

Table of Contents	Unit	Focus	Texts
 <p>Unit 1 <b>Career development and assessment</b></p> <p>page 6</p>	<ul style="list-style-type: none"> <li>• Discussing different aspects of career development</li> <li>• Functions of appraisal meetings and performance reviews</li> </ul>	<p>Reading: Giving employees feedback</p> <p>Listening: Developing your career</p>	
<p>Unit 2 <b>The greening of business</b></p> <p>page 16</p>	 <ul style="list-style-type: none"> <li>• Understanding the role of environmental issues for business</li> <li>• Measuring a business's environmental footprint</li> </ul>	<p>Reading: The Product Life Cycle Assessment</p> <p>Listening: The challenge for industry</p>	
 <p>Unit 3 <b>Financial reporting</b></p> <p>page 26</p>	<ul style="list-style-type: none"> <li>• Talking about international financial reporting standards</li> </ul>	<p>Reading: A global rule book</p> <p>Listening: Making investment decisions</p>	
<p>Unit 4 <b>Research &amp; Development</b></p> <p>page 36</p>	 <ul style="list-style-type: none"> <li>• Discussing the importance of R&amp;D as a business strategy and as a factor in a country's economic development</li> </ul>	<p>Reading: The power of research</p> <p>Listening: Innovations in the car industry</p>	
 <p>Unit 5 <b>Intelligent marketing</b></p> <p>page 46</p>	<ul style="list-style-type: none"> <li>• Looking at the history of marketing</li> <li>• Understanding new trends in marketing</li> </ul>	<p>Reading: Marketing 3.0</p> <p>Listening: A new consumer group</p>	
<p>Unit 6 <b>The future of work</b></p> <p>page 56</p>	 <ul style="list-style-type: none"> <li>• Talking about the changing world of work</li> <li>• Comparing different types of employment</li> </ul>	<p>Reading: The work of tomorrow</p> <p>Listening: The future of unions</p>	
 <p>Unit 7 <b>Mergers &amp; Acquisitions</b></p> <p>page 66</p>	<ul style="list-style-type: none"> <li>• Understanding the language of mergers and acquisitions</li> <li>• Talking about different forms of mergers and acquisitions</li> </ul>	<p>Reading: A perfect match</p> <p>Listening: A family affair</p>	
<p>Unit 8 <b>Markets</b></p> <p>page 76</p>	 <ul style="list-style-type: none"> <li>• Talking about types of markets</li> <li>• Understanding market mechanisms</li> </ul>	<p>Reading: Too much of a good thing</p> <p>Listening: When the bubble bursts</p>	
 <p>Unit 9 <b>Demographic trends</b></p> <p>page 86</p>	<ul style="list-style-type: none"> <li>• Describing demographic trends</li> <li>• Discussing measures for dealing with demographic change</li> <li>• Talking about cause and effect</li> </ul>	<p>Reading: The challenges ahead</p> <p>Listening: Population matters</p>	
<p>Unit 10 <b>Supply chain management</b></p> <p>page 96</p>	 <ul style="list-style-type: none"> <li>• Using the language of logistics and supply chain management</li> <li>• Talking about the stages of the supply chain</li> </ul>	<p>Reading: LEGO's game-changing move</p> <p>Listening: Responsible sourcing</p>	
 <p>Unit 11 <b>Risk management</b></p> <p>page 106</p>	<ul style="list-style-type: none"> <li>• Discussing the importance of risk management</li> <li>• Talking about different types of risk</li> </ul>	<p>Reading: Managing risk</p> <p>Listening: A chief risk officer speaks</p>	
<p>Unit 12 <b>Intellectual property</b></p> <p>page 116</p>	 <ul style="list-style-type: none"> <li>• Distinguishing between different intellectual property rights</li> <li>• Understanding legal language</li> </ul>	<p>Reading: The battle against internet piracy</p> <p>Listening: Protecting trademarks</p>	

Ethics   Diversity   Role-play	Business and Academic Skills	Company Case   Country Case	@ Self Study (selection)
Role-play: When the going gets tough	<b>Appraisals</b> <ul style="list-style-type: none"> <li>Conducting an appraisal meeting</li> <li>Applying active listening tools</li> </ul>	<b>Managing workplace diversity</b>	<ul style="list-style-type: none"> <li>Present perfect: Passive voice   <b>Grammar</b></li> <li>Corporate language   <b>Vocabulary</b></li> <li>Successful appraisal meetings   <b>Skills</b></li> </ul> <p><b>Video 1</b> Reviewing performance</p>
Diversity: What's the environment worth?	<b>Persuasive writing</b> <ul style="list-style-type: none"> <li>Writing a company memo</li> </ul> <b>Persuasive speaking</b> <ul style="list-style-type: none"> <li>Monroe's sequence</li> </ul>	<b>Making hospitality green</b>	<ul style="list-style-type: none"> <li>Environmental terms   <b>Vocabulary</b></li> <li>Strengthening contrasts   <b>Skills</b></li> <li>Adding weight and formality: Inversion   <b>Grammar</b></li> </ul>
