

Business Proficiency – Contents

Topics	Language	Skills	Assignments
UNIT 1 Communication p. 8			
› Sharing an office › Forms of business communication › Corporate culture › Business briefing: Soft skills › Business leaders: Steve Jobs	› Letter-writing conventions › Formal / informal style › Greetings and introductions › Review of tenses	› Telephoning › Prioritising tasks › Making arrangements › Dictating words and numbers › Passing on messages › Exchanging information	› Writing: Revising a schedule for a visit; email reply › Research: Product innovations; corporate culture › Consulting: In the suggestions box
UNIT 2 Company organisation p. 20			
› Economic and business sectors › Types of company › Structure and hierarchy › Jobs and responsibilities › Business briefing: Forms of organisation › Business leaders: Charles Handy	› Tasks and responsibilities › Collocations › Company departments › Organisational structure › Syllable stress › False friends › Job titles	› Presentations › Describing the structure of a company › Making a pitch for the Company of the Year Award › Comparing management structures in different countries	› Writing: Email, report › Research: Comparing Tesco and Sainsbury; types of company; international comparison of company forms and management structures › Consulting: Planning an internship / semester abroad
UNIT 3 Money and payment p. 32			
› Methods of payment › Attitudes to money › Personal finance › Business briefing: Cash flow › Business leaders: Philanthropists › Video lounge: Can't Pay, Won't Pay	› Discussing statistics › ATM functions › Money idioms › Prepositions › Commonly confused words › False friends › Synonyms for rich / poor	› Explaining an invoice › Error-spotting › Pointing out mistakes › Negotiations	› Simulation: Advising philanthropists › Writing: Application for internet merchant account › Research: ECB statistics on payment methods › Consulting: Online payments
UNIT 4 Products and brands p. 44			
› Brand awareness › Product and brand strategy › Product development › Business briefing: Brand extension › Business leaders: Sir James Dyson › Video lounge: Interview with James Dyson	› Product attributes › Features and benefits › Dimensions, weights, measures › Making comparisons › Verb-noun collocations relating to meetings	› Meetings › Product development meeting › Product presentation to CEO › Short reports › Writing clearly	› Project: Creating and presenting a radio spot › Writing: Agenda; summary of meeting outcome; email › Research: Coca Cola's brand strategy; cultural factors affecting products and brands › Consulting: Developing a pet food brand
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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 campaign 	<ul style="list-style-type: none"> › Analysing printed advertisements › Persuasive language › Adjectives with verbs of perception › 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: Pprofile of target customer; advertisement; email; 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"> › Music distribution › Models of distribution › The grey market › Buyer behaviour › Business briefing: Distribution channels › Business leaders: Gary Corner (Lands' End) 	<ul style="list-style-type: none"> › Delivery and payment › Transport logistics › Business idioms › Commonly confused words › Materials for packing and packaging › Translating 'Punkt' 	<ul style="list-style-type: none"> › 5–7 rule for PowerPoint slides › Conducting a simulation Solving delivery problems › Taking phone messages › Dealing with urgent problems 	<ul style="list-style-type: none"> › Simulation: Problem-solving meeting › Project: Concept for a mail-order company › Research: Grey market dispute › Writing: Press release, email reply, report › Consulting: In-store design
UNIT 7 Manufacturing p. 84			
<ul style="list-style-type: none"> › Trends in manufacturing › Industrial location › Health and safety in factories › Business briefing: Manufacturing processes › Business leaders: Henry Ford › Video lounge: Real bread 	<ul style="list-style-type: none"> › Collocations and compounds › Pronunciation and intonation › Describing a sequence › Word forms › Modals of obligation › Expressing optimism and pessimism › Tenses 	<ul style="list-style-type: none"> › Writing health and safety notices › Writing operating instructions › Demonstrating processes › Giving instructions › Translating 	<ul style="list-style-type: none"> › Project: Planning a factory tour › Writing: Notices, warnings and instructions, article › 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 › Planning a business trip › Business expenses › Customer satisfaction › Business briefing: Trends in business travel › Business leaders: Michael O'Leary 	<ul style="list-style-type: none"> › Describing trends › Travelling on business › Services and amenities › Error-spotting › Dining out › Travel /journey /trip /tour › At the airport /on the plane › Hedging language 	<ul style="list-style-type: none"> › Explaining a menu › Business networking › Conversation skills (striking up, building and ending a conversation) › Organising a conference 	<ul style="list-style-type: none"> › Simulation: Mingling in the break › Project: Creating an international menu › Writing: Article › Research: Trends in business travel › Consulting: Business etiquette
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Topics	Language	Skills	Assignments
UNIT 9 Human resources p. 112			
<ul style="list-style-type: none"> › Training › Motivation and productivity › Recruitment and selection › Working conditions › Employment law › Business briefing: Working in Human Resources › Business leaders: Industrial management gurus › Video lounge: The interview 	<ul style="list-style-type: none"> › Recruitment › Hiring and firing › Job advertisements › Describing personal qualities and abilities › ‘Action’ verbs for describing achievements and tasks › Describing education and qualifications 	<ul style="list-style-type: none"> › Writing an invitation based on notes in German › Preparing for job interviews › Conducting and taking part in job interviews › Applying for a job / an internship › Translating a job ad › Designing assessment centre tasks 	<ul style="list-style-type: none"> › Simulation: Job interviews › Writing: Invitation to an interview, job advertisement, CV / resume, cover letter, letter of acceptance / rejection › Research: Changes in EU employment law, classifications for Bachelor degrees › Consulting: Assessment centre
