

# Advance Institute of Business - Corporate Training Level 7

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UNIT 1 > MARKET RESEARCH		1.1 Types of market research 1.3 The needs of a new client			
<b>1.1 &gt; Market research methods</b>	<b>1.2 &gt; Working with a focus group</b>	<b>1.3 &gt; Communication skills:</b> Carrying out a needs analysis	<b>1.4 &gt; Business skills:</b> Dealing with questions	<b>1.5 &gt; Writing:</b> Reports - Summary findings	<b>Business workshop &gt; 1</b> Improving the image
<b>Video:</b> ▶ Types of market research <b>Vocabulary:</b> Terms in market research <b>Project:</b> How market research affects brands	<b>Listening:</b> ◀ A focus group about a new app <b>Grammar:</b> Question tags <b>Pronunciation:</b> → Intonation in questions tags <b>Speaking:</b> Catching up with an old friend	<b>Video:</b> ▶ The needs of a new client <b>Functional language:</b> Using leading and open questions to effect <b>Pronunciation:</b> → Indian English pronunciation <b>Task:</b> Agreeing details of a corporate event	<b>Listening:</b> ◀ A presentation with questions and answers <b>Functional language:</b> Responding to questions during a presentation <b>Task:</b> Propose a change and respond to questions	<b>Model text:</b> Summary findings from a report <b>Functional language:</b> Summarising findings of a report or survey <b>Grammar:</b> ▶ Reporting verb patterns <b>Task:</b> Write a summary of survey findings	<b>Listening:</b> ◀ A crisis management meeting <b>Reading:</b> Market research options <b>Task:</b> Prepare a market research plan to improve the brand image
UNIT 2 > GIVE AND TAKE		2.1 How can bosses help develop staff? 2.3 Changing an agreement			
<b>2.1 &gt; Manager or mentor?</b>	<b>2.2 &gt; Kindness or success?</b>	<b>2.3 &gt; Communication skills:</b> Changing an agreement	<b>2.4 &gt; Business skills:</b> Collaboration	<b>2.5 &gt; Writing:</b> Emails - Stating requirements	<b>Business workshop &gt; 2</b> Try to see it my way
<b>Video:</b> ▶ How can bosses help develop staff? <b>Vocabulary:</b> Giving back <b>Project:</b> An ideal mentor	<b>Reading:</b> Why it can be cruel to be kind in the workplace <b>Grammar:</b> Cleft sentences <b>Pronunciation:</b> → Intonation in cleft sentences <b>Speaking:</b> Discussing statements about yourself	<b>Video:</b> ▶ Changing an agreement <b>Functional language:</b> Renegotiation of an agreement <b>Task:</b> Renegotiating details of a client agreement	<b>Listening:</b> ◀ A brainstorming meeting to address falling sales <b>Pronunciation:</b> → Southern U.S. English pronunciation <b>Functional language:</b> Promoting collaboration <b>Task:</b> Leading and participating in meetings to agree on best ideas	<b>Model text:</b> Email stating requirements <b>Functional language:</b> Formal and less formal phrases for requirements and reasons <b>Grammar:</b> ▶ Future Perfect Simple and Continuous <b>Task:</b> Write a bulleted and non-bulleted email stating requirements	<b>Listening:</b> ◀ Conversations between call centre staff about training and communication issues <b>Task:</b> Agree how to address problems between staff and managers based on survey findings <b>Writing:</b> Guidelines for staff and managers
UNIT 3 > MONEY MATTERS		3.1 A mobile money service in Uganda 3.3 Presentation styles			
<b>3.1 &gt; Mobile banking</b>	<b>3.2 &gt; Managing money</b>	<b>3.3 &gt; Communication skills:</b> Presentation styles	<b>3.4 &gt; Business skills:</b> Defending your ideas	<b>3.5 &gt; Writing:</b> Letter of complaint	<b>Business workshop &gt; 3</b> Managing your money
<b>Video:</b> ▶ A mobile money service in Uganda <b>Vocabulary:</b> Personal banking <b>Project:</b> Banking preferences survey	<b>Listening:</b> ◀ Two experiences of managing money <b>Grammar:</b> Phrasal verbs <b>Pronunciation:</b> → Stress in phrasal verbs <b>Speaking and writing:</b> Anecdotes about saving up or paying back money	<b>Video:</b> ▶ Presentation styles <b>Functional language:</b> Fact-based and emotion-based presentations <b>Pronunciation:</b> → Chunking and stress in presentations <b>Task:</b> Giving a fact-based or emotion-based presentation	<b>Listening:</b> ◀ Presenting and defending ideas for a banking app <b>Functional language:</b> Defending ideas and describing consequences <b>Task:</b> Presenting a proposal and defending it	<b>Model text:</b> Letter of complaint <b>Functional language:</b> Useful phrases for a letter of complaint <b>Grammar:</b> ▶ Participle clauses <b>Task:</b> Write a formal letter of complaint	<b>Reading:</b> Millennials fall behind on living standards <b>Listening:</b> Regional managers discussing banking for millennials <b>Task:</b> Select financial products to meet the needs of millennials
UNIT 4 > CHALLENGES		4.1 Climate change and coffee agriculture 4.3 Saying 'no' firmly and politely			
<b>4.1 &gt; Environmental challenges</b>	<b>4.2 &gt; Cyber challenges</b>	<b>4.3 &gt; Communication skills:</b> Saying 'no' firmly and politely	<b>4.4 &gt; Business skills:</b> Challenging conversations	<b>4.5 &gt; Writing:</b> Proposals - Recommendations	<b>Business workshop &gt; 4</b> Business Challenges
<b>Video:</b> ▶ Climate change and coffee agriculture <b>Vocabulary:</b> Collocations: the environment <b>Project:</b> Sustainable solutions	<b>Reading:</b> Global cyberattack is a warning for 'internet of things' <b>Grammar:</b> Perfect aspect <b>Pronunciation:</b> → Weak forms in perfect tenses <b>Speaking:</b> Discussing smart technology <b>Writing:</b> A short blog post	<b>Video:</b> ▶ Saying 'no' firmly and politely <b>Functional language:</b> Managing challenging negotiations <b>Task:</b> Negotiating allocation of tasks with a colleague	<b>Listening:</b> ◀ A difficult conversation about promotion <b>Functional language:</b> Managing challenging conversations <b>Pronunciation:</b> → Volume and tone of voice in challenging conversations <b>Task:</b> Dealing with a challenging conversation to reach a positive outcome	<b>Model text:</b> Recommendations from a proposal <b>Functional language:</b> Recommendations <b>Grammar:</b> ▶ Compound nouns and adjectives <b>Task:</b> Write the recommendations section of a proposal	<b>Speaking:</b> Brainstorm ideas for a documentary series about business challenges <b>Listening:</b> ◀ Discussing presentation slides for the documentary proposal <b>Task:</b> Present a proposal for the documentary series using slides

