

COURSE OUTLINE

Business English for Communication Intermediate Level (88 hours)

1

Brands (1)

Talking about branding; Brand image and quality

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Brands (2)

Word partnerships with *brand*, *product* and *market*

3

Brands (3)

Listening: *Successful brands*; Communicating appealing and persuasive ideas

4

Brands (4)

Reading: *Building luxury brands*; Developing a mind map

5

Brands (5)

Talking about facts routines and temporary situations; *Present simple and present continuous tenses*

6

Brands (6)

Taking part in a meeting; Asking for opinions; Giving opinions; Agreeing; Disagreeing; Making suggestions

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Case study (1)

The Hudson Corporation - Protecting your brand and creating new markets

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Travel (1)

Talking about travel; Irritations while traveling

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Travel (2)

Understanding *British and American English*; Identifying synonyms

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Travel (3)

Listening: *Hyatt Hotels*; Meeting the needs of business travelers

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Travel (4)

Reading: *What business travelers want; Categorizing details*

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Travel (5)

Talking about the future; 'to be' going to; *Future simple tense; Present continuous tense; Present simple tense*

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Travel (6)

Making arrangements on the telephone; Answering the phone; Making contact; Identifying yourself

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Case study (2)

Business Travel Services - Retaining key clients

15

Change (1)

Dealing with difficult situations; Worrying business situations

16

Change (2)

Describing change; Using *prefixes* with verbs

17

Change (3)

Reading: *Mercedes, shining star; Maximizing company performance*

18

Change (4)

Listening: *Helping companies to change; Problems faced while going through change*

19

Change (5)

Talking about actions in the past; *Past simple and present perfect tenses*

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Change (6)

Managing meetings; Starting a meeting; Setting objectives; Asking for reactions; Dealing with interruptions

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Case study (3)

Acquiring Asia Entertainment - Integrating into a new company

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Mid-course checkpoint 1

Review of key concepts; Testing of learners' progress

23

Organization (1)

Showing status within an organization

24

Organization (2)

Discussing company structure; Departments within a company; Actions of each department

25

Organization (3)

Reading: *A successful organization; Perks and benefits*

26

Organization (4)

Noun combinations; possessive apostrophes; Using nouns as adjectives; Compound nouns

27

Organization (5)

Listening: *Analyzing company organization; Understanding decision-making power*

28

Organization (6)

Socializing through introductions and networking; Greeting; Responding; Introducing yourself

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Case study (4)

InStep's relocation - Deciding whether or not to relocate

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Advertising (1)

Analyzing good and bad adverts; Highlighting strengths and weaknesses

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Advertising (2)

Advertising media and methods; Advertising media; Advertising methods; *Verbs* to do with advertising

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Advertising (3)

Reading: *A new kind of campaign*; Doing a publicity stunt

33

Advertising (4)

Listening: *How advertising works*; Reasons for advertising besides selling a product

34

Advertising (5)

Using *articles (a/an/the)* in English

35

Advertising (6)

Starting and structuring presentations; Introducing yourself; Introducing the topic; Giving a plan of your talk

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Case study (5)

Alpha Advertising - Competing for new business

37

Money (1)

Attitudes towards money; How culture impacts thoughts about finance

38

Money (2)

Financial terms; Finance word partnerships

39

Money (3)

Listening: *Managing investments*; Understanding asset classes

40

Money (4)

Reading: *An inspirational story*; Volatility in a recession

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Money (5)

Describing trends; *Verbs of change*; *Prepositions*; Using different verb forms

42

Money (6)

Dealing with figures; Saying years, decimals, currencies, fractions and large numbers

43

Case study (6)

Make your pitch - Persuading people to invest in a business

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Mid-course checkpoint 2

Review of key concepts; Testing of learners' progress

45

Cultures (1)

Understanding and exploring culture; Changes to culture over time

46

Cultures (2)

Listening: *Cultural differences*; Problems when people travel overseas

47

Cultures (3)

Using business-related idioms; Breaking the ice

48

Cultures (4)

Reading: *Culture shock*; Understanding the culture of the country you are living in

49

Cultures (5)

Giving people advice; *Modals of advice, obligation and necessity*

50

Cultures (6)

Using social English; Making small talk

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Case study (7)

Business culture briefing - Attending an informal briefing about the local business culture

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Human resources (1)

Identifying important factors for getting a job; Talking about good/bad job interviews

53

Human resources (2)

Employing the right people; *verb-noun word partnerships*; Most desirable characteristics of an employee

54

Human resources (3)

Reading: *Women at work*; Understanding the role of women at work

55

Human resources (4)

Listening: *Finding a job*; Methods for finding new employees; Methods for finding new jobs

56

Human resources (5)

Gerunds and infinitives; *multi-verb clauses*

57

Human resources (6)

Getting information on the telephone; Saying who you are; Stating your purpose; Asking for information

58

Case study (8)

Fast Fitness - Finding and appointing a new manager

59

International Markets (1)

Discussing different views on international markets; Using common *verb-noun collocations*

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International Markets (2)

Free trade; Differing between open markets and protected markets

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International Markets (3)

Reading: *Trade between China and the US*; Identifying antonyms

62

International Markets (4)

Using the *first and second conditional*; Talking about likely and unlikely outcomes

63

International Markets (5)

Listening: *Training for negotiating; Important factors of a negotiation*

64

International Markets (6)

Negotiating; Exploring positions; Making offers and concessions; Refusing/Accepting an offer

65

Case study (9)

Pampas Leather Company - Reaching a deal

66

Mid-course checkpoint 3

Review of key concepts; Testing of learners' progress

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Ethics (1)

Discussing unethical activities; Analyzing common breaches of ethics

68

Ethics (2)

Understanding right and wrong; Ethical *noun partnerships*

69

Ethics (3)

Reading: *The ethics of resume writing*; Rationalizing decisions

70

Ethics (4)

Listening: *Helping environmental research*; Changing the way a business operates

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Ethics (5)

Using narrative tenses; *Past simple, past continuous, past perfect and present perfect tenses*

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Ethics (6)

Considering options; Stating the problem; Looking at options; Discussing possible effects

73

Case study (10)

Principles or Profit? - Struggling with ethical dilemmas

74

Leadership (1)

Admiring leaders; Positive and negative qualities of leaders

75

Leadership (2)

Adjectives to describe character; *Adjective antonyms*

76

Leadership (3)

Listening: *Qualities of leadership; Being a good business leader*

77

Leadership (4)

Reading: *Leading L'Oreal; Connecting prepositions*

78

Leadership (5)

Defining and Non-defining relative clauses; Providing additional information

79

Leadership (6)

Conducting a presentation; Welcoming; Structuring a presentation; Inviting questions; Referring to visuals

80

Case study (11)

Lina Sports - Finding a new leader

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Competition (1)

Analyzing competitiveness; Taking a competitive quiz

82

Competition (2)

Competition idioms; Speaking naturally

83

Competition (3)

Reading: *Head-to-head competition*; Focusing on the international market

84

Competition (4)

Listening: *The Competition Commission*; Managing media relations

85

Competition (5)

Using the *passive voice*; Speaking diplomatically

86

Competition (6)

Negotiating; Diplomatically giving bad news; Using speculative language; Expressing disappointment

87

Case study (12)

Fashion house - Expanding and negotiating

88

End-course checkpoint

Review of key concepts; Testing of learners' progress