

Business Proficiency – Contents

Topics	Language	Skills	Assignments
UNIT 1 Communication p. 8			
<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"> › Review of tenses › Letter-writing conventions › Formal/informal style › Greetings and introductions 	<ul style="list-style-type: none"> › Telephoning › Prioritising tasks › Making arrangements › Passing on messages 	<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
UNIT 2 Organisation p. 20			
<ul style="list-style-type: none"> › Economic and business sectors › Types of company › Structure and hierarchy › Jobs and responsibilities › Business briefing: Company organisation › Business leaders: Charles Handy 	<ul style="list-style-type: none"> › Tasks and responsibilities › Collocations › Company departments › Job titles › Organisational structure › Syllable stress › False friends 	<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: Choosing a company/university
UNIT 3 Money and payment p. 32			
<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"> › Negotiations › Error-spotting › Explaining an invoice › Pointing out mistakes 	<ul style="list-style-type: none"> › Writing: Application for internet merchant account › Research: ECB statistics on payment methods › Consulting: Online payments
UNIT 4 Products and brands p. 44			
<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 Sir 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 	<ul style="list-style-type: none"> › Project: Creating and presenting a radio spot › Writing: Email to product manager › Research: Coca Cola's brand strategy; cultural factors affecting products and brands › Consulting: Developing a pet food brand
REVISION A Units 1–4 p. 56			

Topics	Language	Skills	Assignments
UNIT 5 Marketing p. 60			
<ul style="list-style-type: none"> › Marketing activities › Marketing strategy › Market research › Internet marketing › Business briefing: Segmentation › Business leaders: Shelly Lazarus › Video lounge: Advertising 	<ul style="list-style-type: none"> › Analysing printed advertisements › Persuasive language › Adjectives with verbs of perception › Writing 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; questionnaire, report on survey findings › Research: The history of Haggis › Case study: Advertising standards
UNIT 6 Sales and distribution p. 72			
<ul style="list-style-type: none"> › Trends in distribution › Distribution channels › The grey market › Buyer behaviour › Business briefing: Distribution channels › Business leaders: Gary Corner (Lands' End) 	<ul style="list-style-type: none"> › Terms of payment and delivery › Transport and packing › Incoterms › To have something done › Commonly confused words › BE/AE differences 	<ul style="list-style-type: none"> › Business communication: stock phrases, requesting action, suggesting solutions › Problem solving: dealing with urgent problems › Interpreting statistics › Conducting a simulation 	<ul style="list-style-type: none"> › Project: Developing a concept for a mail-order company › Writing: Press release › Consulting: Supermarket layout
UNIT 7 Manufacturing p. 84			
<ul style="list-style-type: none"> › Developments in manufacturing processes › Industrial location › Health and safety in factories › Business briefing: Lean and agile manufacturing › Business leaders: Henry Ford › Video lounge: Real bread 	<ul style="list-style-type: none"> › Health and safety notices › Collocations and compounds › Pronunciation and intonation › Linking words for sequencing › Modal verbs › Expressing optimism and pessimism › Revision of tenses 	<ul style="list-style-type: none"> › Writing operating instructions › Demonstrating how something works › Planning a factory tour 	<ul style="list-style-type: none"> › Project: Organising a factory tour › Writing: Notices, warnings and instructions › Research: World's number one automobile factories › Consulting: STEP analysis of German manufacturing
UNIT 8 Business travel p. 96			
<ul style="list-style-type: none"> › Reasons for business travel › Trends in the travel industry › Customer satisfaction › Business expenses › Business briefing: The changing face of business travel › Business leaders: Michael O'Leary 	<ul style="list-style-type: none"> › Describing trends › English for hotel services › Error-spotting › Explaining menus › Travel/journey/trip/tour › At the airport/on the plane › Hedging language 	<ul style="list-style-type: none"> › Business networking (striking up, building and ending a conversation) › Business simulation: mingling in the break › Explaining a menu › Study skills: working without a dictionary 	<ul style="list-style-type: none"> › Project: Creating an international menu › Research: Successes/failures in mergers › Consulting: Doing business in London
REVISION B Units 5–8 p. 108			


