

Advance Institute of Business - Business English Level 4

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UNIT 1 > CAREER CHOICES

1.1 > Transferable skills	1.2 > Careers advice	1.3 > Communication skills: Building rapport	1.4 > Business skills: Networking	1.5 > Writing: Emails – Introducing yourself	Business workshop > 1 Global recruitment agency
Video: ▶ Transferable skills Vocabulary: Transferable skills Pronunciation: → Word stress Project: Writing a job description	Listening: ◀ Careers advice programme Grammar: Advice and suggestions Pronunciation: → Voice range Speaking: Advising how to improve an online profile	Video: ▶ Building rapport Functional language: Asking questions to build rapport Task: Building rapport during a short conversation	Listening: ◀ Advice on networking Functional language: Networking at a careers event Task: Meeting a recruiter at a careers event	Model text: Email introducing yourself Functional language: Formal and informal language Grammar: ▶ Adverbs of degree Task: Write an introduction email	Listening: ◀ Initial job interviews Reading: Job listing Task: Discuss job candidates

UNIT 2 > BUSINESS SECTORS

2.1 > Japan's economy	2.2 > The energy industry	2.3 > Communication skills: Dealing with interruptions	2.4 > Business skills: Voicemail messages	2.5 > Writing: Emails – Action points	Business workshop > 2 Investing your money
Video: ▶ Japan's economy Vocabulary: Sectors and industries Project: Research sectors and industries	Pronunciation: → Stress in compound nouns and noun phrases Reading: Big oil: From black to green Grammar: Past Simple and Past Continuous Writing: A short story	Video: ▶ Induction meeting Functional language: Interrupting and dealing with interruptions Pronunciation: → Stress in phrases for turn taking Task: Discussion during a meeting	Listening: ◀ Four voicemail messages Functional language: Leaving a voicemail message Task: Leave a voicemail message	Model text: Email with action points Functional language: Action points Grammar: ▶ <i>will</i> and <i>going to</i> Task: Email with action points	Listening: ◀ Investing Speaking: Investor's checklist Task: Choose a company to invest in

UNIT 3 > PROJECTS

3.1 > Project management	3.2 > Large-scale projects	3.3 > Communication skills: Giving instructions	3.4 > Business skills: Meetings: Updates and action	3.5 > Writing: Email requesting an update	Business workshop > 3 The grand opening
Video: ▶ Project management Vocabulary: Managing projects; word building Pronunciation: → Stress in derived words Project: A project debriefing and lessons learnt	Listening: ◀ Three canals Grammar: Comparatives and superlatives Pronunciation: → Weak forms in comparisons Speaking: Choosing the winning bid	Video: ▶ Resolving a problem with a schedule change Functional language: Giving and responding to instructions, standing your ground Task: Giving and responding to instructions	Listening: ◀ A stand-up meeting Functional language: Asking for and giving updates Task: An update meeting	Model text: Email requesting an update Functional language: Asking for information Grammar: ▶ <i>(not) enough</i> Task: Email requesting an update	Listening: ◀ Understanding project priorities Reading: Analysing follow-up emails Task: Hold a project meeting

UNIT 4 > GLOBAL MARKETS

4.1 > One size fits all	4.2 > Online markets	4.3 > Communication skills: Managing conversations	4.4 > Business skills: Building consensus	4.5 > Writing: Letter confirming an order	Business workshop > 4 Hand-made
Video: ▶ A food company's strategy for growth Vocabulary: Global markets: adjective and noun collocations; word building Project: Adapt a product to a new market	Reading: Who wants to be a sofapreneur? Grammar: Present Simple and Past Simple passive Writing: A product description	Video: ▶ Managing conversations Functional language: Changing the subject and staying on track Pronunciation: → Pronunciation of <i>-(e)s</i> endings Task: A conversation between a client and a supplier	Listening: ◀ A meeting to build consensus Functional language: Reaching agreement Pronunciation: → Consonant-vowel linking between words Task: A discussion to reach agreement	Model text: Letter confirming an order Functional language: Confirming order details Grammar: ▶ Verbs + prepositions Task: Write an order confirmation letter	Listening: Key factors for global business Speaking: Doing market research Task: Choose a strategy to go global

