



- Course Hours:** 76.5 hours for Morning Intensive  
72 hours Afternoon /Evening Intensive and Semi-Intensive  
36 hours for Saturday Program.
- CEFR:** **B2/C1** The Market Leader: Business English text by Pearson is mapped to the Common European Framework of Reference.
- B2** - Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.
- C1** - Can understand a wide range of demanding, longer texts, and recognize implicit meaning. Can express him/herself fluently and spontaneously without much obvious searching for expressions. Can use language flexibly and effectively for social, academic and professional purposes. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.
- Course Goal:** After completing this course, students will have developed essential business communication skills needed to become more effective participants in an English-speaking business environment.
- Required Text:** Market Leader: Business English by David Cotton, David Falvey and Simon Kent. Pearson Education Limited, 3rd Edition. 2011
- Other Material:** Market Leader Business English: on DVD-ROM by David Cotton, David Falvey and Simon Kent. Pearson Education Limited, 3<sup>rd</sup> Edition, 2011.  
Business English Dictionary by Longman
- Assessment:** Grades are recorded as percentage grades that correlate to letter grades in Axess. Successful completion: Criteria that determine successful completion of a course are:
- Satisfactory attendance – students may not miss more than three days per session
  - Up to 10% satisfactory class participation documented in the Class Participation Rubric



- Up to 10% satisfactory completion of homework assignments documented in the Homework Rubric
- Up to 40% score on mid-term assessments calculated in AXESS;
- Up to 40% score on final assessments calculated in AXESS, and  
A minimum overall grade of 70% to pass.

<b>Grade Components</b>	
Homework	10%
Class Participation	10%
Mid-session Assessment	40%
End-of-session assessment	40%
<b>Total</b>	<b>100%</b>

### **Objectives:**

This course will provide integrated training in oral, aural, and written skills, including vocabulary-development activities and rapid review of essential grammar. Students will examine case studies and participate in role-plays and task-oriented business activities that they are likely to encounter in routine office situations.

- **Vocabulary:** learn new vocabulary which students can use to carry out the business tasks in each unit.
- **Reading:** read authentic articles on a variety of business topics from the *Financial Times* and other current newspaper articles to develop genuine and relevant real-world business knowledge.
- **Listening:** listen to authentic interviews with businesspeople and other scripted recordings and develop such skills as listening for information and note-taking.
- **Language Review:** focus on key grammar problem areas and become more accurate in the use of the English language to effectively communicate written and oral messages.
- **Skills:** develop essential business skills in English such as making presentations, negotiating, networking, solving communication break downs and making phone calls.



## Outline:

### Week One

- Unit 1: Communication ( 1.5 days)
- Unit 2: International Marketing ( 1 days)
- Unit 3: Building Relationships ( 1 days)

#### Communication:

- Discussion: What makes a good communicator
- Texts: Listening : An interview with an expert on communication  
Reading: Financial Times “ A quiet word beats sending an e-mail.”
- Language: Good communicator phrases / Idioms
- Skills: Dealing with communication breakdowns
- Case Study: The Price of Success: recommendations to improve communications.
- Writing: e-mail

#### International Marketing:

- Discussion: International brands
- Texts: Reading: Financial Times “ Italian atmosphere is central to Tod’s global expansion”  
Listening: Interview with a professor of international marketing
- Language: Noun compounds and noun phrases
- Skills: Brainstorming
- Case Study: Henri-Clouse Cosmetics-creating a global brand.
- Writing: action minutes

#### Building Relationships:

- Discussion: Share ideas about building relationships
- Texts: Listening: Interview with Head of Global Corporate Responsibility.  
Reading: *Business Week* “How East is meeting West”
- Language: Describing relations/multiword verbs
- Skills: Networking
- Case Study: Al-Munir Hotel and Spa. Improving customer satisfaction.
- Writing: letters

### Week Two

- Unit 4: Success (1 day)
- Unit 5: Job Satisfaction (1 day)
- Unit 6: Risk (1 day)

#### Success:

- Discussion: What makes people successful
- Texts: Listening: An interview with the MD of a tech development firm



Reading: *The Telegraph*: Carlos Slim

- Language: Prefixes / Present and Past Tenses
- Skills: Negotiating
- Case Study: Kensington United football club.
- Writing: press release

Job Satisfaction:

- Discussion: Factors in motivation
- Texts: Reading: *The Sunday Times* “Marriott Hotels International/ KMPG”  
Listening: Interview with a Director of HR
- Language: Synonyms and word building / Passives
- Skills: Cold-Calling
- Writing: guidelines

Risk:

- Discussion: Different aspects of Risk
- Texts: Listening: Interview with MD of the Institute of Risk Management  
Reading: *Financial Times* “Internationalization- risk or opportunity”
- Language: Describing Risks / Adverbs of degree
- Skills: Reaching agreement
- Case Study: Winton Carter Mining
- Writing: reports

**Mid-Session Assessment- average of grades from the following:**

Revision Test A : pages 32 – 35 in Student Book  
Revision Test B : pages 62 – 65 in Student Book  
Assignments

### **Week Three**

Unit 7: Management Styles

Unit 8: Team building

Unit 9: Raising Finance

Management Styles:

- Discussion: Different Management Styles
- Texts: Listening : An interview with an author of a management book  
Reading: *CBS/Times online*
- Language: Management qualities vocabulary / text reference
- Skills: Presentations
- Case Study: Selig and Lind.
- Writing: reports



#### Team Building:

- Discussion: Talk about working in teams
- Texts: Reading: *The Financial Times* “Recipes for team building”  
Listening: Interview with a founder of a team building firm
- Language: modals perfect tenses
- Skills: Resolving conflicts
- Writing: letter

#### Raising Finance:

- Discussion: How and where to raise money
- Texts: Listening: Interview with MD of a private equity firm  
Reading: *Financial Times* “No more easy money”
- Language: Financial vocabulary/ dependent prepositions
- Skills: Negotiating
- Case Study: Last throw of the dice
- Writing: summary

#### **Week four**

Unit 10: Customer Service

Unit 11: Crisis Management

Unit 12: Mergers and Acquisitions

#### Customer Service:

- Discussion: important factors in customer service
- Texts: Listening: An interview with top manager of a restaurant  
Reading: *The Financial Times*: “Customer Service is Changing the World”
- Language: Complaints / Gerunds
- Skills: Active Listening
- Case Study: Hurrah Airlines
- Writing: reports

#### Crisis Management:

- Discussion: Ways to handling crises
- Texts: Reading: *The Financial Times* “How not to take care of a brand- Expect the unexpected”  
Listening: Interview with a professor of ethics and social responsibility
- Language: Handling crises / Conditionals
- Skills: Asking and Answering Difficult Questions
- Case Study: video game In Range-defend criticism



- Writing: article/ reports

Mergers and Acquisitions:

- Discussion: Define and discuss acquisitions, mergers and joint ventures
- Texts: Listening: Interview with the Director of M&A research center  
Reading: *Corporate Knight* "Green Targets"
- Language: Describing mergers and acquisitions / Prediction and Probability
- Skills: Making a Presentation
- Case Study: Rinnovar International
- Writing: report

End-of-session assessment- average of grades on the following:

Revision Unit C : pages 92- 95 Student Book  
Revision Unit D : pages 122- 125 Student Book  
Asssignment