

UNIT 1 > MARKET RESEARCH p.7

▶ **Videos:** 1.1 Types of market research 1.3 The needs of a new client

1.1 > Market research methods	1.2 > Working with a focus group	1.3 > Communication skills: Carrying out a needs analysis	1.4 > Business skills: Dealing with questions	1.5 > Writing: Reports – Summary findings	Business workshop > 1 Improving the image (p.88)
Video: ▶ Types of market research Vocabulary: Terms in market research Project: How market research affects brands	Listening: ▶ A focus group about a new app Grammar: Question tags Pronunciation: → Intonation in questions tags (p.114) Speaking: Catching up with an old friend	Video: ▶ The needs of a new client Functional language: Using leading and open questions to effect Pronunciation: → Indian English pronunciation (p.114) Task: Agreeing details of a corporate event	Listening: ▶ A presentation with questions and answers Functional language: Responding to questions during a presentation Task: Propose a change and respond to questions	Model text: Summary findings from a report Functional language: Summarising findings of a report or survey Grammar: ▶ Reporting verb patterns Task: Write a summary of survey findings	Listening: ▶ A crisis management meeting Reading: Market research options Task: Prepare a market research plan to improve the brand image

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UNIT 2 > GIVE AND TAKE p.17

▶ **Videos:** 2.1 How can bosses help develop staff? 2.3 Changing an agreement

2.1 > Manager or mentor?	2.2 > Kindness or success?	2.3 > Communication skills: Changing an agreement	2.4 > Business skills: Collaboration	2.5 > Writing: Emails – Stating requirements	Business workshop > 2 Try to see it my way (p.90)
Video: ▶ How can bosses help develop staff? Vocabulary: Giving back Project: An ideal mentor	Reading: Why it can be cruel to be kind in the workplace Grammar: Cleft sentences Pronunciation: → Intonation in cleft sentences (p.114) Speaking: Discussing statements about yourself	Video: ▶ Changing an agreement Functional language: Renegotiation of an agreement Task: Renegotiating details of a client agreement	Listening: ▶ A brainstorming meeting to address falling sales Pronunciation: → Southern U.S. English pronunciation (p.114) Functional language: Promoting collaboration Task: Leading and participating in meetings to agree on best ideas	Model text: Email stating requirements Functional language: Formal and less formal phrases for requirements and reasons Grammar: ▶ Future Perfect Simple and Continuous Task: Write a bulleted and non-bulleted email stating requirements	Listening: ▶ Conversations between call centre staff about training and communication issues Task: Agree how to address problems between staff and managers based on survey findings Writing: Guidelines for staff and managers

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UNIT 3 > MONEY MATTERS p.27

▶ **Videos:** 3.1 A mobile money service in Uganda 3.3 Presentation styles

3.1 > Mobile banking	3.2 > Managing money	3.3 > Communication skills: Presentation styles	3.4 > Business skills: Defending your ideas	3.5 > Writing: Letter of complaint	Business workshop > 3 Managing your money (p.92)
Video: ▶ A mobile money service in Uganda Vocabulary: Personal banking Project: Banking preferences survey	Listening: ▶ Two experiences of managing money Grammar: Phrasal verbs Pronunciation: → Stress in phrasal verbs (p.115) Speaking and writing: Anecdotes about saving up or paying back money	Video: ▶ Presentation styles Functional language: Fact-based and emotion-based presentations Pronunciation: → Chunking and stress in presentations (p.115) Task: Giving a fact-based or emotion-based presentation	Listening: ▶ Presenting and defending ideas for a banking app Functional language: Defending ideas and describing consequences Task: Presenting a proposal and defending it	Model text: Letter of complaint Functional language: Useful phrases for a letter of complaint Grammar: ▶ Participle clauses Task: Write a formal letter of complaint	Reading: Millennials fall behind on living standards Listening: ▶ Regional managers discussing banking for millennials Task: Select financial products to meet the needs of millennials

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UNIT 4 > CHALLENGES p.37

▶ **Videos:** 4.1 Climate change and coffee agriculture 4.3 Saying 'no' firmly and politely

4.1 > Environmental challenges	4.2 > Cyber challenges	4.3 > Communication skills: Saying 'no' firmly and politely	4.4 > Business skills: Challenging conversations	4.5 > Writing: Proposals – Recommendations	Business workshop > 4 Business Challenges (p.94)
Video: ▶ Climate change and coffee agriculture Vocabulary: Collocations: the environment Project: Sustainable solutions	Reading: Global cyberattack is a warning for 'internet of things' Grammar: Perfect aspect Pronunciation: → Weak forms in perfect tenses (p.115) Speaking: Discussing smart technology Writing: A short blog post	Video: ▶ Saying 'no' firmly and politely Functional language: Managing challenging negotiations Task: Negotiating allocation of tasks with a colleague	Listening: ▶ A difficult conversation about promotion Functional language: Managing challenging conversations Pronunciation: → Volume and tone of voice in challenging conversations (p.115) Task: Dealing with a challenging conversation to reach a positive outcome	Model text: Recommendations from a proposal Functional language: Recommendations Grammar: ▶ Compound nouns and adjectives Task: Write the recommendations section of a proposal	Speaking: Brainstorm ideas for a documentary series about business challenges Listening: ▶ Discussing presentation slides for the documentary proposal Task: Present a proposal for the documentary series using slides

