

UNIT 1 Communication p. 8

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| <ul style="list-style-type: none"> › Sharing an office › Forms of business communication › Corporate culture › Business briefing: Soft skills › Business leaders: Steve Jobs | <ul style="list-style-type: none"> › Letter-writing conventions › Formal / informal style › Greetings and introductions › Review of tenses | <ul style="list-style-type: none"> › Telephoning › Prioritising tasks › Making arrangements › Dictating words and numbers › Passing on messages › Exchanging information | <ul style="list-style-type: none"> › Writing: Revising a schedule for a visit; email reply › Research: Product innovations; corporate culture › Consulting: In the suggestions box |
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UNIT 2 Company organisation p. 20

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| <ul style="list-style-type: none"> › Economic and business sectors › Types of company › Structure and hierarchy › Jobs and responsibilities › Business briefing: Forms of organisation › Business leaders: Charles Handy | <ul style="list-style-type: none"> › Tasks and responsibilities › Collocations › Company departments › Organisational structure › Syllable stress › False friends › Job titles | <ul style="list-style-type: none"> › Presentations › Describing the structure of a company › Making a pitch for the Company of the Year Award › Comparing management structures in different countries | <ul style="list-style-type: none"> › Writing: Email, report › Research: Comparing Tesco and Sainsbury; types of company; international comparison of company forms and management structures › Consulting: Planning an internship / semester abroad |
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UNIT 3 Money and payment p. 32

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| <ul style="list-style-type: none"> › Methods of payment › Attitudes to money › Personal finance › Business briefing: Cash flow › Business leaders: Philanthropists › Video lounge: Can't Pay, Won't Pay | <ul style="list-style-type: none"> › Discussing statistics › ATM functions › Money idioms › Prepositions › Commonly confused words › False friends › Synonyms for rich / poor | <ul style="list-style-type: none"> › Explaining an invoice › Error-spotting › Pointing out mistakes › Negotiations | <ul style="list-style-type: none"> › Simulation: Advising philanthropists › Writing: Application for internet merchant account › Research: ECB statistics on payment methods › Consulting: Online payments |
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UNIT 4 Products and brands p. 44

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| <ul style="list-style-type: none"> › Brand awareness › Product and brand strategy › Product development › Business briefing: Brand extension › Business leaders: Sir James Dyson › Video lounge: Interview with James Dyson | <ul style="list-style-type: none"> › Product attributes › Features and benefits › Dimensions, weights, measures › Making comparisons › Verb-noun collocations relating to meetings | <ul style="list-style-type: none"> › Meetings › Product development meeting › Product presentation to CEO › Short reports › Writing clearly | <ul style="list-style-type: none"> › Project: Creating and presenting a radio spot › Writing: Agenda; summary of meeting outcome; email › Research: Coca Cola's brand strategy; cultural factors affecting products and brands › Consulting: Developing a pet food brand |
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REVISION 1 Units 1–4 p. 56

UNIT 5 Marketing p. 60

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| <ul style="list-style-type: none"> › Marketing activities › Marketing strategy › Market research › Internet marketing › Business briefing:
Segmentation › Business leaders:
Shelly Lazarus › Video lounge: Advertising campaign | <ul style="list-style-type: none"> › Analysing printed advertisements › Persuasive language › Adjectives with verbs of perception › Slogans › Question forms › Advising and suggesting › Marketing acronyms (USP, DINKY) | <ul style="list-style-type: none"> › Conducting a survey › Designing a market research questionnaire › Asking for cooperation and permission › Presenting results | <ul style="list-style-type: none"> › Project: Conducting a survey › Writing: Profile of target customer; advertisement; email; questionnaire, report on survey findings › Research:
The history of haggis › Case study:
Advertising standards |
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UNIT 6 Sales and distribution p. 72

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| <ul style="list-style-type: none"> › Music distribution › Models of distribution › The grey market › Buyer behaviour › Business briefing:
Distribution channels › Business leaders:
Gary Corner (Lands' End) | <ul style="list-style-type: none"> › Delivery and payment › Transport logistics › Business idioms › Commonly confused words › Materials for packing and packaging › Translating 'Punkt' | <ul style="list-style-type: none"> › 5-7 rule for PowerPoint slides › Conducting a simulation
Solving delivery problems › Taking phone messages › Dealing with urgent problems | <ul style="list-style-type: none"> › Simulation:
Problem-solving meeting › Project: Concept for a mail-order company › Research: Grey market dispute › Writing: Press release, email reply, report › Consulting: In-store design |
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UNIT 7 Manufacturing p. 84

