

Business Impact

This innovative modular business English course covers two levels B1-B2 (intermediate to upper-intermediate) and B2-C1 (upper-intermediate to advanced) in six books (print + digital). Each of the six books comprises three modules, A, B and C. All modules are also available as stand-alone digital modules.

All **A Modules** have a strong focus on **personal encounters**, all **B Modules** focus primarily on **day-to-day business** and all **C Modules** focus on **business results**.

Modules can be chosen individually to suit the level, interests and requirements of classes, allowing full flexibility and control in terms of content and progress.

Welcome to **Business Impact 1.1**

Module A

Business Impact 1.1.A is the A Module from *Business Impact 1.1*.

This module focuses on **personal encounters in the business world** and will help you master meetings and greetings in business situations.

Module A	Agenda	Language	Page
Session 1 Greeting new colleagues	› Greetings & small talk › Addressing clients & colleagues › Names & titles › First contacts	› Forms of address › Pronunciation of names › Formal and informal greetings › Checking and apologising	6
Session 1 PLUS	› How embarrassing!	› Extension & consolidation	10
Session 2 Job talk	› Job titles › Describing your job › Getting tenses right	› Job names › Tenses & functions: simple present, present progressive, present perfect, simple past	12
Session 2 PLUS	› Titan Solutions	› Extension & consolidation	16
Session 3 Hello & goodbye	› Introducing a new colleague › Saying goodbye	› Phrases for introductions › Saying goodbye › Addressing & signing off in writing	18
Session 3 PLUS	› Tricky situations	› Extension & consolidation	22
Business English live	› Greetings & goodbyes	› True-to-life business dialogues	24
Milestone A		› Progress check	26
Magazine A.1	› Naming the baby	› Extensive reading & discussion	28
Magazine A.2	› Say goodbye to Mr and Mrs	› Extensive reading & discussion	30
Final Milestone			84
Essential phrases			88
Useful abbreviations & acronyms			91
100 useful business English words			92
Audio transcripts			94
Acknowledgements			104

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Welcome to **Business Impact 1.1** **Module B**

Business Impact 1.1.B is the B Module from *Business Impact 1.1*.

This module focuses on **day-to-day business** and will help you master the organisation and carrying out of business meetings.

Module B	Agenda	Language	Page
Session 1 Meeting request	› Arranging a meeting › Confirming attendance › Turning down a request	› Phrases for scheduling & organising meetings › Formal & informal meeting requests › Responding formally & informally	32
Session 1 PLUS	› Email threads	› Extension & consolidation	36
Session 2 Meetings & agendas	› Formal agendas › Handling a meeting successfully	› Essential vocabulary for agendas › Language of meetings: starting a meeting, moving on, ending a meeting	38
Session 2 PLUS	› Top tips for meetings	› Extension & consolidation	42
Session 3 Minutes & more	› Writing minutes › Using the passive voice	› Writing & understanding agendas › Passive voice › Discussing different viewpoints	44
Session 3 PLUS	› Who's who of meetings	› Extension & consolidation	48
Business English live	› Language of meetings	› True-to-life business dialogues	50
Milestone B		› Progress check	52
Magazine B.1	› The best place to work	› Extensive reading & discussion	54
Magazine B.2	› Not another meeting	› Extensive reading & discussion	56
Final Milestone			84
Essential phrases			89
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Module C

Business Impact 1.1.C is the C Module from *Business Impact 1.1*.

This module focuses on **business results** and will help you become proficient in dealings with numbers & figures and goals & plans.

Module C	Agenda	Language	Page
Session 1 Facts & stats	› British & American numbering › Complex numbers › Talking about figures related to organisations › Asking about figures related to organisations	› Numbers & statistics › Asking questions about an organisation: <i>what, how, where, when, how much?</i> › Using qualifiers: <i>approximately, almost, over, nearly, around</i>	58
Session 1 PLUS	› Q&A Making an impact	› Extension & consolidation	62
Session 2 Ups & downs	› Talking about numbers, statistics & figures › Describing positive & negative change › Understanding & describing graphs & charts	› Vocabulary for change › <i>raise & rise</i> › Describing charts & graphs	64
Session 2 PLUS	› The numbers don't lie	› Extension & consolidation	68
Session 3 Looking ahead	› Talking about goals › Talking about the future › Understanding the difference between <i>will</i> & <i>going to</i>	› Tenses: <i>will</i> future & <i>going to</i> future	70
Session 3 PLUS	› What does the future hold?	› Extension & consolidation	74
Business English live	› Talking numbers & figures › Essential phrases	› True-to-life business dialogues	76
Milestone C		› Progress check	78
Magazine C.1	› Are we drowning in a sea of numbers?	› Extensive reading & discussion	80
Magazine C.2	› Balancing work and wellness	› Extensive reading & discussion	82
Final Milestone			84
Essential phrases			90
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