

| UNIT | TITLE | | CONTENT |
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| 1 | A VISIT TO AIRBUS PAGE 6 |  | Company profiles |
| 2 | ROLES AND RESPONSIBILITIES AT MEDSET PAGE 15 |  | Structure of a company Employee roles and responsibilities |
| 3 | A TELEPHONE CALL TO HOLZLAND WULF PAGE 25 |  | Telephone communications between companies |
| 4 | TRAVEL ARRANGEMENTS AT BP PAGE 34 |  | Arrangements for a business trip |
| 5 | A MEETING AT KUBALD GMBH PAGE 43 |  | Formal meetings and business negotiations |
| 6 | A PRESENTATION AT CHEVRONTEXACO CORP PAGE 53 |  | Formal business presentations |
| 7 | A MARKETING CAMPAIGN AT BEIERSDORF PAGE 63 |  | Marketing campaigns and strategies Famous brand names |
| 8 | PRODUCTION AT BALDA AG PAGE 72 |  | Production facilities and methods Product life cycles |
| 9 | CONTRACTS AND PAYMENT AT HABERMANN & FALKE PAGE 83 |  | Enquiries, orders, contracts and invoices Incoterms |
| 10 | ETH UMWELTECHNIK: DEALING WITH PROBLEMS PAGE 94 |  | Problems, complaints and credit control |

| ADVANCED MATERIALS | SKILLS | GRAMMAR |
|---|--|--|
| Industrial cost reduction | Greeting a visitor Making introductions How to say and write numbers Presenting your company | Present tenses |
| Kaizen management strategy | Giving directions Describing your company Making small talk Describing your job | Questions |
| Health risks of mobile phones | Making contact by telephone Leaving a message Using telephone language Being polite | Will-future and going to-future |
| Credit cards | Booking flights, hotels and hire cars Spelling names | Present continuous and simple present as future tenses |
| Videoconferencing | Arranging a meeting Confirming arrangements Using formal language in meetings Taking minutes | If-clauses |
| Business culture in different countries | Preparing a presentation Choosing presentation tools Recognizing cultural differences Reading body language | Simple past, present perfect and past perfect |
| Corporate identity | Summarizing a conversation Understanding marketing terms Summarizing a report Planning a marketing strategy | Passive voice (1) |
| IT in industry | Describing production processes Summarizing a company's business activities | Passive voice (2) |
| Documentary credit transactions | Making telephone enquiries Placing an order Writing enquiries Acknowledging an order | Modal verbs |
| Just In Time manufacturing | Making complaints Expressing regret Offering solutions Writing reminders | Adverbs |

APPENDIX

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| Applying for a job | page 104 | Unit word list | page 124 |
| A business letter | page 108 | A-Z word list | page 144 |
| Incoterms | page 111 | Basic word list | page 160 |
| Business documents | page 113 | Irregular verbs | page 165 |
| Pairwork files | page 119 | | |