

# Business English

## Intermediate A (B1)

### Course Information

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#### Our approach

This course integrates speaking, writing, listening and reading skills using a 'communicative approach', as well as grammar analysis and practice. The focus of the course is for you to communicate successfully with others in a business context; this means that error correction takes place at certain points in the lesson, not necessarily every time a mistake is made.

#### Materials

The **student's book** used for this course is Market Leader Intermediate (3<sup>rd</sup> Edition) and the topics you will cover are:

- Unit 1: Brands
- Unit 2: Travel
- Unit 3: Change
- Unit 4: Organisation

#### What will you be able to by the end of the course?

This course aims to help you to be able to do the following things more **confidently** and **using appropriate language**. Your teacher will encourage you to self-assess your ability throughout the course.

I can use <b>present tenses</b> to describe the process of <b>brand development</b>
I can participate in a <b>meeting</b> to discuss <b>brand marketing strategies</b>
I can use <b>future forms</b> to make <b>business travel arrangements</b>
I can <b>understand</b> and <b>discuss</b> a variety of issues relating to <b>business travel</b>
I can use <b>appropriate vocabulary</b> and <b>structures</b> to talk about the <b>cause</b> and <b>impact</b> of <b>major changes</b>
I can successfully <b>manage a meeting</b> to discuss issues around a <b>company merger</b>
I can talk about <b>different types of organisational structure</b> using a range of <b>appropriate language</b>
I can <b>present myself</b> and <b>socialise</b> in a <b>professional environment</b>

## Assessment and Self-Study

Your teacher will give you 1 assessed speaking task and 1 writing task over the course and will give you written feedback on your performance.

Additionally, you will use the practice file for work in class and at home. The book is only one part of your course – you will also use activities, multi-media resources and other materials which will help you learn.

## What level is my class?

CEFR Level	Business English Courses	General English Courses
C1-C2	Advanced A/B/C	Proficient User A-F
B2	Upper Intermediate A/B/C	Pre-Advanced A/B
		Upper Intermediate A/B/C
B1	Intermediate A/B/C	Intermediate A/B/C
A2	Pre-intermediate A/B/C	Pre-intermediate A/B/C
A1		Elementary A/B/C

## What is a B1 user of English?

According to the Common European Framework of Reference (CEFR), a B1 user can:

- understand the main points of clear standard speech on familiar matters regularly encountered in work, school and leisure, and the main point of radio or TV programmes on current affairs or topics of personal or professional interest when the delivery is relatively slow and clear.
- understand written texts that consist mainly of high frequency every day or job-related language and write simple connected text on familiar topics.
- deal with most situations likely to arise whilst travelling in an area where the language is spoken and enter unprepared into conversation on familiar topics.

If you have any questions about your course, please speak to your teacher or get in touch with our Integrated Customer Service team [contact@britishcouncil.ro](mailto:contact@britishcouncil.ro) +40 213 079 600

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# Business English

## Intermediate B (B1)

### Course Information

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#### Our approach

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#### Materials

The **student's book** used for this course is Market Leader Intermediate (3<sup>rd</sup> Edition) and the topics you will cover are:

Unit 5: Advertising

Unit 6: Money

Unit 7: Cultures

Unit 8: Human resources

#### What will you be able to by the end of the course?

This course aims to help you to be able to do the following things more **confidently** and **using appropriate language**. Your teacher will encourage you to self-assess your ability throughout the course.

I can talk about <b>advertising</b> and <b>publicity</b> using a <b>range of appropriate vocabulary</b>
I can use a <b>range of language</b> to <b>structure a presentation</b> effectively
I can understand <b>key financial terms</b> and use language to <b>accurately describe trends</b>
I can <b>accurately express numbers</b> and <b>figures</b> to <b>make a pitch for investment</b>
I can use <b>idioms</b> and <b>modal verbs</b> to <b>describe</b> and <b>give advice</b> about <b>different cultural norms</b>
I can <b>politely deal with people I don't know</b> in a range of <b>professional situations</b>
I can <b>ask for</b> and <b>check detailed information</b> during a <b>telephone conversation</b>
I can use <b>appropriate vocabulary</b> and <b>verb forms</b> to discuss the <b>process of employment</b>

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## Assessment and Self-Study

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Additionally, you will use the practice file for work in class and at home. The book is only one part of your course – you will also use activities, multi-media resources and other materials which will help you learn.

## What level is my class?

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		Upper Intermediate A/B/C
B1	<b>Intermediate</b> A/B/C	Intermediate A/B/C
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# Business English

## Intermediate C (B1)

### Course Information

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#### Materials

The **student's book** used for this course is Market Leader Intermediate (3<sup>rd</sup> Edition) and the topics you will cover are:

Unit 9: International markets

Unit 10: Ethics

Unit 11: Leadership

Unit 12: Competition

#### What will you be able to by the end of the course?

This course aims to help you to be able to do the following things more **confidently** and **using appropriate language**. Your teacher will encourage you to self-assess your ability throughout the course.

I can discuss the <b>impact of business agreements</b> using a range of vocabulary and <b>conditional structures</b>
I can use <b>appropriate language</b> and <b>strategies</b> to <b>participate in a negotiation</b>
I can <b>narrate past events</b> and use vocabulary to describe <b>ethical business practices</b>
I can use a range of language to <b>consider options</b> in response to <b>ethical dilemmas</b> in a business context
I can describe and analyse the <b>personal qualities of leaders</b> using <b>relative clauses</b>

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I can make an <b>effective presentation</b> outlining <b>company strategy</b>
I can employ a variety of vocabulary and <b>passive structures</b> to describe <b>market conditions</b>
I can use <b>diplomatic language</b> to discuss the <b>terms of contracts</b>

## Assessment and Self-Study

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