

**3rd Edition Extra**

with business skills lessons and self-assessment

**Intermediate**

# **MARKET LEADER**

**Alignment with the Global Scale of English  
and the Common European Framework of Reference**

David Cotton   David Falvey   Simon Kent



## Market Leader 3rd Edition Extra

Market Leader 3rd Edition Extra offers new Business Skills lessons which are fully aligned to the Global Scale of English (GSE) and the Common European Framework of Reference (CEFR).

These Business Skills lessons offer the learner a task-based, integrated skills approach to the development of core business skills such as Presentations, Negotiations, Meetings, and Small Talk. These lessons appear at the end of every three units and incorporate performance review, suggestions for professional development and goal setting. They are based on the Global Scale of English Learning Objectives for Professional English. These objectives are signposted at the top of each new lesson in the Student's book and the carefully scaffolded activities are crafted around each objective, creating a clear sense of direction and progression in a learning environment where learners can reflect on their achievement at the end of the lesson.

Published 2016

Market Leader 3rd Edition Extra is a comprehensive communicative English course that is aligned to the Global Scale of English and prepares adults and young adults to interact confidently with both native and non-native speakers of English in a business context. Market Leader promotes productive English language learning through the rich input of language, intensive practice, and systematic recycling with meaningful opportunities for learners to practise essential core business skills required in the 21st century workplace.

### **COURSE COMPONENTS**

- Student's Book
- Online Teachers Notes for Market Leader Business Skills Lessons
- Market Leader 3rd Edition Teacher's Book
- Market Leader Extra ActiveTeach (available from end June 2016)
- Market Leader 3rd Edition MyEnglishLab
- Classroom Audio Program
- Market Leader 3rd Edition Practice Files
- Market Leader 3rd Edition Test Files

## The Global Scale of English Learning Objectives for Professional English and the Common European Framework of Reference

The Global Scale of English (GSE) is a standardized, granular scale from 10 to 90 which measures English language proficiency. The GSE Learning Objectives for Professional English are aligned with the Common European Framework of Reference (CEFR). Unlike the CEFR, which describes proficiency in terms of broad levels, the Global Scale of English identifies what a learner can do at each point on a more granular scale—and within a CEFR level. The scale is designed to motivate learners by demonstrating incremental progress in their language ability. The Global Scale of English forms the backbone for Pearson English course material and assessment.

CEFR and the Global Scale of English both comprise a number of Can Do statements, or “learning objectives,” for each of the four language skills, describing what learners should be able to do at different levels of proficiency. The learning objectives are written to reflect what a student ‘Can Do’ with language without regard to the context in which a language skill may surface. The GSE Learning Objectives have been aligned to the CEFR, but the CEFR was not aimed at learners of business English, hence the need to develop new descriptors that focus on business English skills; as a result, many additional statements were created, rated for difficulty, and calibrated to the scale.

This document provides an overview of the learning objectives in the new edition of Market Leader and new materials in the course. As the learning objectives focus specifically on language skills, some learning objectives will be repeated multiple times, to reflect the fact that language skills are built through practice in multiple contexts.

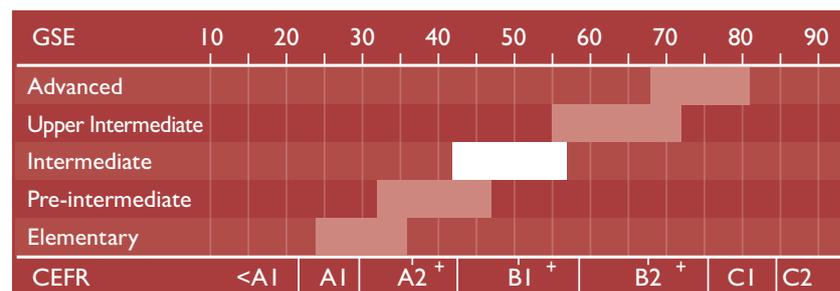
In order for a learner to successfully learn and internalize a skill (with the goal of achieving mastery in the second or foreign language), it is important to encounter the skill in a variety of contexts. The content of Market Leader 3rd Edition Extra is designed to provide multiple touch points from which a learner can explore the possibilities of use of any given language skill. From conversations in the workplace, to negotiation and presentation skills, learners are given a variety of opportunities to improve their agility and fluency with the various skills.

