

# Business Advanced

## Dexway Business

In the advanced section of the course the learner is provided with extensive practice in more complex areas of business English such as negotiations, presentations, analyzing data and the business press. The various lexical fields are presented through freer practice in simulations, telephone calls and general conversation; encouraging the student to draw from personal experience to give meaningful, contextual practice.



More complex structures such as the second conditional, narrative tenses and future forms are used to carry out tasks such as giving presentations, dealing with clients and expressing opinions. Throughout the course the emphasis is on learner independence through exposure to the correct usage of the target language with attention to practical situations and the use of idioms and phrasal verbs.

**Idioma** English

**Requisitos** Browser: Microsoft Internet Explorer, 5.1

**Horas de teoría** 20

**Horas de práctica** 40

## Contenido

### Business Advanced

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#### Business news

An introduction to the language of business journalism.

Practice predicting the content of news stories from the headline and re-phrasing the content of a story.

#### Crossing cultures

Practice with modal verbs to give advice or make suggestions: should/shouldn't must/mustn't.

Speaking practice: talking about cultural differences and customs.

#### Doing business

Introduction to some business expressions using make and do.

Make: a decision, mistake, profit, loss, a promise

Do: business with, a deal, well, a favour.

Talking about likes and dislikes: don't mind, can't stand, dislike, love verb+ ing.

#### Going it alone

This lesson focuses on the language we use to talk about being self-employed as well as discussing the positive and negative aspects of working for yourself.

Business vocabulary: social security, health insurance, register with, pay taxes, accountant, keep/balance the books, direct debit.

#### Lost

A lesson with extended speaking practice in giving directions around a town or city.

Common language for public and private transport: traffic lights, roundabout, underground, map, Sat Nav/GPS, bus, tram.

#### What's in it for me?

2 Role-play situations to discuss a worker's performance and then to negotiate a pay rise.

Adjectives to describe character: competent, keen, reliable, hard-working, messy, lazy, creative.

#### Getting connected - Contracting services

In this lesson the student will learn how to out-source other companies to provide valuable services for their business. In addition the student will learn vocabulary relevant to this area.

You've got mail:

In this section you will answer writing and speaking the questions your tutor has for the student.

Your tutor will give you feedback on the work you do.

#### Typical Situation. Getting connected - Contracting services

In this lesson students will become more familiar with American accents in a real life situation where a team of people at work decide their needs and negotiate appropriate deals to find the right price for the services they want.

Students will learn what language to use to make offers and counter offers and find the best deal, deciding the best criteria to make agreements.

The student will dub and record the part in the movie they choose to practice intonation, stress and pronunciation.

Consolidate the language of discussing options, making offers and counter offers, budgeting, deciding conditions and negotiating payment and contract terms in context using everyday language related to pricing and terms of deals. Testing yourself helps to see what you have learned from the unit by matching images and useful words and expressions.

### **Would you buy it?**

Talking about advertising and using modal verbs to speculate about the product: could be, may be, might be and must be  
Interpreting advertising language, giving reasons and opinions.

### **Just a click away**

Discussing the positive and negative aspects of e-commerce and describing how to buy something on the internet.  
Vocabulary: secure payments, sign in/out, refund, to send something back, P&P, shopping basket, checkout, feedback.

### **Does it all add up?**

Talking about company finance and the different parts of a balance sheet.  
Financial vocabulary: fixed / current / tangible assets, depreciation, liabilities, balance sheet, the bottom line, profit and loss account, annual report.

### **Telecommuting**

Discussing the advantages and disadvantages of working from home.  
Vocabulary: web camera, commuting, self-discipline, telepresence, teleworking, data base, paper free.  
Giving one's personal opinion: in my opinion, some people aren't aware that..., it has to be said.

### **Did she really say that?**

Extended practice with reported speech to comment on what colleagues have said.  
Expressions: this goes no further, apparently..., you'll never guess what..., a heated exchange, a mutual agreement, to get the feeling.

### **The P.A.'s day off**

Organizing a business trip and making corrections to travel arrangements.  
A series of role-plays to a travel agent, hotel and restaurant to make arrangements for an extended business trip.

### **Import and export - A company and its service**

In this lesson the student will learn about the services provided by an import and export company. In addition the student will see how a complaint is dealt with and learn vocabulary related to the field of import and export.  
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### **Typical Situation. Import and export - A company and its service**

In this lesson you will learn language that explains the common situations a customer service worker solves some frequently asked questions (FAQs) connected to industry regulations and procedures.  
The student will dub and record the part in the movie they choose to practice intonation, stress and pronunciation.  
Consolidate the language in context that includes asking someone to do something, offering help and making recommendations.  
Testing yourself helps to see what you have learned from the unit by matching images and useful words and expressions.

### **What would you do?**

A series of hypothetical situations to practice the second conditional.  
Practice in speaking spontaneously about our own ideas and opinions.