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| <ul style="list-style-type: none"> › Trends in manufacturing › Industrial location › Health and safety in factories › Business briefing:
Manufacturing processes › Business leaders:
Henry Ford › Video lounge: Real bread | <ul style="list-style-type: none"> › Collocations and compounds › Pronunciation and intonation › Describing a sequence › Word forms › Modals of obligation › Expressing optimism and pessimism › Tenses | <ul style="list-style-type: none"> › Writing health and safety notices › Writing operating instructions › Demonstrating processes › Giving instructions › Translating | <ul style="list-style-type: none"> › Project:
Planning a factory tour › Writing: Notices, warnings and instructions, article › Research: World's number one automobile factories › Consulting: STEP analysis of German manufacturing |
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UNIT 8 Business travel p. 96

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| <ul style="list-style-type: none"> › Reasons for business travel › Planning a business trip › Business expenses › Customer satisfaction › Business briefing:
Trends in business travel › Business leaders:
Michael O'Leary | <ul style="list-style-type: none"> › Describing trends › Travelling on business › Services and amenities › Error-spotting › Dining out › Travel / journey / trip / tour › At the airport / on the plane › Hedging language | <ul style="list-style-type: none"> › Explaining a menu › Business networking › Conversation skills (striking up, building and ending a conversation) › Organising a conference | <ul style="list-style-type: none"> › Simulation:
Mingling in the break › Project: Creating an international menu › Writing: Article › Research:
Trends in business travel › Consulting: Business etiquette |
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REVISION 2 Units 5-8 p. 108

UNIT 9 Human resources p. 112

- › Training
- › Motivation and productivity
- › Recruitment and selection
- › Working conditions
- › Employment law
- › **Business briefing:** Working in Human Resources
- › **Business leaders:** Industrial management gurus
- › **Video lounge:** The interview
- › Recruitment
- › Hiring and firing
- › Job advertisements
- › Describing personal qualities and abilities
- › 'Action' verbs for describing achievements and tasks
- › Describing education and qualifications
- › Writing an invitation based on notes in German
- › Preparing for job interviews
- › Conducting and taking part in job interviews
- › Applying for a job / an internship
- › Translating a job ad
- › Designing assessment centre tasks
- › **Simulation:** Job interviews
- › **Writing:** Invitation to an interview, job advertisement, CV/resume, cover letter, letter of acceptance/rejection
- › **Research:** Changes in EU employment law, classifications for Bachelor degrees
- › **Consulting:** Assessment centre

UNIT 10 Project management p. 124

- › Teams
- › Project planning
- › Project failure
- › Controlling and monitoring
- › Project management tools
- › Managing time
- › **Business briefing:** Managing large-scale projects
- › **Business leaders:** Ron Rosenhead
- › Talking about timescales and deadlines
- › Business idioms
- › Defining SMART objectives
- › Gerunds and infinitives
- › Tenses for reporting
- › Checking, controlling and monitoring
- › Giving feedback
- › Working in teams
- › Problem-solving
- › Creating a communication plan
- › Writing effective agendas
- › Writing up a project assignment
- › Describing processes in terms of diagrams (Critical Path, Gantt)
- › Monitoring progress
- › **Simulation:** Problem-solving meeting
- › **Writing:** Abstract of article, communication plan, email, agenda, minutes, project handover report
- › **Research:** 'Stuttgart 21'
- › **Consulting:** Creating a website

UNIT 11 Quality p. 136

- › Quality standards
- › Concepts of quality
- › Quality control vs. assurance
- › Dealing with quality problems
- › **Business briefing:** Quality management
- › **Business leaders:** Innovators in quality
- › Talking about quality
- › Checking understanding
- › Faults/defects/failures
- › False friends
- › Ensure/assure/insure
- › 'In case' for precautions
- › Promises and threats
- › Writing a product recall notice
- › Translating
- › Handling complaints
- › Complaining in writing
- › Giving and receiving feedback
- › **Simulation:** Dealing with a supplier
- › **Writing:** Product recall notice, letter of complaint, email, press release
- › **Research:** International Standards Organisation (ISO), Six Sigma
- › **Consulting:** Quality check

