

# Welcome to **Business Impact 2.1**

## **Module A**

**Business Impact 2.1.A** is the A Module from *Business Impact 2.1*.

This module focuses on **personal encounters in the business world** and will help you talk confidently about your job and master intercultural situations.

<b>Module A</b>	<b>Agenda</b>	<b>Language</b>	<b>Page</b>
<b>Session 1</b> <b>Making the right impact</b>	› Making an impact when introducing yourself in a group › Using (past) tenses confidently to talk about your work	› Present perfect simple & progressive › Language for meaningful introductions	6
<b>Session 1 PLUS</b>	› Round table introductions	› Extension & consolidation	10
<b>Session 2</b> <b>What's your job?</b>	› Describing in detail what your job entails › Showing interest & empathy to make an impact	› Verbs for describing everyday work activities › Language for showing empathy	12
<b>Session 2 PLUS</b>	› Empathy in the workplace	› Extension & consolidation	16
<b>Session 3</b> <b>Culture shock</b>	› Importance of culture & etiquette › Focus on conventions in South Korea › Saying 'no' indirectly	› Listening for gist and detail › Language for paraphrasing 'no'	18
<b>Session 3 PLUS</b>	› Taboo or not taboo	› Extension & consolidation	22
<b>Business English /live</b>	› Exchanging contact details	› True-to-life business dialogues › Essential phrases	24 25
<b>Milestone</b>		› Progress check	26
<b>Magazine 1</b>	› How interculturally aware are you?	› Extensive reading & discussion	28
<b>Magazine 2</b>	› What your handshake says about you!	› 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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## Module B

**Business Impact 2.1.B** is the B Module from *Business Impact 2.1*.

This module focuses on **day-to-day business** and will help you master the scheduling and management of meetings.

<b>Module B</b>	<b>Agenda</b>	<b>Language</b>	<b>Page</b>
<b>Session 1</b> <b>A change of plan</b>	› Changing plans & schedules › Getting tone & register right	› Identifying formal & informal style › Using phrasal verbs	32
<b>Session 1 PLUS</b>	› Time management	› Extension & consolidation	36
<b>Session 2</b> <b>Spread the word</b>	› Handling meetings successfully › Putting forward ideas › Interrupting politely	› Language of meetings: Keeping on track & handling problems › Putting forward ideas & making suggestions › Interrupting & dealing with interruptions	38
<b>Session 2 PLUS</b>	› Misunderstandings & more	› Extension & consolidation	42
<b>Session 3</b> <b>Critical errors</b>	› Using tact & diplomacy › Common mistakes in business English	› Dealing with criticism › Expressing yourself more diplomatically › Common mistakes that cause confusion	44
<b>Session 3 PLUS</b>	› Brand blunders & language mishaps	› Extension & consolidation	48
<b>Business English /live</b>	› Asserting yourself in meetings	› True-to-life business dialogues › Essential phrases	50 51
<b>Milestone</b>		› Progress check	52
<b>Magazine 1</b>	› Be effective, not efficient!	› Extensive reading & discussion	54
<b>Magazine 2</b>	› Misspoken or mistaken?	› Extensive reading & discussion	56
Final Milestone			84
Essential phrases			89
Useful abbreviations & acronyms			91
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## Module C

**Business Impact 2.1.C** is the C Module from *Business Impact 2.1*.

This module focuses on **business results** and will help you become proficient in making forecasts & predictions.

<b>Module C</b>	<b>Agenda</b>	<b>Language</b>	<b>Page</b>
<b>Session 1 Qualified decision making</b>	› Comparing products › Comparing services › Discussing criteria for choices	› Making comparisons › Using adjectives & adverbs › Using <i>less, more, fewer</i>	58
<b>Session 1 PLUS</b>	› Smartphones	› Extension & consolidation	62
<b>Session 2 Beyond the crystal ball</b>	› Making formal business forecasts › Comparing predictions & results › Presenting formal business results	› Vocabulary for growth & trends › Complex comparisons › Forecasting & reporting	64
<b>Session 2 PLUS</b>	› Fo(u)r better or worse	› Extension & consolidation	68
<b>Session 3 What's the SWOT?</b>	› Analysing strengths & weaknesses › Using & understanding business acronyms	› Describing strengths & weaknesses › Using acronyms › Using jargon	70
<b>Session 3 PLUS</b>	› Cut out the bulls**t!	› Extension & consolidation	74
<b>Business English /live</b>	› Making forecasts & predictions	› True-to-life business dialogues › Essential phrases	76 77
<b>Milestone</b>		› Progress check	78
<b>Magazine 1</b>	› Live to work or work to live?	› Extensive reading & discussion	80
<b>Magazine 2</b>	› Should your company canteen go meat-free?	› Extensive reading & discussion	82
Final Milestone			84
Essential phrases			90
Useful abbreviations & acronyms			91
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