For each learning objective we indicate whether a statement is from the original CEFR or newly created by Pearson English:

- (C) Common European Framework descriptor, verbatim, © Council of Europe
- (C<sub>A</sub>) Common European Framework descriptor, adapted or edited, © Council of Europe
- (N2000) North (2000) descriptor, verbatim
- (N2000<sub>A</sub>) North (2000) descriptor, adapted or edited
- (N2007<sub>A</sub>) North (2007) expanded set of C1 and C2 descriptors, adapted or edited
- (P) New Pearson descriptor

Visit [English.com/gse](http://English.com/gse) to learn more about the Global Scale of English.

Market Leader 3rd Edition Extra is aligned with the Global Scale of English Learning Objectives for Professional English. It takes learners from CEF A1 to C1 (20–85 on the Global Scale of English).



# UNIT 1

## Language work:

Present Simple and present continuous

SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can follow the main points in a simple audio recording aimed at a general audience. (P)	43	B1	8
	Can follow the main points of extended discussion around them if in standard speech. (CA)	46	B1	11
	Can understand the main points of a work-related recorded presentation. (P)	51	B1+	13
Reading	Can extract the key details from simple informational materials (e.g. company policies). (P)	49	B1	8
Speaking	Can give or seek personal views and opinions in discussing topics of interest. (C)	46	B1	6
	Can express limited opinions and arguments during work-related meetings. (P)	53	B1+	11
	Can contribute to a group discussion if the discussion is conducted slowly and clearly. (P)	49	B1	13
Writing	Can write work-related correspondence on familiar topics using a limited range of grammar and expressions. (P)	44	B1	13

## UNIT 2

### Language work:

Talking about the future

SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can extract the key details from a presentation if delivered slowly and clearly. (P)	47	B1	16
	Can understand the main points of narratives and conversations about familiar topics (e.g. work, leisure) delivered in clear standard speech. (CA)	47	B1	19
Reading	Can extract the key details from simple informational materials (e.g. company policies). (P)	49	B1	16
Speaking	Can give or seek personal views and opinions in discussing topics of interest. (C)	46	B1	14
	Can discuss a travel-related problem (accommodation/transport) with a service agent over the phone. (P)	49	B1	19
	Can explain why something is a problem. (C)	55	B1+	19
	Can convey simple information of immediate relevance and emphasise the main point. (CA)	45	B1	20–21
	Can express opinions as regards possible solutions, giving brief reasons and explanations. (CA)	51	B1+	20–21
	Can carry out a work-related phone conversation using polite fixed expressions. (P)	51	B1+	20–21
Writing	Can write a simple work-related email/letter to someone outside their company. (P)	45	B1	20–21

## UNIT 3

### Language work:

#### Past simple and present perfect

SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can understand the main points of narratives and conversations about familiar topics (e.g. work, leisure) delivered in clear standard speech. (CA)	47	B1	25
	Can extract key details from conversations between colleagues about familiar topics. (P)	44	B1	26
	Can follow everyday conversation, with some repetition of particular words and phrases. (P)	44	B1	30 D E
Reading	Can extract the key details from simple informational materials (e.g. company policies). (P)	49	B1	24
	Can understand standard emails on work-related topics. (P)	44	B1	28–29
Speaking	Can give detailed accounts of experiences, describing feelings and reactions. (C)	49	B1	22
	Can express limited opinions and arguments during work-related meetings. (P)	53	B1+	26
	Can participate in short conversations in routine contexts on topics of interest. (C)	41	A2+	31
	Can express limited opinions and arguments during work-related meetings. (P)	53	B1+	28–29
	Can participate in short conversations in routine contexts on topics of interest. (C)	41	A2+	30 A B C
Writing	Can take notes on a simple presentation or lecture aimed at a general audience. (P)	50	B1	28–29
	Can take simple notes on key points made during a meeting on a familiar work-related topic. (P)	47	B1	28–29