UNIT 12 Economics p. 148

- › Economic indicators
- › Macro- and Microeconomics
- › Economic policy
- › Demographic trends
- › **Business briefing:** The business cycle
- › **Business leaders:** John Maynard Keynes
- › **Video lounge:** Business trends in China
- › Describing the business cycle
- › Discussing trends
- › Causes and consequences
- › Transitive and intransitive verbs (e.g. raise/rise)
- › Prepositions
- › Figurative language
- › EAP: Academic writing
- › Understanding criteria for assessment
- › Style guidelines
- › Titles and headings
- › Paragraphs and punctuation
- › **Writing:** Report/review of documentary on economic trends
- › **Research:** Dubai's economy
- › **Consulting:** Making a documentary

REVISION 3 Units 9–12 p. 160

UNIT 13 International trade p. 164

- › Success in exporting/importing
- › Risks in international trade
- › Entering new markets
- › Protectionism vs. free trade
- › Fair trade
- › **Business briefing:** International marketing
- › **Business leaders:** Harriet Lamb
- › Payment and delivery terms
- › Expressions with 'trade'
- › Incoterms
- › Order confirmations
- › Contracts with agents/distributors
- › Documentation
- › Negotiating idioms
- › Discussing terms on the phone
- › Negotiating an international trade deal
- › Confirming terms and agreements in writing
- › Giving feedback
- › **Simulation:** Rosella Bay™ tea tree oil
- › **Writing:** Email confirming terms; report summarising outcome of meeting
- › **Research:** Export/import rankings; 'Dijon de Cassis' principle; WTO
- › **Consulting:** Trade diplomacy

UNIT 14 Legislation p. 176

- › The scope of company law
- › Legislation affecting business
- › Intellectual property
- › Consumer rights
- › **Business briefing:** Litigation
- › **Business leaders:** Ralph Nader
- › Legal English
- › Expressions relating to conflict and litigation
- › Terms and conditions
- › Verb-noun collocations
- › Modal verbs
- › If/unless/in case/in the case of
- › 'Legalese' vs. plain English
- › Understanding the small print
- › Writing clearly (plain English)
- › Formal debating (the debating process, collecting and preparing arguments, tactics and rhetoric)
- › **Writing:** Open letter, press release, email, flyer, article
- › **Research:** Stella Awards, user agreements for social networking websites, Ralph Nader, Occupational Health and Safety Act, environmental legislation
- › **Consulting:** A public hearing

UNIT 15 Finance and investment p. 188

- › Stocks and shares
- › Savings and investment
- › Ethical investment
- › Financial planning
- › Entrepreneurship
- › **Business briefing:** Islamic finance
- › **Business leaders:** Dragons
- › Finance idioms
- › Accounting terms
- › Income and expenditure
- › Assets and liabilities
- › Taxation
- › Translation (German/English)
- › Interpreting a balance sheet
- › Translating tips on writing a business plan
- › Drafting and formatting
- › Editing and proofreading
- › Avoiding typical mistakes
- › Consulting (interview)
- › **Simulation:** Investment advisor and client
- › **Writing:** Letter to client, email reply
- › **Research:** Ethical investment, sharia-compliant banking products
- › **Consulting:** Investment advice

UNIT 16 Corporate strategy p. 200


- › Mission statements
- › Strategic management tools
- › Personal strategy
- › Competitive forces
- › **Business briefing:** Mergers and acquisitions
- › **Business leaders:** Michael E. Porter
- › Strategy and goals
- › Compound nouns
- › Punctuation: hyphens and dashes
- › Collocations with 'goal'
- › Syllable stress
- › Syntax
- › Lectures: note-taking and contributing to lectures
- › Giving personal feedback
- › Verbs used in exam questions
- › Negotiating in teams
- › Preparing a negotiation
- › Presenting a pitch
- › **Simulation:** Balloon debate, takeover negotiation
- › **Writing:** Mission statements; press release; report
- › **Research:** Successes/failures in mergers; wine/Sekt market; airline industry
- › **Consulting:** Starting an airline

PRACTICE EXAM (Units 1–16) p. 212

APPENDIX p. 216

- › Role cards/samples
- › Transcripts
- › Topic-based vocabulary
- › Alphabetical vocabulary
- › Acronyms and abbreviations
- › False friends

Content of the interactive media DVD:

- › Video-Pool: original BBC videos 
- › Audio-Pool: Student book's audios
- › Document-Pool:
 - Transcripts of audios and videos
 - Business letter templates
 - Grammar files
 - Vocabulary learning lists
- › Software: Self paced learning with interactive elearning