**UNIT 5 > GLOBAL MOBILITY**

5.1 Experiences of secondments abroad 5.3 Giving feedback on performance

<b>5.1 &gt; Secondments abroad</b>	<b>5.2 &gt; Relocation and retention</b>	<b>5.3 &gt; Communication skills:</b> Giving feedback on performance	<b>5.4 &gt; Business skills:</b> Presentations	<b>5.5 &gt; Writing:</b> Blog describing relocation	<b>Business workshop &gt; 5</b> Ready for relocation?
<b>Video:</b> ▶ Experiences of secondments abroad <b>Vocabulary:</b> Relocation and secondment <b>Pronunciation:</b> → Stress patterns in word building <b>Project:</b> Relocating to a new country	<b>Reading:</b> Toyota helps relocating employees stay in the family <b>Grammar:</b> Inversion <b>Pronunciation:</b> → Stress and intonation in inversions <b>Speaking:</b> Discussing your studies or career	<b>Video:</b> ▶ Giving feedback on performance <b>Functional language:</b> Talking about performance <b>Task:</b> Conducting performance reviews	<b>Listening:</b> ▶ A presentation about global careers <b>Functional language:</b> Developing a convincing argument <b>Task:</b> Presenting an argument for or against something	<b>Model text:</b> Blog post about a relocation experience <b>Functional language:</b> Describing an experience in a blog post <b>Grammar:</b> ▶ Past Perfect Continuous <b>Task:</b> Write a blog post about a secondment	<b>Listening:</b> ▶ A presentation about relocation opportunities ; Staff discussing the pros and cons of relocation <b>Task:</b> Negotiating a secondment contract <b>Writing:</b> A summary of the outcome of the negotiation

