# Business Proficiency – Contents

## Topics

### UNIT 1 Communication  p. 8
- Sharing an office
- Forms of business communication
- Corporate culture
- **Business briefing:** Soft skills
- **Business leaders:** Steve Jobs

### UNIT 2 Organisation  p. 20
- Economic and business sectors
- Types of company
- Structure and hierarchy
- Jobs and responsibilities
- **Business briefing:** Company organisation
- **Business leaders:** Charles Handy

### 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

### UNIT 4 Products and brands  p. 44
- Brand awareness
- Product and brand strategy
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- **Business leaders:** Sir James Dyson
- **Video lounge:** Interview with Sir James Dyson

### REVISION A  Units 1–4  p. 56
- **Project:** Creating and presenting a radio spot
- **Writing:** Email to product manager
- **Research:** Coca Cola’s brand strategy; cultural factors affecting products and brands
- **Consulting:** Developing a pet food brand

## Language

### UNIT 1 Communication  p. 8
- Review of tenses
- Letter-writing conventions
- Formal/informal style
- Greetings and introductions

### UNIT 2 Organisation  p. 20
- Tasks and responsibilities
- Collocations
- Company departments
- Job titles
- Organisational structure
- Syllable stress
- False friends

### UNIT 3 Money and payment  p. 32
- Discussing statistics
- ATM functions
- Money idioms
- Prepositions
- Commonly confused words
- False friends
- Synonyms for rich/poor

### UNIT 4 Products and brands  p. 44
- Product attributes
- Features and benefits
- Dimensions, weights, measures
- Making comparisons
- Verb-noun collocations relating to meetings

## Skills

### UNIT 1 Communication  p. 8
- Telephoning
- Prioritising tasks
- Making arrangements
- Passing on messages

### UNIT 2 Organisation  p. 20
- Presentations
- Describing the structure of a company
- Making a pitch for the Company of the Year Award
- Comparing management structures in different countries

### UNIT 3 Money and payment  p. 32
- Negotiations
- Error-spotting
- Explaining an invoice
- Pointing out mistakes

### UNIT 4 Products and brands  p. 44
- Meetings
- Product development meeting
- Product presentation to CEO
- Short reports

## Assignments

### UNIT 1 Communication  p. 8
- **Writing:** Revising a schedule for a visit; email reply
- **Research:** Product innovations; corporate culture
- **Consulting:** In the suggestions box

### UNIT 2 Organisation  p. 20
- **Writing:** Email, report
- **Research:** Comparing Tesco and Sainsbury; types of company; international comparison of company forms and management structures
- **Consulting:** Choosing a company/university

### UNIT 3 Money and payment  p. 32
- **Writing:** Application for internet merchant account
- **Research:** ECB statistics on payment methods
- **Consulting:** Online payments

### UNIT 4 Products and brands  p. 44
- **Project:** Creating and presenting a radio spot
- **Writing:** Email to product manager
- **Research:** Coca Cola’s brand strategy; cultural factors affecting products and brands
- **Consulting:** Developing a pet food brand
### UNIT 5 Marketing  p. 60
- Marketing activities
- Marketing strategy
- Market research
- Internet marketing
- **Business briefing:** Segmenting
- **Business leaders:** Shelly Lazarus
- **Video lounge:** Advertising
- Analysing printed advertisements
- Persuasive language
- Adjectives with verbs of perception
- Writing slogans
- Question forms
- Advising and suggesting
- Marketing acronyms (USP, DINKY)
- Conducting a survey
- Designing a market research questionnaire
- Asking for cooperation and permission
- Presenting results
- Project: Conducting a survey
- Writing: Profile of target customer, advertisement, questionnaire, report on survey findings
- Research: The history of Haggis
- Case study: Advertising standards

### UNIT 6 Sales and distribution  p. 72
- Trends in distribution
- Distribution channels
- The grey market
- Buyer behaviour
- **Business briefing:** Distribution channels
- **Business leaders:** Gary Corner (Lands’ End)
- Terms of payment and delivery
- Transport and packing
- Incoterms
- To have something done
- Commonly confused words
- BE/AE differences
- Business communication: stock phrases, requesting action, suggesting solutions
- Problem solving: dealing with urgent problems
- Interpreting statistics
- Conducting a simulation
- Project: Developing a concept for a mail-order company
- Writing: Press release
- Consulting: Supermarket layout

### UNIT 7 Manufacturing  p. 84
- Developments in manufacturing processes
- Industrial location
- Health and safety in factories
- **Business briefing:** Lean and agile manufacturing
- **Business leaders:** Henry Ford
- Video lounge: Real bread
- Health and safety notices
- Collocations and compounds
- Pronunciation and intonation
- Linking words for sequencing
- Modal verbs
- Expressing optimism and pessimism
- Revision of tenses
- Writing operating instructions
- Demonstrating how something works
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- Consulting: STEP analysis of German manufacturing