### **Who's who?**

Giving and interpreting detailed descriptions of colleagues.  
Positions within a company: Director, Head of, Personal assistant to, in charge of, responsible to/for, the big boss, to be someone's right hand man.

### **The Business cycle**

Describing patterns and trends in the economy.  
Controlled speaking practice to introduce new vocabulary.  
Vocabulary extension: boom, recession, depression, peak, supply, demand, slump, negative growth, to take out a loan, mortgage, peak, to retract, interest rates, a depression.

### **The right person for the job**

Evaluating personal qualities and choosing the best candidate from given information.  
Comparing and contrasting candidates and giving opinions and reasons for our choices.

### **Are you a lone wolf?**

Discussing working styles and personality traits.  
Giving reasons and explanations for opinions.  
Adjectives to describe character: moody, open, a loner, selfish, sensitive, practical, gossip, practical joker, lone wolf.

### **I put my foot in it!**

This class provides guided speaking practice in telling jokes and anecdotes from given information.  
Vocabulary: to put your foot in it, to tell a joke, punch line, hot air balloon, field, to hover, to fill out an application.

### **Going on strike - It's an expensive business**

In this lesson the student will learn about the kinds of disputes that can arise at work and the ways of settling grievances.

Listen to consolidate the language of organized trade disputes, grievances and settlement proposals.

Compare your recording to the original and then listen and read again.

Test yourself to see what you have learned from the unit by matching images and useful words and expressions.

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Your tutor will give you feedback on the work you do.

### **Typical Situation. Going on strike - It's an expensive business**

In this lesson the student will learn the language that describes the kinds of disputes that can arise at work and the ways of settling grievances.

You will become more familiar with the American accent as you watch employers and employees meet and describe the situation at work and the settlement of the grievances they have.

The student will dub and record the part in the movie they choose to practice intonation, stress and pronunciation.

Consolidate the language of organized trade disputes, grievances and settlement proposals.

Testing yourself helps to see what you have learned from the unit by matching images and useful words and expressions.

### **Business Director** ☹

Learners will be able to: - Contribute effectively in meetings and keep up a casual conversation fluently and appropriately. Listen and respond politely to agree details of meetings and arrangements. - Scan texts for relevant information and understand detailed instructions and advice. Use appropriate language to describe typical duties and responsibilities at work - Make notes and write standard correspondence.

### **Business Director** ☺

On successfully completing this lesson the learner will demonstrate he/she: - Can take and pass on most messages that are likely to require attention during a working day - Can understand most correspondence, reports and factual product literature he/she is likely to come across - Can deal with all routine requests for goods or services from professionals and contacts

### **Business Director** ☺

The learner will be able to: - Demonstrate their learning by completing the tests based on the materials in the units. - Check the form, sound and spelling of the terms practiced is adequate and keep a record of the pronunciation you practice to monitor the progress you make and encourage reflection.

### **Business Director** ④

In the last lesson of this unit, the student will find a variety of different types of exercises carefully chosen to consolidate and evaluate the grammatical knowledge acquired in previous lessons.

### **Typical Situation. Business Director**

A practical immersion in the language, where by the student will live through a real life situation, similar to one they would confront in the language in which they are learning. In this lesson the student will be introduced to new vocabulary, then once the exercise has been completed, they will then have an opportunity to do some practice with this same new vocabulary.

### **Human resources**

The language of the Human Resource department: redundancy package, golden handshake, to let someone go/lay people off, headhunting, disputes, settlements, hiring and firing, payroll, performance appraisals, liaise with. Describing functions and procedures within a HR department.

### **A difficult task**

Dealing with sensitive issues at work. Expressing opinions and ideas about possible causes and the effect the illustrated problems can have on a company.

Vocabulary: Health & safety, bullying, harassment, discrimination, absenteeism, to address a problem, to speak freely.

### **Working to a deadline**

Defining and describing the different phases of a project.

Talking about self-discipline and motivation.

Giving personal ideas and recommendations.

Vocabulary: pace yourself, leave things to the last minute, to cut it fine, to pace oneself, to leave things to the last minute, kick off, check-up, revisions, set objectives, prioritize, set time aside, build-in extra time.

### **Times have changed**

Speaking practice to express changes that have occurred in the business world over the last 25 years.

Talking about different marketing techniques that are available today: B2b, B2c.

### **Big ambitions**

Talking about the future and expressing hopes and ambitions for a company.

Guided speaking practice: give a short presentation based on notes containing ideas and aims for the future of a growing company.

### **Types of company**

Defining and describing the different types of company that exist.

Introducing and revising ways to talk about businesses: Ltd (limited), plc (public limited company), Inc. (Incorporated), CEO (Chief Executive Officer), MD (Managing Director), HR Manager (Human resource manager), Head of PR (Public Relations), Customer service manager, Chief Financial Officer.