Ethics: Making a dog a duck	<b>Press releases</b> <ul style="list-style-type: none"> <li>Function and form</li> <li>Writing headlines</li> <li>Sequencing ideas effectively</li> <li>Writing press releases</li> </ul>	<b>Finding a niche</b>	<ul style="list-style-type: none"> <li>Accounting terms   <b>Vocabulary</b></li> <li>Contrasting and sequencing ideas   <b>Skills</b></li> <li>Prepositional clauses   <b>Grammar</b></li> </ul>
Role-play: Stimulating innovation	<b>Blogging</b> <ul style="list-style-type: none"> <li>Using blogging as a corporate communication tool</li> <li>Writing a corporate blog</li> </ul>	<b>The stuttering R&amp;D engine</b>	<ul style="list-style-type: none"> <li>Conditionals   <b>Grammar</b></li> <li>Corpspeak   <b>Vocabulary</b></li> <li>The challenges of corporate blogging   <b>Skills</b></li> </ul>
Discussion: Is image everything?	<b>Presentations</b> <ul style="list-style-type: none"> <li>Being clear and convincing</li> <li>Using rhetorical devices</li> </ul>	<b>Marketing good deeds</b>	<ul style="list-style-type: none"> <li>Rhetorical devices: The power of three   <b>Skills</b></li> <li>Time markers and tenses   <b>Grammar</b></li> <li>The silver dollar   <b>Vocabulary</b></li> </ul> <p><b>Video 2</b> Presenting the idea</p>
Role-play: The end of the steady job?	<b>Business reports</b> <ul style="list-style-type: none"> <li>Presenting the facts</li> <li>Expressing reference</li> <li>Using formal language</li> </ul>	<b>Equal rights for all</b>	<ul style="list-style-type: none"> <li>Corporate social responsibility   <b>Vocabulary</b></li> <li>Future and time clauses   <b>Grammar</b></li> <li>The language of reports   <b>Skills</b></li> </ul>
Role-play: Getting off the ground together	<b>Managing change</b> <ul style="list-style-type: none"> <li>Understanding and dealing with staff reactions</li> <li>Selling change</li> <li>Addressing concerns</li> </ul>	<b>The beauty and the beast</b>	<ul style="list-style-type: none"> <li>Reporting rumors: Passive voice   <b>Grammar</b></li> <li>Change management   <b>Vocabulary</b></li> <li>Expressing concerns and giving assurances   <b>Skills</b></li> </ul> <p><b>Video 3</b> Managing Change</p>
Ethics: A "Hippocratic Oath for Managers"?	<b>Term papers</b> <ul style="list-style-type: none"> <li>Finding a topic</li> <li>Developing a paragraph</li> <li>Creating cohesion when writing paragraphs</li> </ul>	<b>Tax or cap?</b>	<ul style="list-style-type: none"> <li>Market terms   <b>Vocabulary</b></li> <li>Thesis statements   <b>Skills</b></li> <li>Sentence connectors   <b>Grammar</b></li> </ul>
Discussion: The demographic time bomb	<b>Presenting graphs</b> <ul style="list-style-type: none"> <li>Helping your audience follow</li> <li>Talking about change</li> <li>Making figures meaningful</li> </ul>	<b>Setting up a healthcare system</b>	<ul style="list-style-type: none"> <li>The welfare state   <b>Vocabulary</b></li> <li>Determiners   <b>Grammar</b></li> <li>Note-taking   <b>Skills</b></li> </ul>
Role-play: Keeping your eye on the ball	<b>Negotiating</b> <ul style="list-style-type: none"> <li>Identifying differences and common ground</li> <li>Applying 'principled bargaining'</li> </ul>	<b>Toying with supply chains</b>	<ul style="list-style-type: none"> <li>Key terms in logistics   <b>Vocabulary</b></li> <li>Negotiating tactics   <b>Skills</b></li> <li>Verb-noun-noun combinations   <b>Grammar</b></li> </ul> <p><b>Video 4</b> Negotiating the way forward</p>
Diversity: An appetite for risk?	<b>Making a public statement</b> <ul style="list-style-type: none"> <li>Informing the public</li> <li>Finding the right words</li> <li>Getting it right</li> </ul>	<b>Growing a chocolate brand in China</b>	<ul style="list-style-type: none"> <li>Paraphrasing in public statements   <b>Skills</b></li> <li>Modal verbs: Degrees of certainty and uncertainty   <b>Grammar</b></li> <li>Minimizing risk   <b>Vocabulary</b></li> </ul>
Diversity: Individual vs. collective?	<b>Debating</b> <ul style="list-style-type: none"> <li>Organizing arguments</li> <li>Softening statements</li> <li>Making an opening statement</li> </ul>	<b>Fair share?</b>	<ul style="list-style-type: none"> <li>Different types of trademark   <b>Vocabulary</b></li> <li>Debating: Supporting an argument   <b>Skills</b></li> <li>The functions of qualifiers   <b>Grammar</b></li> </ul>