

COURSE SYLLABUS (Intermediate I & II)

TOPICS	UNITS	POINTS TO COVER	VOCABULARY&GRAMMAR
CARREER PATH <ul style="list-style-type: none"> • Career choices • Career changes • Skills • Qualities • A job interview 	Unit 8 – Employment Unit 3 – Organization Unit 10 – Quality Unit 11 - Leadership	<ul style="list-style-type: none"> • Recruitment process • Applying for a job • Writing CVs and letters of application/covering letter (BE) • Being interviewed and interviewing • Discussing advantages and disadvantages of candidates • Decision making 	<ul style="list-style-type: none"> • Indirect speech • Indirect speech-questions and statements • Gerund & Infinitives • Relative clauses
MARKETING <ul style="list-style-type: none"> • What is marketing? • Marketing concept • Advertising • Brands/Slogans • Advertising victim 	Unit 1 - Brands Unit 5 - Money Unit 6 - Advertising Unit 9 – Trade Unit 14 - Competition	<ul style="list-style-type: none"> • Talking about advertising - what is effective • Discussing marketing strategies - e.g. for famous brands • Negotiations (starting positions; exploring positions, making offers; refusing offers; playing for time; closing the deal; following up a deal; giving bad news diplomatically; using speculative language) 	<ul style="list-style-type: none"> • Collocations with brands; verbs of change • Figures, • Articles • Conditionals • Modals of possibility, probability, certainty • Competition idioms/verbs
TRAVELLING ON BUSINESS <ul style="list-style-type: none"> • Booking accommodation • Choosing a hotel 	Unit 2 – Travel Unit 7- Culture Unit 10- Quality	<ul style="list-style-type: none"> • Business trip, make a reservation for a flight • Plans for future, plane trip, business calls (answering; making contact, stating your purpose; making arrangements; responding, closing) • Telephone complaints • Behaving appropriately on a business trip • Describing the culture of a business/a national culture/ regional culture • Talking about experiences of culture clash/ misunderstanding • Talking about your ideal company culture • Practising polite language - greetings 	<ul style="list-style-type: none"> • Future Tenses – be going to; Simple Future, Present Continuous; Present Simple • Modals of necessity; obligation and advice • Social English
MEETINGS <ul style="list-style-type: none"> • Running a meeting • Scheduling a meeting 	Unit 1 – Brands Unit 4 - Change Unit 8 –Employment	<ul style="list-style-type: none"> • Meetings • Chairing, setting the agenda, controlling the conversation • Participating, turn taking, listening and taking notes, making suggestions/proposals; asking for opinion, giving opinion • Being diplomatic, agreeing and disagreeing • Interrupting; asking for clarification; rejecting 	<ul style="list-style-type: none"> • Present Simple &Continuous • Past Simple &Continuous • Indirect speech • Indirect speech-questions and statements
PRESENTATION <ul style="list-style-type: none"> • Giving a presentation 	Unit 6 – Advertising Unit 13 - Innovation	<ul style="list-style-type: none"> • Making Presentations • Introducing a topic effectively • Linking and sequencing ideas • Concluding • Responding to questions 	<ul style="list-style-type: none"> • Articles • Passive
WRITING <ul style="list-style-type: none"> • Emails • Enquires • Complaints • Orders • Invoice 	Each unit deals with different writing materials	<ul style="list-style-type: none"> • Business Correspondence • Emails –register, style, standard phrasing • Notes and memos • Business specific language phrases • letters of complaint, enquiry, etc • Writing short reports 	<ul style="list-style-type: none"> • Formal style-informal style • Appropriate vocabulary • Introduction phrases • Conclusion phrases