

UNIT 1 > INNOVATION p.7

📺 **Videos:** 1.1 Innovation Director, Haiyan Zhang 1.3 Pitching your ideas

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| 1.1 > An innovative approach Video: 📺 Innovation Director, Haiyan Zhang Vocabulary: Innovation Project: The impact of technology | 1.2 > How innovators think Reading: Understanding what makes inventors tick Grammar: Articles: <i>a/an, the</i> , no article Writing: An intranet post on creativity Spoken English: ⚡→ We need a chain of command p. 112 | 1.3 > Communication skills: Pitching your ideas Preparation: Pitching an idea for a magazine section Roleplay: A pitch Video: 📺 Pitching your ideas | 1.4 > Business skills: Engaging presentations Listening: ⚡ Presentation by a senior sales director Useful language: Techniques for engaging an audience Task: Opening and closing a presentation | 1.5 > Writing: Investment research 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 | Business workshop > 1 Innovative thinking (p.88) Listening: ⚡ A presentation about innovation Speaking: Types of innovation Task: Create a set of recommendations Writing: An email explaining a choice |
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UNIT 2 > LIFE CYCLE p.17

📺 **Videos:** 2.1 Take, make, dispose? 2.3 Reformulating and clarifying

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| 2.1 > A circular economy Video: 📺 Take, make, dispose? Vocabulary: Circular economies Project: Replacing electronic devices | 2.2 > Product life cycles Listening: ⚡ Podcast – Manufacturing and the environment Grammar: Additional passive structures Speaking and writing: Discussing and writing about a plan for waste management | 2.3 > Communication skills: Reformulating and clarifying Preparation: Meeting to discuss an article Roleplay: Discussion meeting about an article Video: 📺 Reformulating and clarifying | 2.4 > Business skills: Effective meetings 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 | 2.5 > Writing: Minutes of a meeting 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 | Business workshop > 2 Achieving a circular economy (p.90) Listening: ⚡ A symposium talk about implementing a circular economy Reading: Reports on environmental initiatives Task: Make an action plan |
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UNIT 3 > FINANCE AND INVESTMENT p.27

📺 **Videos:** 3.1 Trader Piers Curran 3.3 Challenging facts politely

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| 3.1 > How traders work Video: 📺 Trader Piers Curran Vocabulary: Finance and investment Project: Presentation on types of investments | 3.2 > Financial investments 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 | 3.3 > Communication skills: Challenging facts politely Preparation: Discussing research for an article Roleplay: Sharing research for a joint assignment Video: 📺 Challenging facts politely | 3.4 > Business skills: Exploring options Listening: ⚡ Negotiation of an office lease Useful language: Questions in negotiations Task: Negotiating time involvement on a project | 3.5 > Writing: Budget report Model text: Budget report Useful language: Expressions for writing financial reports Grammar: ➡ Modal verbs: possibility Task: Write an executive summary of a budget report | Business workshop > 3 Financial strategy (p.92) Reading: Options for making an opportunity feasible Listening: ⚡ A discussion evaluating financing options Task: Pitch an idea Writing: A request for financial support |
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UNIT 4 > DISRUPTORS p.37

📺 **Videos:** 4.1 Game-changers 4.3 Finding solutions

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| 4.1 > Disruptors in business 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 | 4.2 > Disruptive innovation Reading: On the difficulty of defining disruption Grammar: Hypothesising Speaking and writing: Discussing and writing about the next big disruptor | 4.3 > Communication skills: Finding solutions Preparation: Finding ways to increase the magazine's revenue Roleplay: Brainstorming Video: 📺 Finding solutions | 4.4 > Business skills: Reporting and planning Listening: ⚡ Meeting about change management Useful language: Expressions for discussing change Task: Interviewing for a change management consultancy role | 4.5 > Writing: Supply chain choices Model text: Report Useful language: Phrases for a report Grammar: ➡ Emphasis using inversion and fronting Task: Write a report about company supply chains | Business workshop > 4 Disruption – planning ahead (p.94) 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 |
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UNIT 5 > CUSTOMER ENGAGEMENT p.47
▶ Videos: 5.1 The psychology of shopping 5.3 Presenting research data

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| 5.1 > Marketing strategies | 5.2 > Persuasion | 5.3 > Communication skills: Presenting research data | 5.4 > Business skills: Building relationships on trust | 5.5 > Writing: Advertising copy | Business workshop > 5 The art of persuasion (p.96) |
| Video: ▶ The psychology of shopping Vocabulary: Influencing customer behaviour Project: Planning a marketing campaign | 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 | Preparation: Presenting and discussing research findings Roleplay: A presentation Video: ▶ Presenting research data | 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 | 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 | Listening: ◀▶ A discussion about soft skills in the workplace Reading: Skills needed in different companies Task: Create a course |

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UNIT 6 > THE BUSINESS OF TOURISM p.57
▶ Videos: 6.1 Iceland's tourism boom 6.3 Business networking

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| 6.1 > The impact of tourism | 6.2 > Evolving tourism | 6.3 > Communication skills: Business networking | 6.4 > Business skills: Storytelling in presentations | 6.5 > Writing: Email to a business partner | Business workshop > 6 Sustainable business travel (p.98) |
| Video: ▶ Iceland's tourism boom Vocabulary: Tourism and hospitality Project: The tourist accommodation debate | 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 | Preparation: Networking at a trade fair Roleplay: Networking Video: ▶ Business networking | 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 | Model text: Emails discussing trip arrangements Useful language: Enquiring about and confirming travel arrangements Grammar: ▶ <i>If</i> and alternatives Task: Write emails to plan an international sales conference | Listening: ◀▶ A response to corporate image damage Reading: An outline of preliminary findings Task: Create a travel policy Writing: An email summarising recommendations |

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UNIT 7 > MANAGING CONFLICT p.67
▶ Videos: 7.1 Issues at work 7.3 Giving support and guidance

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| 7.1 > Workplace clashes | 7.2 > The road to reconciliation | 7.3 > Communication skills: Giving support and guidance | 7.4 > Business skills: Mediating conflict | 7.5 > Writing: Report on workplace conflict | Business workshop > 7 International team conflict (p.100) |
| 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 | Listening: ◀▶ Meeting to resolve staff conflict Grammar: Hedging and tentative language Speaking: Defusing a workplace conflict | Preparation: Giving guidance to a team member Roleplay: An informal discussion about a colleague's behaviour Video: ▶ Giving support and guidance | Listening: ◀▶ Conversations that deal with a conflict at work Useful language: Phrases for workplace mediation Task: Mediating between colleagues | 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 | 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 |

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UNIT 8 > MINDSET p.77
▶ Videos: 8.1 Julie Deane and The Cambridge Satchel Company 8.3 Handling a performance review

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| 8.1 > The entrepreneurial mindset | 8.2 > Mindsets | 8.3 > Communication skills: Handling a performance review | 8.4 > Business skills: Action learning | 8.5 > Writing: Self-assessment | Business workshop > 8 Encouraging personal growth (p.102) |
| 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 | Listening: ◀▶ Interview with a professor of psychology Grammar: Verb patterns Speaking and writing: Discussing and writing about moving towards a growth mindset | Preparation: Holding a performance review Roleplay: A performance review meeting Video: ▶ Handling a performance review | Listening: ◀▶ Action learning meeting Useful language: Expressions for effective action learning Task: Solving a problem through action learning | Model text: Self-assessment Useful language: Language for a self-assessment Grammar: ▶ Verb patterns Task: Write a self-assessment | Listening: ◀▶ A discussion about employee retention Speaking: Job satisfaction Task: Choose a course Writing: A proposal for management |

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