

UNIT 1 > INNOVATION p.7					
<p>Videos: 1.1 Innovation Director, Haiyan Zhang 1.3 Pitching your ideas</p>					
<p>1.1 > An innovative approach</p> <p>Video: Innovation Director, Haiyan Zhang Vocabulary: Innovation Project: The impact of technology</p>	<p>1.2 > How innovators think</p> <p>Reading: Understanding what makes inventors tick Grammar: Articles: <i>a/an, the</i>, no article Writing: An intranet post on creativity Spoken English: I need a chain of command p. 112</p>	<p>1.3 > Communication skills: Pitching your ideas</p> <p>Preparation: Pitching an idea for a magazine section Roleplay: A pitch Video: Pitching your ideas</p>	<p>1.4 > Business skills: Engaging presentations</p> <p>Listening: Presentation of a senior sales director Useful language: Techniques for engaging an audience Task: Opening and closing a presentation</p>	<p>1.5 > Writing: Investment research</p> <p>Model text: Research report Useful language: Topic sentences and cohesion Grammar: Substitution of nouns and noun phrases Task: Write a research report based on a SWOT analysis</p>	<p>Business workshop > 1 Innovative thinking (p.88)</p> <p>Listening: A presentation about innovation Speaking: Types of innovation Task: Create a set of recommendations Writing: An email explaining a choice</p>
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UNIT 2 > LIFE CYCLE p.17					
<p>Videos: 2.1 Take, make, dispose? 2.3 Reformulating and clarifying</p>					
<p>2.1 > A circular economy</p> <p>Video: Take, make, dispose? Vocabulary: Circular economies Project: Replacing electronic devices</p>	<p>2.2 > Product life cycles</p> <p>Listening: Podcast – Manufacturing and the environment Grammar: Additional passive structures Speaking and writing: Discussing and writing about a plan for waste management</p>	<p>2.3 > Communication skills: Reformulating and clarifying</p> <p>Preparation: Meeting to discuss an article Roleplay: Discussion meeting about an article Video: Reformulating and clarifying</p>	<p>2.4 > Business skills: Effective meetings</p> <p>Listening: Conference call to announce details of a new business partnership Useful language: Communication principles Task: Putting forward problems and proposals in a meeting Spoken English: I do wonder really where it all ends up, I mean p. 112</p>	<p>2.5 > Writing: Minutes of a meeting</p> <p>Model text: Notes and full minutes of a meeting Useful language: Language for writing minutes Grammar: Ellipsis Task: Use notes to write full minutes of a meeting</p>	<p>Business workshop > 2 Achieving a circular economy (p.90)</p> <p>Listening: A symposium talk about implementing a circular economy Reading: Reports on environmental initiatives Task: Make an action plan</p>
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UNIT 3 > FINANCE AND INVESTMENT p.27					
<p>Videos: 3.1 Trader Piers Curran 3.3 Challenging facts politely</p>					
<p>3.1 > How traders work</p> <p>Video: Trader Piers Curran Vocabulary: Finance and investment Project: Presentation on types of investments</p>	<p>3.2 > Financial investments</p> <p>Listening: Talks offering investment advice Grammar: Expressing attitudes to the future Writing: An email to discuss personal financial investment options Spoken English: Don't put all your eggs in one basket p. 113</p>	<p>3.3 > Communication skills: Challenging facts politely</p> <p>Preparation: Discussing research for an article Roleplay: Sharing research for a joint assignment Video: Challenging facts politely</p>	<p>3.4 > Business skills: Exploring options</p> <p>Listening: Negotiation of an office lease Useful language: Questions in negotiations Task: Negotiating time involvement on a project</p>	<p>3.5 > Writing: Budget report</p> <p>Model text: Budget report Useful language: Expressions for writing financial reports Grammar: Modal verbs: possibility Task: Write an executive summary of a budget report</p>	<p>Business workshop > 3 Financial strategy (p.92)</p> <p>Reading: Options for making an opportunity feasible Listening: A discussion evaluating financing options Task: Pitch an idea Writing: A request for financial support</p>
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UNIT 4 > DISRUPTORS p.37					
<p>Videos: 4.1 Game-changers 4.3 Finding solutions</p>					
<p>4.1 > Disruptors in business</p> <p>Video: Game-changers Vocabulary: Disruptors and disruption; Collocations Project: Products we rely on Spoken English: My time is my own and I can take work or leave it p. 113</p>	<p>4.2 > Disruptive innovation</p> <p>Reading: On the difficulty of defining disruption Grammar: Hypothesising Speaking and writing: Discussing and writing about the next big disruptor</p>	<p>4.3 > Communication skills: Finding solutions</p> <p>Preparation: Finding ways to increase the magazine's revenue Roleplay: Brainstorming Video: Finding solutions</p>	<p>4.4 > Business skills: Reporting and planning</p> <p>Listening: Meeting about change management Useful language: Expressions for discussing change Task: Interviewing for a change management consultancy role</p>	<p>4.5 > Writing: Supply chain choices</p> <p>Model text: Report Useful language: Phrases for a report Grammar: Emphasis using inversion and fronting Task: Write a report about company supply chains</p>	<p>Business workshop > 4 Disruption – planning ahead (p.94)</p> <p>Listening: A radio programme about the development and use of autonomous vehicles Speaking: Changes in transportation Task: Present a choice Writing: A handout for a presentation</p>
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UNIT 5 > CUSTOMER ENGAGEMENT p.47					