## Business skills:

Lesson 1.1 Meetings

Lesson 1.2 Telephoning

BUSINESS SKILL	SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Emails	Listening	Can extract the key details from discussions in meetings conducted in clear, standard speech. (P)	57	B1+	A1-2
	Speaking	Can express opinions and attitudes using a range of basic expressions and sentences. (CA)	52	B1+	A1-2
		Can express limited opinions and arguments during work-related meetings. (P)	53	B1+	A1-2
	Writing	Can write the agenda for a meeting on a work-related topic in a simple way. (P)	47	B1	A1-2
Telephoning	Speaking	Can use simple appropriate language to check that information has been understood on the phone. (P)	45	B1	A3-4
		Can carry out a work-related phone conversation using polite fixed expressions. (P)	51	B1+	A3-4
	Writing	Can take messages, communicate enquiries and explain problems. (CA)	53	B1+	A3-4

## UNIT 4

### Language work:

#### Noun combinations

SKILL	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can follow familiar topics if the speaker is clear and avoids idiomatic usage. (CA)	45	B1	40
	Can understand the main points of narratives and conversations about familiar topics (e.g. work, leisure) delivered in clear standard speech. (CA)	47	B1	41 A-E
	Can extract key details from conversations between colleagues about familiar topics. (P)	44	B1	42-43
Reading	Can extract the key details from simple informational materials (e.g. company policies). (P)	49	B1	38
Speaking	Can give or seek personal views and opinions in discussing topics of interest. (C)	46	B1	36
	Can participate in short conversations in routine contexts on topics of interest. (C)	41	A2+	41 F
	Can express belief, opinion, agreement and disagreement politely. (C)	45	B1	42-43
	Can express limited opinions and arguments during work-related meetings. (P)	53	B1+	42-43

## UNIT 5

### Language work:

#### Articles

SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can understand the main points of a work-related recorded presentation. (P)	51	B1+	47
	Can distinguish between main ideas and supporting details in a simple presentation or lecture. (P)	53	B1+	49
Reading	Can extract the key details from simple informational materials (e.g. company policies). (P)	49	B1	46
	Can extract the key details from simple informational materials (e.g. company policies). (P)	49	B1	50
Speaking	Can express belief, opinion, agreement and disagreement politely. (C)	45	B1	44
	Can give an effective presentation about a familiar topic. (P)	52	B1+	49
	Can respond to ideas and suggestions in informal discussions. (CA)	55	B1+	50
Writing	Can summarise factual information within their field of interest. (CA)	57	B1+	50

## UNIT 6

### Language work:

#### Describing trends

SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can distinguish between main ideas and supporting details in a simple presentation or lecture. (P)	53	B1+	54
	Can extract the key details from discussions in meetings conducted in clear, standard speech. (P)	57	B1+	57
	Can follow most of a clearly structured presentation within their own field. (CA)	57	B1+	58–59
	Can identify specific information in a simple presentation or lecture aimed at a general audience. (P)	48	B1	60 E-F
Reading	Can extract the key details from simple informational materials (e.g. company policies). (P)	49	B1	54–55
	Can extract the key details from simple informational materials (e.g. company policies). (P)	49	B1	60 D
Speaking	Can give brief comments on the views of others. (C)	56	B1+	52
	Can present information related to the business in an informal discussion. (P)	56	B1+	58–59
	Can ask follow-up questions at a presentation using fixed expressions. (P)	55	B1+	58–59
	Can contribute to a group discussion if the discussion is conducted slowly and clearly. (P)	49	B1	60 A-C
	Can give an effective presentation about a familiar topic. (P)	52	B1+	61 Task
	Can express limited opinions and arguments during work-related meetings. (P)	53	B1+	61 Task
Writing	Can write an email, giving details of work-related events, facts, or plans. (P)	57	B1+	58–59