Topics	Language	Skills	Assignments
UNIT 9 Human resources p. 112			
<ul style="list-style-type: none"> › Motivation and productivity › Recruitment and selection › Working conditions › Employment law › Business briefing: A career in human resources › Business leaders: Elton Mayo › Video lounge: How to get your dream job: the interview 	<ul style="list-style-type: none"> › Describing personal qualities and attributes › 'Action' verbs for describing achievements and tasks › Hiring and firing › Describing education and qualifications 	<ul style="list-style-type: none"> › Conducting and taking part in job interviews › Applying for a job/ an internship 	<ul style="list-style-type: none"> › Writing: Job advertisement, CV/ résumé, cover letter, letter of acceptance/ rejection › Research: Changes in EU employment law › Consulting: Creating tasks for an assessment centre
UNIT 10 Project p. 124			
<ul style="list-style-type: none"> › Planning a project › Budgets and resources › Schedules and deadlines › Controlling and monitoring › Business briefing: Why projects fail › Business leaders: Ron Rosenhead 	<ul style="list-style-type: none"> › Prepositions of time › Delegating › Talking about contingencies › Motivating and encouraging › Giving feedback 	<ul style="list-style-type: none"> › Working in teams › Reporting › Writing up a project assignment › Representing processes in terms of diagrams (Critical Path, Gantt) 	<ul style="list-style-type: none"> › Project: Student magazine › Writing: Progress report › Research: Project management tools › Consulting: Picking an international project team
UNIT 11 Quality assurance p. 136			
<ul style="list-style-type: none"> › Concepts of quality › Quality standards › TQM › Product liability › Customer relations › Business briefing: Six Sigma › Business leaders: Tom Peters 	<ul style="list-style-type: none"> › Collocations for talking about quality and standards › Faults/defects/ failures › Signs and notices › Setting conditions › Assuring and placating 	<ul style="list-style-type: none"> › Making and dealing with complaints › Problem-solving › Giving and receiving feedback 	<ul style="list-style-type: none"> › Writing: Product recall notice › Research: Benchmarking › Consulting: Plan-Do-Check-Act
REVISION C Units 9–12 p. 160			
UNIT 12 Economic trends p. 148			
<ul style="list-style-type: none"> › Economic indicators › Markets and competition › Emerging markets › Consumer trends › Business briefing: The property market › Business leaders: John Maynard Keynes › Video lounge: Class in China 	<ul style="list-style-type: none"> › Describing trends › Hypothesising and predicting › Acronyms › Headlines › Revision of tenses 	<ul style="list-style-type: none"> › Interpreting and explaining graphs and charts › Summary writing › Planning a term paper 	<ul style="list-style-type: none"> › Writing: Term paper › Research: Current economic trends › Case study: The Credit Crunch

Topics	Language	Skills	Assignments
UNIT 13 International trade p. 164			
<ul style="list-style-type: none"> › Protectionism vs. free trade › International organisations › World trade blocs › Business briefing: Risks in international trade › Business leaders: David Ricardo 	<ul style="list-style-type: none"> › Conditionals › Arguing pros and cons › Explaining roles and functions 	<ul style="list-style-type: none"> › Negotiating an international trade deal › Confirming terms and agreements in writing 	<ul style="list-style-type: none"> › Writing: Confirmation of terms; country profiles › Research: Role of international organisations › Case study: Nigeria vs. Korea
UNIT 14 Politics and legislation p. 176			
<ul style="list-style-type: none"> › The scope of company law › The role of government › Patents and copyright › Litigation › Sustainability › Business briefing: Corporate social responsibility › Business leaders: Anita Roddick 	<ul style="list-style-type: none"> › Modals of obligation, prohibition, permission › If/unless/in case/in the case of › Legalese 	<ul style="list-style-type: none"> › Drafting contracts and agreements › Writing a press release 	<ul style="list-style-type: none"> › Writing: Press release › Research: EU company law › Consulting: Satisfying the stakeholders
UNIT 15 Finance and investment p. 188			
<ul style="list-style-type: none"> › Financial reporting › Savings and investment › Business briefing: International accounting › Business leaders: Alan Greenspan 	<ul style="list-style-type: none"> › Balance sheet terms › Gerunds/infinitives › Terms relating to white-collar crime › British/American English 	<ul style="list-style-type: none"> › Interpreting financial statements › Writing a business plan › Summarising accounts 	<ul style="list-style-type: none"> › Writing: Business plan › Research: Accounting scandals › Consulting: Giving investment advice
UNIT 16 Corporate strategy p. 200			
<ul style="list-style-type: none"> › Mergers and acquisitions › Supply chain management › Outsourcing/offshoring › Managing risk and change › Business briefing: Vertical intergration › Business leaders: Michael Porter 	<ul style="list-style-type: none"> › Finding out needs › Connectives and discourse markers › Common errors in writing 	<ul style="list-style-type: none"> › Negotiating › Proofreading › Analysing a year-end report 	<ul style="list-style-type: none"> › Writing: › Research: Successes/failures in mergers › Consulting: Planning an acquisition
PRACTICE EXAM (Units 1–16) with tips for revision and exam techniques p. 212			

APPENDIX

- › Role cards
- › Topic-based vocabulary
- › Mini-dictionary of business vocabulary (English-German)
- › Acronyms and abbreviations
- › False friends

Content of the interactive media DVD:

- › Video-Pool: original BBC videos 
- › Audio-Pool: Student book's audios
- › Documentary-Pool:
- › Transcripts of audios
- › Phrases
- › Business letter templates
- › Skills and grammar files
- › Vocabulary learning lists
- › Basic vocabulary
- › Software: Self paced learning with interactive e-learning