<p>Videos: 5.1 The psychology of shopping 5.3 Presenting research data</p>					
<p>5.1 > Marketing strategies</p> <p>Video: The psychology of shopping Vocabulary: Influencing customer behaviour Project: Planning a marketing campaign</p>	<p>5.2 > Persuasion</p> <p>Reading: Advice for time-pressed executives Grammar: Participle clauses Speaking: Priorities in financial decision-making Spoken English: I'd buy things at the drop of a hat p. 114</p>	<p>5.3 > Communication skills: Presenting research data</p> <p>Preparation: Presenting and discussing research findings Roleplay: A presentation Video: Presenting research data</p>	<p>5.4 > Business skills: Building relationships on trust</p> <p>Listening: Establishing a plan to diagnose problems among senior management Useful language: Expressions for trust-building Task: Using trust-building strategies to negotiate a good deal</p>	<p>5.5 > Writing: Advertising copy</p> <p>Model text: Advertising copy for the Slanket Useful language: Language in advertising Grammar: Groups of adjectives and gradable adjectives Task: Write advertising copy for microwavable slippers</p>	<p>Business workshop > 5 The art of persuasion (p.96)</p> <p>Listening: A discussion about soft skills in the workplace Reading: Skills needed in different companies Task: Create a course</p>
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UNIT 6 > THE BUSINESS OF TOURISM p.57					
<p>Videos: 6.1 Iceland's tourism boom 6.3 Business networking</p>					
<p>6.1 > The impact of tourism</p> <p>Video: Iceland's tourism boom Vocabulary: Tourism and hospitality Project: The tourist accommodation debate</p>	<p>6.2 > Evolving tourism</p> <p>Reading: Spanish tourism's journey from mass market to luxury Grammar: Review of past tenses and discourse markers Writing: An article about the development of tourism in your country</p>	<p>6.3 > Communication skills: Business networking</p> <p>Preparation: Networking at a trade fair Roleplay: Networking Video: Business networking</p>	<p>6.4 > Business skills: Storytelling in presentations</p> <p>Listening: Conference presentation about environmental responsibility Useful language: Storytelling Task: Telling a story about a life lesson Spoken English: Mate, stop it – 'cause it's annoying p. 114</p>	<p>6.5 > Writing: Email to a business partner</p> <p>Model text: Emails discussing trip arrangements Useful language: Enquiring about and confirming travel arrangements Grammar: If and alternatives Task: Write emails to plan an international sales conference</p>	<p>Business workshop > 6 Sustainable business travel (p.98)</p> <p>Listening: A response to corporate image damage Reading: An outline of preliminary findings Task: Create a travel policy Writing: An email summarising recommendations</p>
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UNIT 7 > MANAGING CONFLICT p.67					
<p>Videos: 7.1 Issues at work 7.3 Giving support and guidance</p>					
<p>7.1 > Workplace clashes</p> <p>Video: Issues at work Vocabulary: Conflict in the workplace Project: HR survey for managing conflict Spoken English: Some people just don't like change p. 115</p>	<p>7.2 > The road to reconciliation</p> <p>Listening: Meeting to resolve staff conflict Grammar: Hedging and tentative language Speaking: Defusing a workplace conflict</p>	<p>7.3 > Communication skills: Giving support and guidance</p> <p>Preparation: Giving guidance to a team member Roleplay: An informal discussion about a colleague's behaviour Video: Giving support and guidance</p>	<p>7.4 > Business skills: Mediating conflict</p> <p>Listening: Conversations that deal with a conflict at work Useful language: Phrases for workplace mediation Task: Mediating between colleagues</p>	<p>7.5 > Writing: Report on workplace conflict</p> <p>Model text: HR report on a conflict Useful language: Phrases for writing a report about a workplace conflict Grammar: Prepositions and prepositional phrases Task: Write a report to explain a decision</p>	<p>Business workshop > 7 International team conflict (p.100)</p> <p>Reading and listening: Survey results on team collaboration Reading: A blog post about culture and conflict Task: Introduce a training programme Writing: A blog post summarising a presentation</p>
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UNIT 8 > MINDSET p.77					
<p>Videos: 8.1 Julie Deane and The Cambridge Satchel Company 8.3 Handling a performance review</p>					
<p>8.1 > The entrepreneurial mindset</p> <p>Video: Julie Deane and The Cambridge Satchel Company Vocabulary: The growth mindset Project: Setting a goal Spoken English: Ah, some of us are just worker bees, you know p. 115</p>	<p>8.2 > Mindsets</p> <p>Listening: Interview with a professor of psychology Grammar: Verb patterns Speaking and writing: Discussing and writing about moving towards a growth mindset</p>	<p>8.3 > Communication skills: Handling a performance review</p> <p>Preparation: Holding a performance review Roleplay: A performance review meeting Video: Handling a performance review</p>	<p>8.4 > Business skills: Action learning</p> <p>Listening: Action learning meeting Useful language: Expressions for effective action learning Task: Solving a problem through action learning</p>	<p>8.5 > Writing: Self-assessment</p> <p>Model text: Self-assessment Useful language: Language for a self-assessment Grammar: Verb patterns Task: Write a self-assessment</p>	<p>Business workshop > 8 Encouraging personal growth (p.102)</p> <p>Listening: A discussion about employee retention Speaking: Job satisfaction Task: Choose a course Writing: A proposal for management</p>
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