Simply Business
Effective English for doing your job

This new course has been specially developed for use in intensive courses and is suitable for anyone who wants to significantly improve their English in a short period of time.

The flexible, modular structure enables teachers to adapt their lessons to students’ specific needs, and there are lots of opportunities to integrate original company materials into the teaching program, all of which make the course an ideal jumping-off point for tailor-made in-company training.

Its eight chapters provide approximately 30-40 hours’ worth of teaching material over the course of eight pages each, while up-to-date topics and high-tech features make it stand out from the crowd.

State-of-the-art

In-built augmented reality functions enable students to access materials and audio files while on business trips or while commuting to work.

Hands-on

- All contexts are intercultural with a focus on global English
- Strategies for communicating effectively with non-native English speakers build learners’ confidence and get them speaking fast
- Genuine business situations and insights into real-world companies keep the focus firmly on practical usage

Each coursebook comes with CD and DVD featuring the audio and film material, optional extension components, and is AR enabled. Extra online materials, including an e-workbook, provide more practice opportunities for students outside the classroom. All instructions are in English with wordlists made available online.

A comprehensive teaching guide offers extra hints and suggestions for teachers, but Simply Business will also have a digital lesson manager for each level of the course, making lesson preparation fast and easy. A free test chapter is available on scook.de, while the premium, fee-paying version will incorporate full video and audio components.

Coursebook B1 with E-Workbook
978-3-06-520456-9

B1 Teaching Guide Download
978-3-06-520458-3

B1 Lesson Manager
978-3-06-120693-2

NEW Coursebook B1+ with E-Workbook
978-3-06-520457-6 (Oct. 2015)

NEW B1+ Teaching Guide Download
978-3-06-520459-0 (Nov. 2015)

For distribution details for Simply Business, please talk to us at an upcoming trade fair or conference or email us at: international@cornelsen.de
First impressions

Who is the book for?
Simply Business is a learner-based course with a hands-on focus, designed to meet the needs of non-native speakers who want to use English effectively. The course features people and companies performing tasks you may inhabit with a realistic and engaging approach.

Simply Business offers plenty of opportunities to apply what you learn in your own work context. It provides extensive face-to-face practice and helps you develop key language skills that are important in the workplace.

How is the book structured?
Simply Business consists of eight units which focus on all aspects of business, including communications, working in teams, global perspectives, leadership, and meeting people from all over the world.

Each unit contains:
- Introduction to the unit
- Unit tasks
- Script on page 91
- Vocabulary: active and passive verbs
- Flashcards
- Progress check and answer key
- Script on page 84

What additional feature does the course offer?
Simply Business includes:
- Four films (DVD or PagePlayer app) which you can watch during or outside class, but are all directly connected to your course content. The films focus on industries, global perspectives, and workplace situations that cause communication breakdown. You need to download the PagePlayer app by scanning the QR code on the right.

Welcome to Simply Business B1

Introduce yourself to your new colleagues and discuss your next unit.

1. A First impressions Welcome to Simply Business B1
A. How often do you do this?
B. Describe the difference between these pictures and the first day in a new job. List any information and recordings with Simply Business.

2. Introduction
A. Work with a partner to complete the gaps in the dialogues.
B. All three conversations take place on the first day in a new job. Why are the two people speaking to each other in each case? What is the situation?

3. Good morning, may I help you?
A. Watch the second part of each introduction. Which are more formal?

4. Presenting the project
A. Watch the third part of each project. How are the projects similar? Which is more interesting?

5. New people
A. Watch the fourth part of each project. Make new friends by asking for help in the company.
B. Imagine it's your first day in a new job. How would you introduce yourself?

6. First impressions
A. Imagine these different people. What might each person say?

7. Make your own sentences using expressions from the tables.
A. Listen again and complete the missing phrases.
B. Make a good impression.
C. It's a good idea to …

Welcome to Simply Business B1

Each unit contains:
- Introduction to the unit to get you started
- Topic-related language work using authentic materials from their workplace
- Language Focus (1) which provides grammatical or functional language information
- Language Focus (2) which provides practical guidelines on context
- Language Focus (3) which provides examples of emails, telephone calls, and workplace interactions
- Language Focus (4) which provides background information and additional cultural information

Each unit also includes:
- Projects (1) which provide hands-on focus, designed to meet the needs of non-native speakers performing tasks you may inhabit with a realistic and engaging approach
- Vocabulary (1) which provides a word count at the start of each unit
- Easy integration, each page has a focus topic which identifies the next step in the course
- The Wiz within includes video toolbars, glossary tips and an answer key to the progress check page

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Business English from Beginners to Upper-Intermediate

By M. Hogan, B. Landermann, C. Eilertson and S. Ashdown

Building on the success of their predecessors, Business English for Beginners and Basis for Business have now joined forces to create an extensive business-English series from complete beginners to C1. Designed to meet the needs of professionals in a wide variety of positions within companies, the series offers course-planners and learners complete flexibility. Each coursebook in the series now includes common features of structure, format and design such that teachers can quickly get to grips with any level in the series.