### UNIT 8 Business travel  p. 96
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- Trends in the travel industry
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- **Business leaders:** Michael O’Leary
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- English for hotel services
- Error-spotting
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- At the airport/on the plane
- Hedging language
- Business networking (striking up, building and ending a conversation)
- Business simulation: mingling in the break
- Explaining a menu
- Study skills: working without a dictionary
- Project: Creating an international menu
- Research: Successes/failures in mergers
- Consulting: Doing business in London

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- Motivation and productivity
- Recruitment and selection
- Working conditions
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- **Business briefing:** A career in human resources
- **Business leaders:** Elton Mayo
- **Video lounge:** How to get your dream job: the interview
- Describing personal qualities and attributes
- ‘Action’ verbs for describing achievements and tasks
- Hiring and firing
- Describing education and qualifications
- Conducting and taking part in job interviews
- Applying for a job/ an internship
- **Writing:** Job advertisement, CV/ résumé, cover letter, letter of acceptance/ rejection
- **Research:** Changes in EU employment law
- **Consulting:** Creating tasks for an assessment centre

### UNIT 10 Project  p. 124

- Planning a project
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- Schedules and deadlines
- Controlling and monitoring
- **Business briefing:** Why projects fail
- **Business leaders:** Ron Rosenhead
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- Talking about contingencies
- Motivating and encouraging
- Giving feedback
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- Reporting
- Writing up a project/ assignment
- Representing processes in terms of diagrams (Critical Path, Gantt)
- **Project:** Student magazine
- **Writing:** Progress report
- **Research:** Project management tools
- **Consulting:** Picking an international project team

### UNIT 11 Quality assurance  p. 136

- Concepts of quality
- Quality standards
- TQM
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- **Business briefing:** Six Sigma
- **Business leaders:** Tom Peters
- Collocations for talking about quality and standards
- Faults/defects/ failures
- Signs and notices
- Setting conditions
- Assuring and placating
- Making and dealing with complaints
- Problem-solving
- Giving and receiving feedback
- **Writing:** Product recall notice
- **Research:** Benchmarking
- **Consulting:** Plan-Do-Check-Act

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### UNIT 12 Economic trends  p. 148

- Economic indicators
- Markets and competition
- Emerging markets
- Consumer trends
- **Business briefing:** The property market
- **Business leaders:** John Maynard Keynes
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- Hypothesising and predicting
- Acronyms
- Headlines
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- Summary writing
- Planning a term paper
- **Writing:** Term paper
- **Research:** Current economic trends
- Case study: The Credit Crunch
## UNIT 13 International trade  p. 164
- Protectionism vs. free trade
- International organisations
- World trade blocs
  - **Business briefing:** Risks in international trade
  - **Business leaders:** David Ricardo
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  - Arguing pros and cons
  - Explaining roles and functions
- Negotiating an international trade deal
  - Confirming terms and agreements in writing
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- The role of government
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- Litigation
- Sustainability
  - **Business briefing:** Corporate social responsibility
  - **Business leaders:** Anita Roddick
- Modals of obligation, prohibition, permission
  - If/unless/in case/in the case of
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  - **Writing:** Press release
  - **Research:** EU company law
  - **Consulting:** Satisfying the stakeholders

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  - **Business briefing:** International accounting
  - **Business leaders:** Alan Greenspan
- Balance sheet terms
  - Gerunds/infinitives
  - Terms relating to white-collar crime
  - British/American English
- Interpreting financial statements
  - Writing a business plan
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  - **Writing:** Business plan
  - **Research:** Accounting scandals
  - **Consulting:** Giving investment advice

## UNIT 16 Corporate strategy  p. 200
- Mergers and acquisitions
  - Supply chain management
  - Outsourcing/offshoring
  - Managing risk and change
  - **Business briefing:** Vertical integration
  - **Business leaders:** Michael Porter
- Finding out needs
  - Connectives and discourse markers
  - Common errors in writing
- Negotiating
  - Proofreading
  - Analysing a year-end report
  - **Writing:** Business plan
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- Mini-dictionary of business vocabulary
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- Acronyms and abbreviations
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### Content of the interactive media DVD:
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- Audio-Pool: Student book’s audios
- Documentary-Pool:
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  - Phrases
- Business letter templates
- Skills and grammar files
- Vocabulary learning lists
- Basic vocabulary
- Software: Self paced learning with interactive e-learning