

**Coursebook**

Iwonna Dubicka  
Margaret O'Keeffe  
Bob Dignen  
Mike Hogan  
Lizzie Wright

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# Business Partner

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**GSE**  
Global Scale of English

## UNIT 1 > ORGANISATION p.7

▶ Videos: 1.1 A news organisation 1.3 Managing first meetings

<b>1.1 &gt; A news organisation</b>	<b>1.2 &gt; Innovative organisations</b>	<b>1.3 &gt; Communication skills:</b> Managing first meetings	<b>1.4 &gt; Business skills:</b> Small talk in first meetings	<b>1.5 &gt; Writing:</b> Emails – Organising information	<b>Business workshop &gt; 1</b> Office space (p.88)
<b>Video:</b> ▶ A news organisation <b>Vocabulary:</b> Roles and responsibilities <b>Pronunciation:</b> → Word stress (p.114) <b>Project:</b> Showing someone around a department	<b>Listening:</b> ▶ Flat and tall organisations <b>Grammar:</b> Future forms: Present Simple, Present Continuous and <i>be going to</i> <b>Writing:</b> An email about future plans and arrangements	<b>Video:</b> ▶ Managing first meetings <b>Functional language:</b> Greetings, introductions and goodbyes <b>Pronunciation:</b> → Intonation and politeness (p.114) <b>Task:</b> Making introductions and contacts at an event	<b>Listening:</b> ▶ Interview with a communication coach; Small talk between colleagues <b>Functional language:</b> Asking and answering questions in first meetings <b>Task:</b> Meet a visitor and manage small talk	<b>Model text:</b> Invitation to an induction day <b>Functional language:</b> Ordering information in an email <b>Grammar:</b> ▶ Present Simple and Continuous <b>Task:</b> Write a reply to a work-related invitation	<b>Listening:</b> ▶ Employee views on their workspace <b>Reading:</b> Millennial-friendly workspaces <b>Task:</b> Design a new office space

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## UNIT 2 > BRANDS p.17

▶ Videos: 2.1 A luxury brand 2.3 Teamwork

<b>2.1 &gt; The life of luxury</b>	<b>2.2 &gt; Asian brands go west</b>	<b>2.3 &gt; Communication skills:</b> Supporting teamwork	<b>2.4 &gt; Business skills:</b> Making a presentation	<b>2.5 &gt; Writing:</b> Formal and semi-formal emails	<b>Business workshop &gt; 2</b> Kloze-Zone (p.90)
<b>Video:</b> ▶ A luxury brand <b>Vocabulary:</b> Marketing and brands <b>Pronunciation:</b> → Stress in compound nouns (p.114) <b>Project:</b> Research and discuss an advertising campaign	<b>Reading:</b> Chinese combine holidays with luxury shopping <b>Grammar:</b> Connectors <b>Pronunciation:</b> → Connectors: intonation and pausing (p.114) <b>Speaking:</b> Discussing brands using connectors	<b>Video:</b> ▶ Teamwork <b>Functional language:</b> Giving and responding to advice <b>Task:</b> Asking for and giving advice	<b>Listening:</b> ▶ Different ways to open a presentation <b>Functional language:</b> Signposting in presentations <b>Task:</b> Prepare and give a presentation	<b>Model text:</b> Invitation to a corporate event <b>Functional language:</b> Writing, accepting and declining an invitation <b>Grammar:</b> ▶ Verbs + <i>-ing</i> vs. infinitive <b>Task:</b> Write a formal reply to an invitation	<b>Listening:</b> ▶ Customer and staff feedback on a clothing store <b>Task:</b> Brainstorm a brand awareness campaign <b>Writing:</b> An email summary of the campaign

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## UNIT 3 > JOB HUNTING p.27

▶ Videos: 3.1 Applying for an internship 3.3 Demonstrating active listening

<b>3.1 &gt; A job search</b>	<b>3.2 &gt; Job interview questions</b>	<b>3.3 &gt; Communication skills:</b> Listening actively	<b>3.4 &gt; Business skills:</b> Interviews	<b>3.5 &gt; Writing:</b> Covering letters	<b>Business workshop &gt; 3</b> Social media manager required (p.92)
<b>Video:</b> ▶ Applying for an internship <b>Vocabulary:</b> Getting a job <b>Pronunciation:</b> → Stress in derived words (p.115) <b>Project:</b> Plan and write a job advertisement	<b>Listening:</b> ▶ Interview questions and answers <b>Grammar:</b> Indirect questions <b>Pronunciation:</b> → Voice range and intonation in indirect questions (p.115) <b>Speaking:</b> A job interview	<b>Video:</b> ▶ Demonstrating active listening <b>Functional language:</b> Active listening <b>Task:</b> The listening/distract game	<b>Listening:</b> ▶ Two job interviews <b>Functional language:</b> Useful phrases for candidates <b>Task:</b> Create a job and interview for it	<b>Model text:</b> Covering letter <b>Functional language:</b> Useful phrases for covering letters <b>Grammar:</b> ▶ Past Simple and Present Perfect <b>Task:</b> Write a covering letter	<b>Listening:</b> ▶ ▶ Three video CVs; ▶ First interviews <b>Reading:</b> Analysis of three CVs and covering letters <b>Task:</b> Conduct a second interview

