

# Advance Institute of Business - Business English Level 7

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## UNIT 1 > MARKET RESEARCH

<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

<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

<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

<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 &gt; GLOBAL MOBILITY

## 5.1 &gt; Secondments abroad

**Video:** ▶ Experiences of secondments abroad  
**Vocabulary:** Relocation and secondment  
**Pronunciation:**  
 → Stress patterns in word building  
**Project:** Relocating to a new country

## 5.2 &gt; Relocation and retention

**Reading:** Toyota helps relocating employees stay in the family  
**Grammar:** Inversion  
**Pronunciation:**  
 → Stress and intonation in inversions  
**Speaking:** Discussing your studies or career

## 5.3 &gt; Communication skills: Giving feedback on performance

**Video:** ▶ Giving feedback on performance  
**Functional language:** Talking about performance  
**Task:** Conducting performance reviews

## 5.4 &gt; Business skills: Presentations

**Listening:**  
 ▶ A presentation about global careers  
**Functional language:** Developing a convincing argument  
**Task:** Presenting an argument for or against something

## 5.5 &gt; Writing: Blog describing relocation

**Model text:** Blog post about a relocation experience  
**Functional language:** Describing an experience in a blog post  
**Grammar:** ▶ Past Perfect Continuous  
**Task:** Write a blog post about a secondment

Business workshop > 5  
Ready for relocation?

**Listening:**  
 ▶ A presentation about relocation opportunities ; Staff discussing the pros and cons of relocation  
**Task:** Negotiating a secondment contract  
**Writing:** A summary of the outcome of the negotiation

## UNIT 6 &gt; ALLIANCES

## 6.1 &gt; Strategic alliances

**Video:** ▶ Strategic alliances in the airline industry  
**Vocabulary:** Alliances and acquisitions  
**Project:** Choosing a partner

## 6.2 &gt; Business partnerships

**Listening:** ▶ Types of business partnerships  
**Grammar:** Past modals  
**Pronunciation:**  
 → Weak forms in past modals  
**Speaking:** Anecdotes about when things didn't go according to plan

## 6.3 &gt; Communication skills: Diffusing conflict

**Video:** ▶ Dealing with conflict  
**Functional language:** Diffusing conflict  
**Task:** Managing potential conflict between an event organiser and its sponsor

## 6.4 &gt; Business skills: Learning from mistakes

**Listening:** ▶ Discussing mistakes in an IT project and lessons learnt  
**Pronunciation:**  
 → Scottish English pronunciation  
**Functional language:** Analysing and learning from mistakes  
**Task:** Talking about a useful mistake you learnt from

## 6.5 &gt; Writing: Report extract

**Model text:** Report extract  
**Functional language:** Useful structures and phrases for reports  
**Grammar:** ▶ Different ways of expressing the future  
**Task:** Write a formal report extract

Business workshop > 6  
Growing the business

**Listening:** ▶ Business partners discuss ways to grow their business  
**Reading:** Options for business expansion  
**Speaking:** Complete a SWOT analysis  
**Task:** Choose the best option to grow the business and write a summary of your reasons

## UNIT 7 &gt; RISK

## 7.1 &gt; A resilient building

**Video:** ▶ Managing earthquake risk  
**Vocabulary:** Managing and minimising risk  
**Pronunciation:**  
 → Linking between words  
**Project:** Emergency protocol

## 7.2 &gt; Risk in investment

**Reading:** The man who changed the investment industry  
**Grammar:** Second, third and mixed conditionals  
**Pronunciation:**  
 → Intonation in conditionals  
**Speaking:** How your life would be different if

## 7.3 &gt; Communication skills: Dealing with risk

**Video:** ▶ Dealing with risk  
**Functional language:** Talking about risk  
**Task:** Discussing how to manage risks for an upcoming event

## 7.4 &gt; Business skills: Analysing risk

**Listening:** ▶ Discussing project risks using a probability impact matrix  
**Functional language:** Analysing risks  
**Task:** Discussing travel risks and placing them on a matrix

## 7.5 &gt; Writing: Accident report

**Model text:** Accident report  
**Functional language:** Useful phrases for an accident report  
**Grammar:**  
 ▶ Alternatives to *if*  
**Task:** Write an accident report

Business workshop > 7  
What could possibly go wrong?

**Reading:** Profiles of three start-ups  
**Listening:** ▶ Advice on risk assessment for business owners  
**Task:** Create a risk-management plan for a start-up  
**Writing:** A description of how the start-up performed

Review

## UNIT 8 &gt; DECISIONS

## 8.1 &gt; The Idle Man

**Video:** ▶ The Idle Man  
**Vocabulary:** Decisions  
**Project:** The head or heart debate

## 8.2 &gt; Better decision-making

**Listening:** ▶ A lecture about decision-making  
**Pronunciation:**  
 → South African English pronunciation  
**Grammar:** *to* + infinitive or *-ing* form  
**Writing:** A letter giving advice about a difficult situation

## 8.3 &gt; Communication skills: Influencing a decision

**Video:** ▶ Influencing a decision  
**Functional language:** Fact-based and emotion-based approaches to decision-making  
**Task:** Making decisions about suppliers

## 8.4 &gt; Business skills: Maintaining relationships

**Listening:** ▶ Managing a conversation in order to maintain a relationship  
**Functional language:** Relationship-oriented decision-making  
**Pronunciation:**  
 → Stress and intonation in relationship-oriented decision-making  
**Task:** Managing difficult conversations using relationship-oriented decision-making

## 8.5 &gt; Writing: Describing a decision

**Model text:** Letter describing a decision  
**Functional language:** Describing a decision, potential problems and next steps  
**Grammar:** ▶ Ways to avoid repeating words  
**Task:** Write a formal letter describing a decision

Business workshop > 8  
Decisions, decisions

**Reading:** A report on the growth potential of ethnic food in the USA  
**Listening:** ▶ Interviews with managers of the Sushi Bar Brazil restaurants  
**Task:** Propose a strategy to expand the restaurant chain and address current issues