## Business skills:

Lesson 2.1 Small talk

Lesson 2.2 Presentations

BUSINESS SKILL	SKILL	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Small talk	Listening	Can follow most of an everyday conversation if speakers avoid very idiomatic usage. (CA)	49	B1	A5-6
	Speaking	Can use a basic repertoire of conversation strategies to maintain a discussion. (CA)	53	B1+	A5-6
Presentations	Speaking	Can ask for confirmation of understanding during a live discussion or presentation. (P)	56	B1+	A7-8
		Can explain key information in graphs and charts, using simple language. (P)	47	B1	A7-8
		Can describe conclusions they have drawn from graphs and charts, using simple language. (P)	55	B1+	A7-8
		Can use appropriate linking expressions to signal transitions within a presentation. (P)	58	B1+	A7-8
	Writing	Can summarise the main message from simple diagrams (e.g. graphs, bar charts). (P)	52	B1+	A7-8

## UNIT 7

### Language work:

Advice, obligation and necessity

SKILL	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can understand the main points of a work-related recorded presentation. (P)	51	B1+	67
	Can understand enough to manage simple routine exchanges without undue effort. (C)	40	A2+	71
Speaking	Can give or seek personal views and opinions in discussing topics of interest. (C)	46	B1	66
	Can express their thoughts in some detail on cultural topics (e.g. music, films). (CA)	55	B1+	66
	Can use a basic repertoire of conversation strategies to maintain a discussion. (CA)	53	B1+	71
	Can respond to ideas and suggestions in informal discussions. (CA)	55	B1+	72–73
	Can give a short, rehearsed talk or presentation on a familiar topic. (CA)	53	B1+	72–73
Writing	Can summarise factual information within their field of interest. (CA)	57	B1+	72–73

## UNIT 8

### Language work:

*-ing* forms and infinitives

SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can extract the key details from discussions in meetings conducted in clear, standard speech. (P)	57	B1+	77
	Can generally follow rapid or extended speech, but may require repetition or clarification. (CA)	57	B1+	79
Reading	Can recognise significant points and arguments in straightforward newspaper articles on familiar topics. (CA)	56	B1+	76
	Can compare a resume/CV against a job posting to determine if key requirements have been met. (P)	54	B1+	80–81
Speaking	Can give detailed accounts of experiences, describing feelings and reactions. (C)	49	B1	74
	Can carry out a work-related phone conversation using polite fixed expressions. (P)	51	B1+	79
	Can present information related to the business in an informal discussion. (P)	56	B1+	80–81

## UNIT 9

### Language work:

#### Conditions

SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can understand the main points of a work-related recorded presentation. (P)	51	B1+	88
	Can extract the key details from discussions in meetings conducted in clear, standard speech. (P)	57	B1+	91 C
Reading	Can scan a long text or a set of related texts in order to find specific information. (CA)	63	B2	84–85
	Can scan a long text or a set of related texts in order to find specific information. (CA)	63	B2	90 A-B
Speaking	Can exchange information on a wide range of topics within their field with some confidence. (CA)	59	B2	82
	Can negotiate simple terms and conditions of a basic sale or contract. (P)	53	B1+	89
	Can negotiate simple terms and conditions of a basic sale or contract. (P)	53	B1+	88–87
	Can express and comment on ideas and suggestions in informal discussions. (CA)	56	B1+	90 A-B
Writing	Can write a short, simple report about the status of a business transaction. (P)	51	B1+	89
	Can write a business report using a standard template. (P)	58	B1+	91

## Business skills:

Lesson 3.1 Negotiations

Lesson 3.2 Emails

BUSINESS SKILLS	SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Negotiation	Speaking	Can negotiate a change in price in a simple business transaction using basic language. (P)	47	B1	A9-10
		Can use simple language to convey the basic facts about a negotiating position. (P)	45	B1	A9-10
		Can negotiate simple terms and conditions of a basic sale or contract. (P)	53	B1+	A9-10
Emails	Reading	Can understand standard emails on work-related topics. (P)	44	B1	A11-12
	Writing	Can write a simple email requesting work-related information, emphasising the most important points. (P)	49	B1	A11-12
		Can write an email giving some detail of work-related news and events. (P)	53	B1+	A11-12