**UNIT 6 > ALLIANCES**

6.1 Strategic alliances in the airline industry 6.3 Dealing with conflict

<b>6.1 &gt; Strategic alliances</b>	<b>6.2 &gt; Business partnerships</b>	<b>6.3 &gt; Communication skills:</b> Diffusing conflict	<b>6.4 &gt; Business skills:</b> Learning from mistakes	<b>6.5 &gt; Writing:</b> Report extract	<b>Business workshop &gt; 6</b> Growing the business
<b>Video:</b> ▶ Strategic alliances in the airline industry <b>Vocabulary:</b> Alliances and acquisitions <b>Project:</b> Choosing a partner	<b>Listening:</b> ▶ Types of business partnerships <b>Grammar:</b> Past modals <b>Pronunciation:</b> → Weak forms in past modals <b>Speaking:</b> Anecdotes about when things didn't go according to plan	<b>Video:</b> ▶ Dealing with conflict <b>Functional language:</b> Diffusing conflict <b>Task:</b> Managing potential conflict between an event organiser and its sponsor	<b>Listening:</b> ▶ Discussing mistakes in an IT project and lessons learnt <b>Pronunciation:</b> → Scottish English pronunciation <b>Functional language:</b> Analysing and learning from mistakes <b>Task:</b> Talking about a useful mistake you learnt from	<b>Model text:</b> Report extract <b>Functional language:</b> Useful structures and phrases for reports <b>Grammar:</b> ▶ Different ways of expressing the future <b>Task:</b> Write a formal report extract	<b>Listening:</b> ▶ Business partners discuss ways to grow their business <b>Reading:</b> Options for business expansion <b>Speaking:</b> Complete a SWOT analysis <b>Task:</b> Choose the best option to grow the business and write a summary of your reasons

**UNIT 7 > RISK**

7.1 Managing earthquake risk 7.3 Dealing with risk

<b>7.1 &gt; A resilient building</b>	<b>7.2 &gt; Risk in investment</b>	<b>7.3 &gt; Communication skills:</b> Dealing with risk	<b>7.4 &gt; Business skills:</b> Analysing risk	<b>7.5 &gt; Writing:</b> Accident report	<b>Business workshop &gt; 7</b> What could possibly go wrong?
<b>Video:</b> ▶ Managing earthquake risk <b>Vocabulary:</b> Managing and minimising risk <b>Pronunciation:</b> → Linking between words <b>Project:</b> Emergency protocol	<b>Reading:</b> The man who changed the investment industry <b>Grammar:</b> Second, third and mixed conditionals <b>Pronunciation:</b> → Intonation in conditionals <b>Speaking:</b> How your life would be different if	<b>Video:</b> ▶ Dealing with risk <b>Functional language:</b> Talking about risk <b>Task:</b> Discussing how to manage risks for an upcoming event	<b>Listening:</b> ▶ Discussing project risks using a probability impact matrix <b>Functional language:</b> Analysing risks <b>Task:</b> Discussing travel risks and placing them on a matrix	<b>Model text:</b> Accident report <b>Functional language:</b> Useful phrases for an accident report <b>Grammar:</b> ▶ Alternatives to <i>if</i> <b>Task:</b> Write an accident report	<b>Reading:</b> Profiles of three start-ups <b>Listening:</b> ▶ Advice on risk assessment for business owners <b>Task:</b> Create a risk-management plan for a start-up <b>Writing:</b> A description of how the start-up performed

Review

**UNIT 8 > DECISIONS**

8.1 The Idle Man 8.3 Influencing a decision

<b>8.1 &gt; The Idle Man</b>	<b>8.2 &gt; Better decision-making</b>	<b>8.3 &gt; Communication skills:</b> Influencing a decision	<b>8.4 &gt; Business skills:</b> Maintaining relationships	<b>8.5 &gt; Writing:</b> Describing a decision	<b>Business workshop &gt; 8</b> Decisions, decisions
<b>Video:</b> ▶ The Idle Man <b>Vocabulary:</b> Decisions <b>Project:</b> The head or heart debate	<b>Listening:</b> ▶ A lecture about decision-making <b>Pronunciation:</b> → South African English pronunciation <b>Grammar:</b> <i>to</i> + infinitive or <i>-ing</i> form <b>Writing:</b> A letter giving advice about a difficult situation	<b>Video:</b> ▶ Influencing a decision <b>Functional language:</b> Fact-based and emotion-based approaches to decision-making <b>Task:</b> Making decisions about suppliers	<b>Listening:</b> ▶ Managing a conversation in order to maintain a relationship <b>Functional language:</b> Relationship-oriented decision-making <b>Pronunciation:</b> → Stress and intonation in relationship-oriented decision-making <b>Task:</b> Managing difficult conversations using relationship-oriented decision-making	<b>Model text:</b> Letter describing a decision <b>Functional language:</b> Describing a decision, potential problems and next steps <b>Grammar:</b> ▶ Ways to avoid repeating words <b>Task:</b> Write a formal letter describing a decision	<b>Reading:</b> A report on the growth potential of ethnic food in the USA <b>Listening:</b> ▶ Interviews with managers of the Sushi Bar Brazil restaurants <b>Task:</b> Propose a strategy to expand the restaurant chain and address current issues