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## UNIT 4 > BUSINESS STRATEGY p.37

▶ Videos: 4.1 A food company's strategy for growth 4.3 Problem-solving styles

<b>4.1 &gt; Food industry strategies</b>	<b>4.2 &gt; PEST analysis</b>	<b>4.3 &gt; Communication skills:</b> Solving problems	<b>4.4 &gt; Business skills:</b> Problem-solving meetings	<b>4.5 &gt; Writing:</b> Reporting reasons and results	<b>Business workshop &gt; 4</b> Supermarket wars (p.94)
<b>Video:</b> ▶ A food company's strategy for growth <b>Vocabulary:</b> Business strategy collocations and word building <b>Project:</b> Investigate a food brand's attitude to health	<b>Listening:</b> ▶ A lecture on PEST analysis <b>Grammar:</b> Modal verbs: obligation, prohibition, necessity, recommendation <b>Writing:</b> A short PEST analysis of a company or organisation	<b>Video:</b> ▶ Problem-solving styles <b>Functional language:</b> Offering and asking for help <b>Pronunciation:</b> → /i:/, /ɪ/, /eɪ/ and /a:/ (p.115) <b>Task:</b> Offering and asking for help in work and social situations	<b>Listening:</b> ▶ A problem-solving team meeting <b>Functional language:</b> Leading and participating in problem-solving meetings <b>Pronunciation:</b> → Intonation in 'OK' (p.115) <b>Task:</b> Take part in a problem-solving meeting	<b>Model text:</b> Report extract <b>Functional language:</b> Reporting problems, reasons and results <b>Grammar:</b> ▶ Comparison <b>Task:</b> Write a short report outlining problems, reasons and results	<b>Reading:</b> Profiles of competing supermarket chains <b>Task:</b> Select the best strategies for growth <b>Listening:</b> ▶ Compare your strategies with a business news report

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**UNIT 5 > LOGISTICS p.47**
**Videos:** 5.1 Amazon: the logistics of e-commerce 5.3 Collaborating on a project

<b>5.1 &gt; E-commerce</b>  <b>Video:</b> Amazon: the logistics of e-commerce <b>Vocabulary:</b> Logistics and word building <b>Pronunciation:</b> → Pausing and stress in presentations (p.116) <b>Project:</b> Debate the use of drones	<b>5.2 &gt; Driverless technology</b>  <b>Reading:</b> Lorries lead cars in the technology race <b>Grammar:</b> Passive forms <b>Pronunciation:</b> → Auxiliary verbs in passives (p.116) <b>Speaking:</b> Describe a process	<b>5.3 &gt; Communication skills: Collaborating</b>  <b>Video:</b> Collaborating on a project <b>Functional language:</b> Agreeing and disagreeing <b>Task:</b> A meeting to discuss controversial proposals	<b>5.4 &gt; Business skills: Negotiating</b>  <b>Listening:</b> Negotiating new terms and conditions <b>Functional language:</b> Negotiating <b>Task:</b> Negotiate a new deal	<b>5.5 &gt; Writing: Letter of complaint</b>  <b>Model text:</b> Letter of complaint <b>Functional language:</b> Useful phrases for letters of complaint <b>Grammar:</b> Linking <b>Task:</b> Write a letter of complaint	<b>Business workshop &gt; 5</b> Robots wanted for warehouse (p.96)  <b>Listening:</b> Criteria for choosing a supplier; Teleconferences with suppliers <b>Task:</b> Negotiate and select a supplier <b>Writing:</b> A formal email confirming the result of the negotiation
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**UNIT 6 > ENTREPRENEURS p.57**
**Videos:** 6.1 The world's first ethical smartphone 6.3 Influencing styles: push and pull