## UNIT 10

### Language work:

#### Narrative tenses

SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can follow most of a clearly structured presentation within their own field. (CA)	57	B1+	99
	Can generally follow rapid or extended speech, but may require repetition or clarification. (CA)	57	B1+	101 A-C
	Can take effective notes while listening to a simple, straightforward presentation or lecture on a familiar topic. (P)	53	B1+	102–103
Reading	Can scan a long text or a set of related texts in order to find specific information. (CA)	63	B2	98
Speaking	Can express and comment on ideas and suggestions in informal discussions. (CA)	56	B1+	96
	Can explain why something is a problem. (C)	55	B1+	102–103
	Can express specific concerns about a work-related issue. (P)	59	B2	102–103
Writing	Can write a simple summary of factual work-related information. (P)	52	B1+	102–103

## UNIT 11

### Language work:

#### Relative clauses

SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can follow most of a clearly structured presentation within their own field. (CA)	57	B1+	105
Reading	Can scan a long text or a set of related texts in order to find specific information. (CA)	63	B2	106
Speaking	Can express and comment on ideas and suggestions in informal discussions. (CA)	56	B1+	104
	Can give a simple presentation on an academic topic in their field. (P)	57	B1+	108
	Can give a short, rehearsed talk or presentation on a familiar topic. (CA)	53	B1+	110
	Can explain the main points in an idea or problem with reasonable precision. (C)	55	B1+	110
Writing	Can write an email, giving details of work-related events, facts, or plans. (P)	57	B1+	110

## UNIT 12

### Language work:

#### Passives

SKILL	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Listening	Can follow most of a clearly structured presentation within their own field. (CA)	57	B1+	115
	Can follow most of an everyday conversation if speakers avoid very idiomatic usage. (CA)	49	B1	117
	Can extract the key details from discussions in meetings conducted in clear, standard speech. (P)	57	B1+	120 B-C
Reading	Can scan a long text or a set of related texts in order to find specific information. (CA)	63	B2	114
Speaking	Can exchange information on a wide range of topics within their field with some confidence. (CA)	59	B2	112
	Can negotiate simple terms and conditions of a basic sale or contract. (P)	53	B1+	117
	Can carry out a prepared interview, checking and confirming information as necessary. (CA)	57	B1+	118–119
	Can express opinions and attitudes using a range of basic expressions and sentences. (CA)	52	B1+	120 A
	Can give a short, rehearsed talk or presentation on a familiar topic. (CA)	53	B1+	121 B-C
Writing	Can write emails/letters exchanging information, emphasising the most important point. (CA)	53	B1+	118–119

## Business skills:

Lesson 4.1 Presentations

Lesson 4.2 Interviews

BUSINESS SKILLS	SKILLS	LEARNING OBJECTIVES	GSE	CEFR	PAGE
Presentations	Listening	Can extract the key details from discussions in meetings conducted in clear, standard speech. (P)	57	B1+	A13-14
		Can follow most of a clearly structured presentation within their own field. (CA)	57	B1+	A13-14
	Speaking	Can ask for confirmation of understanding during a live discussion or presentation. (P)	56	B1+	A13-14
		Can respond to follow-up questions at a presentation using fixed expressions. (P)	58	B1+	A13-14
Interviews	Listening	Can understand information about a job role presented during a job interview. (P)	54	B1+	A15-16
	Speaking	Can maintain professional etiquette in conversation using simple phrases and fixed expressions. (P)	49	B1	A15-16
		Can provide a basic description of professional goals. (P)	48	B1	A15-16

## References

- Council of Europe (2001) *Common European Framework of Reference for Languages: Learning, teaching, assessment*. Cambridge: Cambridge University Press.
- North, B. (2000) *The Development of a Common Framework Scale of Language Proficiency*. New York: Peter Lang.
- Schneider, Guenther and Brian North (1999) *'In anderen Sprachen kann ich'. Skalen zur Beschreibung, Beurteilung und Selbsteinschätzung der fremdsprachlichen Kommunikationsfähigkeit*. Berne, Project Report, National Research Programme 33, Swiss National Science Research Council.
- Schneider, G., North, B. (2000) *Fremdsprachen können – was heißt das?* Chur / Zürich: Rüegger