UNIT 5 > DESIGN AND INNOVATION

5.1 > Innovative product design	5.2 > Product testing	5.3 > Communication skills: Managing information	5.4 > Business skills: Selling a product	5.5 > Writing: Product review	Business workshop > 5 Smart fabric
Video: ▶ Eatsa Vocabulary: Technological innovation; Describing innovative products Pronunciation: → Numbers of syllables in words Project: Innovation in business	Reading: A dream job in product development Grammar: Present Perfect Simple with <i>just, already</i> and <i>yet</i> Pronunciation: → Contrastive stress Speaking: A typical day at work	Video: ▶ Managing information Functional language: Asking open and closed questions Task: Getting feedback on presentation skills	Listening: ◀ Two sales presentations Functional language: Describing features and benefits Task: Present a product	Model text: Product review Functional language: Language of reviews Grammar: ▶ Order of adjectives before nouns Task: Write a review	Reading and listening: ▶ Market research Task: Choose a product to develop

UNIT 6 > SAFETY AND SECURITY

6.1 > Safety at work	6.2 > Being security-conscious	6.3 > Communication skills: Dealing with disagreement	6.4 > Business skills: Dealing with conflict	6.5 > Writing: Instructions and warnings	Business workshop > 6 Visitor safety
Video: ▶ Health and safety at a company Vocabulary: Health and safety Project: Accident questionnaire	Listening: ▶ Security measures in the workplace Grammar: Modal verbs of prohibition, obligation and no obligation Pronunciation: → Phrasing and pausing Writing: Email about new security measures	Video: ▶ Dealing with disagreement Functional language: Explaining rules and requirements Task: Convincing someone of your arguments	Listening: ▶ Discussion about a problem at work Functional language: Resolving a conflict Pronunciation: → Stress in phrases Task: Resolving a conflict	Model text: Instructions on using equipment Functional language: Instructions and warnings Grammar: ▶ Linking words for time Task: Guidelines for company staff	Reading: Safety and security Listening: Risk assessment Task: Prepare a visitor safety and security report

UNIT 7 > CUSTOMER SERVICE

7.1 > Airline customer service	7.2 > Hanging on the telephone	7.3 > Communication skills: Responding to customer concerns	7.4 > Business skills: Generating and presenting ideas	7.5 > Writing: External 'thank you' email	Business workshop > 7 Red Cushion Furniture
Video: ▶ Customer service in the airline industry Vocabulary: Customer service Project: Design a premium service	Listening: ▶ Complaint about a service Grammar: Verb + <i>to</i> -infinitive or <i>-ing</i> Pronunciation: → Unstressed syllables at the end of a sentence Writing: A complaint on a company forum	Video: ▶ Solving customer problems Functional language: Responding to customer concerns Task: Deal with customer complaints	Listening: ▶ Training day on customer service Functional language: Discussing and presenting ideas Pronunciation: → Introducing a topic Task: Generate and present ideas	Model text: A 'thank you' email Functional language: Opening, giving details and closing a 'thank you' email Grammar: ▶ <i>some (of), any, all (of), most (of), no, none (of)</i> Task: A 'thank you' email	Reading: Customer complaints Listening: ▶ Dealing with angry customers Task: Turn failure into success

UNIT 8 > COMMUNICATION

8.1 > Face to face?	8.2 > How to communicate	8.3 > Communication skills: Closing a deal	8.4 > Business skills: Talking about priorities	8.5 > Writing: Short report	Business workshop > 8 Global communication
Video: ▶ Improving communication in the workplace Vocabulary: Digital communication Project: Communication survey	Reading: Three tips for effective workplace communication Grammar: First and second conditional Pronunciation: → Conditional sentences Speaking: Solutions to communication problems	Video: ▶ Closing a deal Functional language: Closing a deal Task: Trying to close a deal	Listening: ▶ Setting priorities Functional language: Talking about priorities Task: Prioritising	Model text: A short report Functional language: Introduction, findings and recommendations Grammar: ▶ Past Perfect Simple Pronunciation: → Contractions in speech Task: Write a short report	Listening: ▶ Communication problems Reading: Email exchanges about a problem Task: Recommend ways to improve communication