

Business English II

Corso di Laurea Magistrale, Economia e Management

Prof.ssa Julie Thompson

Programme 2019/2020

Text Book

David Cotton David Falvey Simon Kent, Intermediate MARKET LEADER Business English Course Book, FT Publishing, 3rd Edition

Topics

Unit 3 Change

Describing change in businesses – vocabulary p.22/23

Describing change in a company: reading text p.24 ‘Mercedes star twinkles once more’, ‘Looking to Wikipedia for answers’ (revision worksheet)

Listening text p.25: management consultant talking about changes in businesses

Skills: p.26/27, managing meetings

Unit 4 Organisation

Describing a company’s structure – vocabulary p.36/37

Describing a successful organisation: reading text p.38 ‘Success can be a game with many players’

Listening text p.40: a management consultant talking about changes in businesses

Unit 5 Advertising

Words and expressions for talking about advertising – vocabulary p.44/45

Listening text p.47: a marketing communications executive talking about advertising campaigns

Describing a successful advertising campaign: reading text p.46 ‘A new kind of campaign’

Skills: Starting and structuring presentations, p. 49

Unit 7 Cultures

What is culture?

Listening text p.67: the manager of a cultural training centre talking about cultural differences in international business

Idioms for business relationships p.68

Describing solutions for culture shock: reading text p.69 'Standard Bank overcomes culture shock'

Unit 8 Human Resources

Vocabulary – employment p.75

Talking about women at work: reading texts 'Article A' p.76, 'Article B', p.137

Listening text p.77: an international recruitment specialist talking about helping candidates to find a job

Unit 11 Leadership

Describing character – vocabulary p.104/105

Listening text p.105: the managing director of an executive recruitment company talking about qualities of leadership

Describing the leader of a successful company: reading text p.106 'Father of the feel-good factory'

Skills: Presenting p.108/109

Grammar

Present tenses: simple and continuous

Past simple

Present perfect

Future. Present continuous, be going to, will

Noun combinations

Articles

Modals for obligation, necessity and advice: must/mustn't, have to/don't have to, should,

Use of gerunds and infinitives

Relative clauses