

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.

Module A	Agenda	Language	Page
Session 1 Making the right impact	› 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
Session 1 PLUS	› Round table introductions	› Extension & consolidation	10
Session 2 What's your job?	› 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
Session 2 PLUS	› Empathy in the workplace	› Extension & consolidation	16
Session 3 Culture shock	› Importance of culture & etiquette › Focus on conventions in South Korea › Saying 'no' indirectly	› Listening for gist and detail › Language for paraphrasing 'no'	18
Session 3 PLUS	› Taboo or not taboo	› Extension & consolidation	22
Business English live	› Exchanging contact details	› True-to-life business dialogues › Essential phrases	24 25
Milestone		› Progress check	26
Magazine 1	› How interculturally aware are you?	› Extensive reading & discussion	28
Magazine 2	› 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
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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.

Module B	Agenda	Language	Page
Session 1 A change of plan	› Changing plans & schedules › Getting tone & register right	› Identifying formal & informal style › Using phrasal verbs	32
Session 1 PLUS	› Time management	› Extension & consolidation	36
Session 2 Spread the word	› 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
Session 2 PLUS	› Misunderstandings & more	› Extension & consolidation	42
Session 3 Critical errors	› Using tact & diplomacy › Common mistakes in business English	› Dealing with criticism › Expressing yourself more diplomatically › Common mistakes that cause confusion	44
Session 3 PLUS	› Brand blunders & language mishaps	› Extension & consolidation	48
Business English live	› Asserting yourself in meetings	› True-to-life business dialogues › Essential phrases	50 51
Milestone		› Progress check	52
Magazine 1	› Be effective, not efficient!	› Extensive reading & discussion	54
Magazine 2	› Misspoken or mistaken?	› Extensive reading & discussion	56
Final Milestone			84
Essential phrases			89
Useful abbreviations & acronyms			91
100 useful business English words			92
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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.

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