

Table of Contents	Unit	Focus	Texts
 <p>Unit 1 Applying for an internship</p> <p>page 6</p>	<p>Unit 1 Applying for an internship</p> <p>page 6</p>	<ul style="list-style-type: none"> Talking about career skills and personal qualities Describing job responsibilities 	<p>Reading: Recruiters' pet peeves</p> <p>Listening: Finding an internship</p>
<p>Unit 2 Work and p(l)ay</p> <p>page 16</p>	 <p>Unit 2 Work and p(l)ay</p> <p>page 16</p>	<ul style="list-style-type: none"> Discussing working conditions and what's essential in a job Writing business emails and responding appropriately 	<p>Reading: Where work meets play</p> <p>Listening: Talking about professional life</p>
 <p>Unit 3 Customer service</p> <p>page 26</p>	<p>Unit 3 Customer service</p> <p>page 26</p>	<ul style="list-style-type: none"> Discussing and evaluating customer service Functions of politeness and diplomacy 	<p>Reading: Customers' complaints</p> <p>Listening: LEARNING to listen</p>
<p>Unit 4 Selling to the consumer</p> <p>page 34</p>	 <p>Unit 4 Selling to the consumer</p> <p>page 34</p>	<ul style="list-style-type: none"> Describing types of retailers and their products Describing charts and analyzing figures 	<p>Reading: The Germans are coming</p> <p>Listening: The lowest prices around</p>
 <p>Unit 5 Globalization and international trade</p> <p>page 44</p>	<p>Unit 5 Globalization and international trade</p> <p>page 44</p>	<ul style="list-style-type: none"> Discussing aspects of globalization Using the language of trade and transport Complaining and apologizing 	<p>Reading: Trouble with Trade</p> <p>Listening: The container revolution</p>
<p>Unit 6 Products and production</p> <p>page 54</p>	 <p>Unit 6 Products and production</p> <p>page 54</p>	<ul style="list-style-type: none"> Understanding and discussing manufacturing processes Talking about product specifications 	<p>Reading: Birth of the cool</p> <p>Listening: Production and its management</p>
 <p>Unit 7 Marketing communications</p> <p>page 64</p>	<p>Unit 7 Marketing communications</p> <p>page 64</p>	<ul style="list-style-type: none"> Discussing marketing strategies Giving clear and well-structured presentations 	<p>Listening: Passing the buck</p> <p>Reading: Alternative methods of marketing</p>
<p>Unit 8 Debts, savings and investments</p> <p>page 74</p>	 <p>Unit 8 Debts, savings and investments</p> <p>page 74</p>	<ul style="list-style-type: none"> Discussing debts and credits using the language of banking and finance Considering different forms of investment 	<p>Reading: Types of investments</p> <p>Listening: The debt trap</p>
 <p>Unit 9 Company structure</p> <p>page 84</p>	<p>Unit 9 Company structure</p> <p>page 84</p>	<ul style="list-style-type: none"> Describing and contrasting types of organizations Describing one's position and role in an organization 	<p>Reading: Organizations: Past, Present and Future</p> <p>Listening: Spider and starfish organizations</p>
<p>Unit 10 Accounting</p> <p>page 94</p>	 <p>Unit 10 Accounting</p> <p>page 94</p>	<ul style="list-style-type: none"> Using accounting terminology Understanding financial statements Softening criticism 	<p>Reading: The Enron Story</p> <p>Listening: The world after Enron</p>
 <p>Unit 11 Rapidly developing economies</p> <p>page 104</p>	<p>Unit 11 Rapidly developing economies</p> <p>page 104</p>	<ul style="list-style-type: none"> Talking about a country's economy Using the basic terminology of economics 	<p>Reading: The BRIC countries</p> <p>Listening: Tectonic shifts in the global economy</p>
<p>Unit 12 Starting a business</p> <p>page 114</p>	 <p>Unit 12 Starting a business</p> <p>page 114</p>	<ul style="list-style-type: none"> Discussing entrepreneurship Understanding the organization of a business plan Using legal terminology to describe company ownership 	<p>Reading: The Corporate Fitness Business Plan</p> <p>Listening: Setting up a business</p>