UNIT 10 Project management p. 124			
<ul style="list-style-type: none"> › Teams › Project planning › Project failure › Controlling and monitoring › Project management tools › Managing time › Business briefing: Managing large-scale projects › Business leaders: Ron Rosenhead 	<ul style="list-style-type: none"> › Talking about timescales and deadlines › Business idioms › Defining SMART objectives › Gerunds and infinitives › Tenses for reporting › Checking, controlling and monitoring › Giving feedback 	<ul style="list-style-type: none"> › Working in teams › Problem-solving › Creating a communication plan › Writing effective agendas › Writing up a project assignment › Describing processes in terms of diagrams (Critical Path, Gantt) › Monitoring progress 	<ul style="list-style-type: none"> › Simulation: Problem-solving meeting › Writing: Abstract of article, communication plan, email, agenda, minutes, project handover report › Research: ‘Stuttgart 21’ › Consulting: Creating a website
UNIT 11 Quality p. 136			
<ul style="list-style-type: none"> › Quality standards › Concepts of quality › Quality control vs. assurance › Dealing with quality problems › Business briefing: Quality management › Business leaders: Innovators in quality 	<ul style="list-style-type: none"> › Talking about quality › Checking understanding › Faults / defects / failures › False friends › Ensure / assure / insure › ‘In case’ for precautions › Promises and threats 	<ul style="list-style-type: none"> › Writing a product recall notice › Translating › Handling complaints › Complaining in writing › Giving and receiving feedback 	<ul style="list-style-type: none"> › Simulation: Dealing with a supplier › Writing: Product recall notice, letter of complaint, email, press release › Research: International Standards Organisation (ISO), Six Sigma › Consulting: Quality check
UNIT 12 Economics p. 148			
<ul style="list-style-type: none"> › Economic indicators › Macro- and Microeconomics › Economic policy › Demographic trends › Business briefing: The business cycle › Business leaders: John Maynard Keynes › Video lounge: Business trends in China 	<ul style="list-style-type: none"> › Describing the business cycle › Discussing trends › Causes and consequences › Transitive and intransitive verbs (e.g. raise / rise) › Prepositions › Figurative language 	<ul style="list-style-type: none"> › EAP: Academic writing › Understanding criteria for assessment › Style guidelines › Titles and headings › Paragraphs and punctuation 	<ul style="list-style-type: none"> › Writing: Report / review of documentary on economic trends › Research: Dubai’s economy › Consulting: Making a documentary
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Topics	Language	Skills	Assignments
UNIT 13 International trade p. 164			
<ul style="list-style-type: none"> › Success in exporting/importing › Risks in international trade › Entering new markets › Protectionism vs. free trade › Fair trade › Business briefing: International marketing › Business leaders: Harriet Lamb 	<ul style="list-style-type: none"> › Payment and delivery terms › Expressions with 'trade' › Incoterms › Order confirmations › Contracts with agents/distributors › Documentation › Negotiating idioms 	<ul style="list-style-type: none"> › Discussing terms on the phone › Negotiating an international trade deal › Confirming terms and agreements in writing › Giving feedback 	<ul style="list-style-type: none"> › Simulation: Rosella Bay™ tea tree oil › Writing: Email confirming terms; report summarising outcome of meeting › Research: Export/import rankings; 'Dijon de Cassis' principle; WTO › Consulting: Trade diplomacy
UNIT 14 Legislation p. 176			
<ul style="list-style-type: none"> › The scope of company law › Legislation affecting business › Intellectual property › Consumer rights › Business briefing: Litigation › Business leaders: Ralph Nader 	<ul style="list-style-type: none"> › Legal English › Expressions relating to conflict and litigation › Terms and conditions › Verb-noun collocations › Modal verbs › If/unless/in case/in the case of › 'Legalese' vs. plain English 	<ul style="list-style-type: none"> › Understanding the small print › Writing clearly (plain English) › Formal debating (the debating process, collecting and preparing arguments, tactics and rhetoric) 	<ul style="list-style-type: none"> › Writing: Open letter, press release, email, flyer, article › Research: Stella Awards, user agreements for social networking websites, Ralph Nader, Occupational Health and Safety Act, environmental legislation › Consulting: A public hearing
UNIT 15 Finance and investment p. 188			
<ul style="list-style-type: none"> › Stocks and shares › Savings and investment › Ethical investment › Financial planning › Entrepreneurship › Business briefing: Islamic finance › Business leaders: Dragons 	<ul style="list-style-type: none"> › Finance idioms › Accounting terms › Income and expenditure › Assets and liabilities › Taxation › Translation (German/English) 	<ul style="list-style-type: none"> › Interpreting a balance sheet › Translating tips on writing a business plan › Drafting and formatting › Editing and proofreading › Avoiding typical mistakes › Consulting (interview) 	<ul style="list-style-type: none"> › Simulation: Investment advisor and client › Writing: Letter to client, email reply › Research: Ethical investment, sharia-compliant banking products › Consulting: Investment advice
UNIT 16 Corporate strategy p. 200			
<ul style="list-style-type: none"> › Mission statements › Strategic management tools › Personal strategy › Competitive forces › Business briefing: Mergers and acquisitions › Business leaders: Michael E. Porter 	<ul style="list-style-type: none"> › Strategy and goals › Compound nouns › Punctuation: hyphens and dashes › Collocations with 'goal' › Syllable stress › Syntax 	<ul style="list-style-type: none"> › Lectures: note-taking and contributing to lectures › Giving personal feedback › Verbs used in exam questions › Negotiating in teams › Preparing a negotiation › Presenting a pitch 	<ul style="list-style-type: none"> › Simulation: Balloon debate, takeover negotiation › Writing: Mission statements; press release; report › Research: Successes/failures in mergers; wine/Sekt market; airline industry › Consulting: Starting an airline

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- › Transcripts
- › Topic-based vocabulary
- › Alphabetical vocabulary
- › Acronyms and abbreviations
- › False friends