### **Buying and leasing commercial property - Make the right choice**

In this lesson the student will learn the pros and cons about buying or leasing a commercial property and the procedure to take to ensure a suitable deal is made.

In addition the student will learn vocabulary pertaining to this area.

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### **Typical Situation. Buying and leasing commercial property - Make the right choice**

In this lesson you will become familiar with the language people use to receive training connected to general security measures in place to protect confidential records, intellectual property and recommended new procedures based on a risk analysis at work.

The student will see as they become aware of new workplace risks and consider the need to follow security procedures scrupulously in order to minimize data loss or break workplace protocols.

The learner will be able to understand descriptions of everyday circumstances that are a threat to workers, company property and workplace security in American accents.

The student will dub and record the part in the movie they choose to practice intonation, stress and pronunciation. Consolidate the language of describing costs and benefits and summing up financial scenarios, in context using everyday business mortgage and property leasing language.

Compare your recording to the original and then watch, listen and read again.

Testing yourself helps to see what you have learned from the unit by matching images and useful words and expressions.

### **Takeovers and mergers**

Defining and describing the different ways that two companies can join.

Vocabulary: merger, takeover, joint venture, restructuring, conglomerate, white knight, takeover bid, hostile/friendly takeover, predators, prey, poison pill, raid.

### **From boom to bust**

Extended speaking practice on the economy in general. Introduction of more complicated economic principles.

Vocabulary: inflation, growth, unemployment, trade, stagflation, stagnation, plummet, sky rocket, demand, trade surplus/deficit/gap, boom, bust, take a dive, import, export.

### **Business plan**

In this class the focus is on the different stages and parts of a business plan.

Speaking practice consists of explaining the content of the different areas and why they are important.

Vocabulary: mission statement, marketing plan, financial plan, people and action plan, SWOT analysis, PEST analysis.

### **Money, money, money**

This lesson focuses on ways of working and getting paid.

Vocabulary: Salary, wages, commission, time and a half, double time, overtime, minimum wage, performance-related pay, tips, cash in hand.

There is also an introduction to some money expressions and idioms: fat cats, to be on the breadline, raking it in, to be rolling in it, money makes the world go round, money is the root of all evil, time is money, to make ends meet, look after the pennies and the pounds will look after themselves, a back-hander.

### **I'm glad you asked me that**

Asking indirect questions such as: would you mind telling me?, I was wondering if..., Could you tell me...?

Role-play a meeting between a senior manager and a union representative to clarify some rumours about job losses.

### **Spot the errors**

In this lesson the focus is on finding and correcting common errors in written English.

### **Risk management - If you overlook this it will cost you your business**

In this lesson the student will learn about the potential business risk. In particular with internet security and ensuring continuity of the business with a suitable back-up strategy.

In addition the student will learn vocabulary relating to this field.

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### **Typical Situation. Risk management - If you overlook this it will cost you your business**

In this lesson you will become familiar with the language people use to receive training connected to general security measures in place to protect confidential records, intellectual property and recommended new procedures

based on a risk analysis at work.

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### **Just a pinch of salt**

Talking about food and describing typical dishes and ingredients. Recommending food.

Explaining how something is prepared and cooked.

Describing taste: bland, spicy

Social English.

### **AGM**

Reasons for holding an AGM and the typical procedure for organizing an AGM.

Common business abbreviations and acronyms.

Controlled speaking practice: reading from given information about a typical AGM.

### **Is it a bull or a bear?**

Talking about the stock exchange and high finance.

Vocabulary: shares, trading, to rally, crash, collapse, brokers, dealers, traders, bull/bear market, blue chip company, roller coaster, to play cat-and-mouse, risky.

### **Is it ethical?**

Explaining the different aspects of ethical business.

Discussing the relationship between business and ethical practice.

Vocabulary: fair trade, pollution, corporate responsibility and tax havens, equal opportunities, bribery, blackmail, corruption, embezzlement, whistle-blowing, 'If you can't beat them, join them'.

### **Signposting**

How to guide an audience through a presentation.

Speaking practice: referring to charts and graphs, ordering and structuring a short talk from given information.

### **Quiz**

A final revision of the classes.

Quick-fire questions to practice and revise the structures and vocabulary covered in the last part of the course.

### **The right media to promote your business**

In this lesson students will learn about the different mediums available to advertise a business and the pros and cons of each. In addition the student will learn vocabulary related to the field of Marketing, in particular the area of internet advertising.

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### **Typical Situation. The right media to promote your business**

In this lesson you will learn how to discuss the success of current marketing campaigns where the uses of new media are compared to existing kinds.

The student will become familiar with American ways of speaking about commonplace marketing tools and techniques and the arguments for and against them.

The student will dub and record the part in the movie they choose to practice intonation, stress and pronunciation.

Consolidate the language of describing costs and benefits and summing up financial scenarios, in context using everyday business mortgage and property leasing language.

Testing yourself helps to see what you have learned from the unit by matching images and useful words and expressions.