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| **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.24Speaking: 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.41-42Case 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-mailR.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.110Vocabulary: 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 |