better** than that one.
  Rule: Never combine "more" with comparatives.

- **Incorrect:** The team was **exciting** about the results.
  Correct: The team was **excited** about the results.
  Rule: "Excited" describes feelings; "exciting" describes causes.

- **Incorrect:** They use data to make **decision**.
  Correct: They use data to make **decisions**.
  Rule: "Decision" is countable; add -s for plural.

✍️ Section 5 – Fill-in-the-Blank Practice (with Answers)

1. A good _____ helps computers learn from experience.
   Answer: algorithm

2. The company added a _____ to answer basic questions online.
   Answer: chatbot

3. We use _____ marketing to send the right ad to the right person.
   Answer: data-driven

4. AI makes our work more _____ by saving time.
   Answer: efficient

5. Our system uses _____ analysis to forecast sales.
   Answer: predictive

6. The CEO wants to _____ and try new ideas.
   Answer: push the envelope

7. Automation has been a real _____ for our company.
   Answer: game-changer

8. We're still _____ with the new AI tools.
   Answer: learning the ropes

9. The app will need better _____ with our database.
   Answer: integration

10. The startup stays _____ by adopting new tech early.
    Answer: ahead of the curve

💬 Section 6 – Conversation Prompts

- How could AI help your workplace or studies this month?

- What are the risks of using too much AI?

- Do you believe AI will create more jobs, replace jobs, or change jobs? Why?

🏠 Section 7 – Homework

Write about one way AI could improve a business or job you know.

Provide details of how it would work and why it's useful.

Use at least **three** of the vocabulary words from today's lesson.