	Role-play/ Discussion	Business Skills	Company Case
	Discussion: Making your resumé stand out	Applying for an internship <ul style="list-style-type: none"> Drafting your resumé Drafting a cover letter Preparing for the interview Selling your USPs 	A challenging internship <i>Dealing with cultural shock during internships abroad</i>
	Role-play: How to make good people stay? Discussion: What matters in a job?	Professional Emailing <ul style="list-style-type: none"> Sending the right message Getting the answer right Finding the right style 	A clash of cultures <i>Understanding culturally determined differences in motivation</i>
	Role-play: Complaining and apologizing	Telephoning <ul style="list-style-type: none"> Business to customer (B2C) Improving your telephoning skills Evaluating telephone performance 	Service desert Germany <i>Deciding how to improve customer service</i>
	Role-play: Choosing the right distribution channel Discussion: The future of retailing	Charts <ul style="list-style-type: none"> Understanding bar and pie charts Describing bar and pie charts 	The right part of town <i>Finding the right location for the right customers</i>
	Discussion: Thinking about globalization	Telephoning <ul style="list-style-type: none"> Business to business (B2B) Making small talk Saying the right thing 	Children at risk <i>Deciding how to best protect the consumer without sacrificing profits</i>
	Discussion: Can business expertise of the 20 th century still be applied today?	Presenting <ul style="list-style-type: none"> Describing a product Presenting a product 	Crossing borders <i>Deciding on a new location for production</i>
	Role-play: Bringing your marketing knowledge into play	Presenting <ul style="list-style-type: none"> Opening and structuring presentations Reaching your audience Preparing presentation slides Icebreakers 	Ökobrause <i>Launching a product on a new market</i>
	Discussion: The banks' interest Role-play: Negotiate your dream car	Negotiating <ul style="list-style-type: none"> Achieving a good deal The key stages Getting what you need 	Finding the right partner overseas <i>What is sustainable banking?</i>
	Role-play: Committee work at university	Meetings <ul style="list-style-type: none"> Getting ready Participating in meetings Acting as the chair 	A marriage of convenience <i>Making a cross-cultural merger work</i>
	Discussion: Corporate fraud in accounting	Talking about balance sheets <ul style="list-style-type: none"> Using the right terms Diplomacy <ul style="list-style-type: none"> Breaking the bad news 	A back office in India <i>Deciding on moving accounting offshore</i>
	Role-play: Investor's choice	Describing trends <ul style="list-style-type: none"> Describing and comparing economic growth Writing a graph description 	A multinational's strategic approach to the Chinese market <i>Strategic management – taking the right decisions</i>
	Discussion: Assessing the economic viability of a business idea	Executive summaries <ul style="list-style-type: none"> What are the key issues? Using legal terminology <ul style="list-style-type: none"> Describing a company's legal structure 	The pitfalls of franchising <i>Analyzing business models and their legal implications</i>

	@ Self Study (selection)
	<ul style="list-style-type: none"> The role of tenses in career talk Grammar Action verbs for the job-hunt Vocabulary Talking about your achievements Skills Video 1 Interview
	<ul style="list-style-type: none"> Finding the other half: Statements on work and pay Vocabulary Formal and informal style in emails Skills Forming questions: Asking about working conditions Grammar
	<ul style="list-style-type: none"> Customer service verbalized Vocabulary Telephoning: Anticipating the customer's needs Skills Timewise: for – since – ago Grammar
	<ul style="list-style-type: none"> Adverbs: Comparatively speaking Grammar Frequently confused words: <i>account for</i> and <i>amount to</i> Vocabulary Then and now: Comparing pie charts Skills
	<ul style="list-style-type: none"> Apologizing for a mistake or an inconvenience Skills Using prepositions of time Grammar Using the right verbs: From warehouse to customer Vocabulary Video 2 Socializing and small talk
	<ul style="list-style-type: none"> Verbs used in production: Be precise Vocabulary The passive: Talking about production processes Grammar Describing a product: Features and specifications Skills
	<ul style="list-style-type: none"> Quantifiers: some, a lot of or hardly any marketing? Grammar Collocations: Running an advertising campaign Vocabulary Opening and closing a presentation Skills Video 3 Presentation
	<ul style="list-style-type: none"> Noun/verb collocations: Increase your interest Grammar Do you take your risk small, medium or large? Vocabulary Linking offers to conditions Skills
	<ul style="list-style-type: none"> Positions in company hierarchy Vocabulary Get the verb right: <i>say</i> or <i>tell</i> Grammar Opening and closing a meeting Skills Video 4 Meeting
	<ul style="list-style-type: none"> Accounting collocations Vocabulary What you own and what you owe: balance sheet terminology Skills Combining adjectives with adverbs Grammar
	<ul style="list-style-type: none"> Verbs and nouns describing change Vocabulary Mixed tenses in graph descriptions Grammar Summarizing information from a graph Skills
	<ul style="list-style-type: none"> Putting together the executive summary Skills Starting a business: Legal vocabulary Vocabulary Future tenses in a business plan Grammar