Business English for Beginners
Covering levels A1 and A2 in two short coursebooks of 7 units each, Business English for Beginners meets the needs of complete beginners or false beginners in a workplace environment. The new edition focuses on the following areas:
- Key business vocabulary
- Grammar
- Useful business phrases
- Business communication skills

Both a consolidation section in each unit, designed for use in class, and an additional workbook for home use provide learners with ample practice of the course material. Role-plays based on authentic business situations enable learners to practise speaking in realistic settings and to build communicative competence. Personalization activities guarantee that students apply their newly acquired knowledge in business English to their own jobs. As a result, they are prepared for everyday professional life.

The additional workbook includes a CD with further listening practice while a combined teaching guide for levels A1 and A2 includes not only copy masters, but also teacher software for text analysis and worksheet generation. Separate A1 and A2 teaching guides are available as downloads.

Basis for Business
Basis for Business, covering levels B1 to C1 of the common European Framework, build on the success of their predecessors and bring easily accessible business English up to date. Basis for Business B1 can be used following Business English for Beginners A2 or as a standalone course for students working towards level B1 of the Common European framework. Similarly, Basis for Business B2 follows on from the B1 level or can be used independently. The features of the new series are:
- Basic vocabulary, structures and expressions in a modern business context.
- A recognition of current business trends: communication across cultures and English as a lingua franca; digital communication and business processes; socializing as an essential component of rapport building.
- Just like Business English for Beginners, the coursebooks contain extra practice for use in the classroom and/or at home, while a workbook with CD provides learners with all the practice and revision they need between lessons.
- Again, as with all levels in the series, the teaching guides contain ample photocopiable activities and a CD-ROM with text-analysis and worksheet-generation tools.

Rights sold to: Korea, China
Business Grammar No Problem

In answer to the many requests for a workplace grammar book, Business Grammar No Problem has been devised and developed by the same authors, both of whom have a great deal of experience in creating material for business-English teachers and learners. The structure of the book remains unchanged, while the chapters focus on grammar topics in realistic business contexts.

128 pages, softback
978-3-06-520623-5

Rights sold to: Netherlands

Lextra Business English Grammatik kein Problem

(Lextra Business English Grammar no problem)

This practice grammar contains a variety of exercises at different levels of difficulty and covers the grammar content relevant to levels A1 to B1. The layout is structured in double pages spreads: the left-hand pages feature the grammar explanation while the right-hand page presents opportunities to practise, moving from controlled to freer tasks. The appendix for each language contains helpful additional information such as guides to pronunciation, explanations of regional variations etc.

132 pages, softback
978-3-589-01675-4

NEW Successful English for Vocational Colleges

Successful English for Vocational Colleges (SEfVC) is an English course for students aged 16 and over at vocational schools and colleges. It is a joint production with our Chinese partner Shanghai Foreign Language Education Press and is thus ideally suited to the needs of students in East and South East Asian nations. The material can however also be adapted for use in other countries requiring a structured English course for vocational schools.

Based on existing Cornelsen courses and quality criteria, a three-volume course has been developed preparing the student step-by-step for vocational language situations. In terms of methodology, general English skills are reviewed and consolidated in the first volume before the first vocational elements are introduced in the second. In the third volume, vocational English skills are specifically developed and consolidated, enabling the student to communicate confidently with international customers and suppliers at level B1. The course is particularly suitable for licensing in other Asian nations.

Student’s Book 1
978-7-5446-3745-9

Workbook 1
978-7-5446-3754-1

Lesson Handouts
978-7-5446-3748-0

Student’s Book 2
978-7-5446-3746-6

Workbook 2
978-7-5446-3755-8

Lesson Handouts
978-7-5446-3451-9

Volume 3 in development
(Cornelsen / SFLEP)

Rights sold to: China