Module1.

Unit1. Brands. Market Leader. Intermediate Business English Course Book. David Cotton, David Falvey, Simon Kent. Pearson Education Limited, 2005.

Talk about your favourite brands.

Listening: An interview with a brand consultant.

Reading: Outsourcing production, p8.

Writing: e-mail.

Unit2. Travel. Reading: Air rage. Text p.17.

Listening: A business traveller’s priorities

Case study. Work, rest and play: Choose a suitable hotel for a seminar in France.

Unit3. Organisation.

Reading: Flexibility in the workplace. A successful organization. Text p.24

Speaking: Talk about your travel experience.

Listening: An interview with a partner of a management consultancy.

Writing: report.

Unit4.Change.

Listening: An interview with a business transformation director.

Reading: Change in retailing. Text p.31

Case study. Acquiring Metrot: Agree on changes at a company that has been taken over.

Writing: action minutes.

Unit5. Money.

Listening: An interview with the founder of a finance firm.

Reading: Two financial reports. Texts p.41-42

Case study. Angel investments: Choose a company to invest in.

Writing: e-mail.

Unit6. Advertising. Listening: An interview with the head of planning at an advertising agency.

Reading: Successful advertising. Text p.48

Speaking: Case study. Focus Advertising: Create and present an advertising campaign.

Writing: summary.

Unit7. Cultures. Speaking: Discuss the importance of cultural awareness in business.

Reading: Advice for doing business across cultures. Text p.57

Listening: An interview with a trainer in cultural awareness. Writing: e-mail

R.C.1 Grammar-Vocabulary Test

Module 2.

Unit8. Employment.

Vocabulary: words to describe the recruitment process.

Reading: Retaining good staff. Text p.70

Listening: An interview with an executive search consultant.

Writing: letter.

Unit9. Trade. Speaking: Discuss ideas about globalization.

Reading: Fair trade. Text p.79

Listening: An interview with an expert on negotiating. Writing: e-mail

Unit10.Quality. Speaking: Discuss ideas of quality. Writing: report

Reading: Old-fashioned quality. Text p.86-87.

Unit11. Ethics.

Vocabulary: Words to do with honesty and dishonesty.

Reading: Business ethics. Text p.94.

Case study: Profit or principle?

Unit12. Leadership. Listening: An interview with an expert in leadership training.

Speaking: Discuss the qualities of good leadership.

Reading: Profile of a leading Chief Executive. Text p.102. Writing: writing an e-mail.

Unit13. Innovation. Speaking: Talk about innovations in your daily life.

Listening: An interview with an expert on presentations.

Reading: In-company innovation. Text p.110

Vocabulary: Words and expressions to describe innovations.

Unit14. Competition. Listening: An interview with the Marketing Manager of a credit card business.

Reading: Losing competitive edge. Text p.118. Speaking and writing: Case study. Beverly Watches: Choose the best supplier.

Reading: newspaper articles

R.C.2 Grammar–Vocabulary Test 2