


Inhalt

Module 1


Talking about jobs

5  (Units 1, 2)

- A People and places
- B Job duties
- C Departments

Module 2


Telephoning

9  (Unit 5)

- A Contacts
- B Numbers and addresses
- C Telephone skills
- D On the phone

Module 3


Correspondence

13  (Units 8-11)

- A Forms of written communication
- B Types of business correspondence
- C Letter writing: An order
- D E-mailing

Module 4


Meetings and presentations

17  (Units 6, 7)

- A The equipment
- B The minutes
- C The agenda
- D Environmental Excellence – A presentation

Module 5


Comparing products and services

21  (Unit 3)

- A Describing products and services
- B Comparing products

Module 6


Wholesale trade

25  (Unit 15)

- A Types of industry
- B The wholesale trade
- C Jobs in the wholesale trade

Module 7


Complaints and warranties

29  (Unit 14)

- A Causes for complaints
- B A letter of complaint
- C Written warranties

Module 8


Payment / Marketing

33  (Units 13, 15)

- A Modes of payment
- B Letter of Credit
- C Marketing mix: The “Four P’s” of Marketing
- D Market research: Charts and diagrams

Module 9


Incoterms

37  (Unit 10)

- A Costs and risks
- B Incoterms Decision Chart
- C Deciding on Incoterms

Module 10

Export documents

41  (Unit 12)

- A Air Waybill
- B Bill of Lading
- C Certificate of Origin

Module 11


Going global – Intercultural aspects

45  *

- A Intercultural competence
- B Intercultural Quiz
- C Countries and nationalities
- D Putting one’s foot in it: Idioms and False friends

Module 12


Getting ahead

49  (Unit 16)

- A Job advertisements
- B A letter of application
- C Job interview and Curriculum Vitae (CV)

KMK-Prüfungsvorbereitung 53

Alphabetical word list 59

 = Bezug zum Basiskurs

* = Communicating across cultures