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UNIT 5 > GLOBAL MOBILITY p.47		Videos: 5.1 Experiences of secondments abroad 5.3 Giving feedback on performance			
5.1 > Secondments abroad Video: ▶ Experiences of secondments abroad Vocabulary: Relocation and secondment Pronunciation: → Stress patterns in word building (p.116) Project: Relocating to a new country	5.2 > Relocation and retention Reading: Toyota helps relocating employees stay in the family Grammar: Inversion Pronunciation: → Stress and intonation in inversions (p.116) Speaking: Discussing your studies or career	5.3 > Communication skills: Giving feedback on performance Video: ▶ Giving feedback on performance Functional language: Talking about performance Task: Conducting performance reviews	5.4 > Business skills: Presentations Listening: ▶ A presentation about global careers Functional language: Developing a convincing argument Task: Presenting an argument for or against something	5.5 > Writing: Blog describing relocation Model text: Blog post about a relocation experience Functional language: Describing an experience in a blog post Grammar: ▶ Past Perfect Continuous Task: Write a blog post about a secondment	Business workshop > 5 Ready for relocation? (p.96) Listening: ▶ A presentation about relocation opportunities; Staff discussing the pros and cons of relocation Task: Negotiating a secondment contract Writing: A summary of the outcome of the negotiation
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UNIT 6 > ALLIANCES p.57		Videos: 6.1 Strategic alliances in the airline industry 6.3 Dealing with conflict			
6.1 > Strategic alliances Video: ▶ Strategic alliances in the airline industry Vocabulary: Alliances and acquisitions Project: Choosing a partner	6.2 > Business partnerships Listening: ▶ Types of business partnerships Grammar: Past modals Pronunciation: → Weak forms in past modals (p.116) Speaking: Anecdotes about when things didn't go according to plan	6.3 > Communication skills: Diffusing conflict Video: ▶ Dealing with conflict Functional language: Diffusing conflict Task: Managing potential conflict between an event organiser and its sponsor	6.4 > Business skills: Learning from mistakes Listening: ▶ Discussing mistakes in an IT project and lessons learnt Pronunciation: → Scottish English pronunciation (p.116) Functional language: Analysing and learning from mistakes Task: Talking about a useful mistake you learnt from	6.5 > Writing: Report extract Model text: Report extract Functional language: Useful structures and phrases for reports Grammar: ▶ Different ways of expressing the future Task: Write a formal report extract	Business workshop > 6 Growing the business (p.98) Listening: ▶ Business partners discuss ways to grow their business Reading: Options for business expansion Speaking: Complete a SWOT analysis Task: Choose the best option to grow the business and write a summary of your reasons
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UNIT 7 > RISK p.67		Videos: 7.1 Managing earthquake risk 7.3 Dealing with risk			
7.1 > A resilient building Video: ▶ Managing earthquake risk Vocabulary: Managing and minimising risk Pronunciation: → Linking between words (p.117) Project: Emergency protocol	7.2 > Risk in investment Reading: The man who changed the investment industry Grammar: Second, third and mixed conditionals Pronunciation: → Intonation in conditionals (p.117) Speaking: How your life would be different if ...	7.3 > Communication skills: Dealing with risk Video: ▶ Dealing with risk Functional language: Talking about risk Task: Discussing how to manage risks for an upcoming event	7.4 > Business skills: Analysing risk Listening: ▶ Discussing project risks using a probability impact matrix Functional language: Analysing risks Task: Discussing travel risks and placing them on a matrix	7.5 > Writing: Accident report Model text: Accident report Functional language: Useful phrases for an accident report Grammar: ▶ Alternatives to <i>if</i> Task: Write an accident report	Business workshop > 7 What could possibly go wrong? (p.100) Reading: Profiles of three start-ups Listening: ▶ Advice on risk assessment for business owners Task: Create a risk-management plan for a start-up Writing: A description of how the start-up performed
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UNIT 8 > DECISIONS p.77		Videos: 8.1 The Idle Man 8.3 Influencing a decision			
8.1 > The Idle Man Video: ▶ The Idle Man Vocabulary: Decisions Project: The head or heart debate	8.2 > Better decision-making Listening: ▶ A lecture about decision-making Pronunciation: → South African English pronunciation (p.117) Grammar: <i>to</i> + infinitive or <i>-ing</i> form Writing: A letter giving advice about a difficult situation	8.3 > Communication skills: Influencing a decision Video: ▶ Influencing a decision Functional language: Fact-based and emotion-based approaches to decision-making Task: Making decisions about suppliers	8.4 > Business skills: Maintaining relationships Listening: ▶ Managing a conversation in order to maintain a relationship Functional language: Relationship-oriented decision-making Pronunciation: → Stress and intonation in relationship-oriented decision-making (p.117) Task: Managing difficult conversations using relationship-oriented decision-making	8.5 > Writing: Describing a decision Model text: Letter describing a decision Functional language: Describing a decision, potential problems and next steps Grammar: ▶ Ways to avoid repeating words Task: Write a formal letter describing a decision	Business workshop > 8 Decisions, decisions (p.102) Reading: A report on the growth potential of ethnic food in the USA Listening: ▶ Interviews with managers of the Sushi Bar Brazil restaurants Task: Propose a strategy to expand the restaurant chain and address current issues
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Pronunciation p.112	Grammar reference p.118	Additional material p.126	Videoscripts p.135	Audioscripts p.142	Glossary p.152