<b>6.1 &gt; Fairphone</b>  <b>Video:</b> The world's first ethical smartphone <b>Vocabulary:</b> Running a business <b>Pronunciation:</b> → Consonant-vowel linking (p.116) <b>Project:</b> Brainstorm and present new business ideas	<b>6.2 &gt; Young entrepreneurs</b>  <b>Reading:</b> Leaving Harvard to start a business <b>Grammar:</b> Reported speech <b>Speaking:</b> Talk to a journalist about your start-up <b>Writing:</b> An email/article based on the interview	<b>6.3 &gt; Communication skills: Influencing</b>  <b>Video:</b> Influencing styles: push and pull <b>Functional language:</b> Dealing with objections <b>Task:</b> Influencing others to overcome objections	<b>6.4 &gt; Business skills: Presenting facts and figures</b>  <b>Listening:</b> A presentation based on visual data <b>Functional language:</b> Presenting visual information <b>Pronunciation:</b> → Intonation and discourse marking in presentations (p.116) <b>Task:</b> A presentation to an investor	<b>6.5 &gt; Writing: Summarising</b>  <b>Model text:</b> Summary of a business talk <b>Functional language:</b> Summarising <b>Grammar:</b> Order of information in sentences <b>Task:</b> Listen to a talk and write a summary	<b>Business workshop &gt; 6</b> Doable crowdfunding (p.98)  <b>Listening:</b> Three crowdfunding pitches <b>Speaking:</b> Decide which crowdfunding project to back <b>Task:</b> Prepare and deliver a crowdfunding pitch
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**UNIT 7 > WORKING ABROAD p.67**
**Videos:** 7.1 Working abroad 7.3 Decision-making styles

<b>7.1 &gt; Global work cultures</b>  <b>Video:</b> Working abroad <b>Vocabulary:</b> Working abroad: Adjectives, prefixes, opposites <b>Project:</b> Research a different work or study culture	<b>7.2 &gt; Cultural anecdotes</b>  <b>Listening:</b> Working in other cultures <b>Grammar:</b> Past tenses: Past Simple, Past Continuous and Past Perfect Simple <b>Pronunciation:</b> → Phrasing and intonation in past sentences (p.117) <b>Speaking:</b> Tell an anecdote <b>Writing:</b> An anecdote	<b>7.3 &gt; Communication skills: Decision-making</b>  <b>Video:</b> Decision-making styles <b>Pronunciation:</b> → Strong or weak? (p.117) <b>Functional language:</b> Expressing preferences <b>Task:</b> Discuss preferences and reach agreement	<b>7.4 &gt; Business skills: Relationship-building</b>  <b>Listening:</b> Conversations at a networking event <b>Functional language:</b> Keeping a conversation going <b>Task:</b> Meeting new people at an induction day	<b>7.5 &gt; Writing: Making recommendations</b>  <b>Model text:</b> Report giving suggestions, advice and recommendations <b>Functional language:</b> Formal/neutral/informal language for recommendations <b>Grammar:</b> First and second conditional <b>Task:</b> Write a report giving suggestions, advice and recommendations	<b>Business workshop &gt; 7</b> Cross-cultural consultants (p.100)  <b>Reading:</b> Blog posts on cultural awareness <b>Listening:</b> Interviews with staff about working internationally <b>Task:</b> Prepare and present recommendations for working in your culture <b>Writing:</b> A formal email confirming the outcome of the presentations
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**UNIT 8 > LEADERSHIP p.77**
**Videos:** 8.1 Safari Vet School 8.3 Positive and developmental feedback

<b>8.1 &gt; Learning to lead</b>  <b>Video:</b> Safari Vet School <b>Pronunciation:</b> → Glottal stops (p.117) <b>Vocabulary:</b> Leadership <b>Project:</b> Discuss and write about a great leader	<b>8.2 &gt; Neuroleadership</b>  <b>Reading:</b> Business leaders need neuroscience <b>Grammar:</b> Relative clauses <b>Pronunciation:</b> → Phrasing and intonation in relative clauses (p.117) <b>Speaking:</b> Truth or lie game using relative clauses	<b>8.3 &gt; Communication skills: Giving and receiving feedback</b>  <b>Video:</b> Positive and developmental feedback <b>Functional language:</b> Giving and responding to feedback <b>Task:</b> Give and respond to developmental feedback	<b>8.4 &gt; Business skills: Leading meetings</b>  <b>Listening:</b> Managing a team meeting <b>Functional language:</b> Leading and managing meetings <b>Task:</b> Lead a mini-meeting	<b>8.5 &gt; Writing: Informing of a decision</b>  <b>Model text:</b> Email about decisions made by Board of Directors <b>Functional language:</b> Formal and semi-formal language for decisions <b>Grammar:</b> Reduced relative clauses <b>Task:</b> Write a formal email to inform staff of decisions made	<b>Business workshop &gt; 8</b> Talent management (p.102)  <b>Listening:</b> Three employees talking about their training needs <b>Reading:</b> Profiles of training courses <b>Task:</b> Design a development plan for an employee <b>Writing:</b> An email to justify a training course
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