

Advance Institute of Business - Business English Level 8

www.advanceinstitute.com.au

| Brisbane, Australia

| +61 424 629 995

| advance@advanceinstitute.com.au

UNIT 1 > INNOVATION

1.1 > An innovative approach	1.2 > How innovators think	1.3 > Communication skills: Pitching your ideas	1.4 > Business skills: Engaging presentations	1.5 > Writing: Investment research	Business workshop >> 1 Innovative thinking
Video: 📺 Innovation Director, Haiyan Zhang Vocabulary: Innovation Project: The impact of technology	Reading: Understanding what makes inventors tick Grammar: Articles: <i>a/an, the</i> , no article Writing: An intranet post on creativity Spoken English: 🗣️➔ We need a chain of command	Preparation: Pitching an idea for a magazine section Roleplay: A pitch Video: 📺 Pitching your ideas	Listening: 🗣️ Presentation by a senior sales director Useful language: Techniques for engaging an audience Task: Opening and closing a presentation	Model text: Research report Useful language: Topic sentences and cohesion Grammar: ➡ Substitution of nouns and noun phrases Task: Write a research report based on a SWOT analysis	Listening: 🗣️ A presentation about innovation Speaking: Types of innovation Task: Create a set of recommendations Writing: An email explaining a choice

UNIT 2 > LIFE CYCLE

2.1 > A circular economy	2.2 > Product life cycles	2.3 > Communication skills: Reformulating and clarifying	2.4 > Business skills: Effective meetings	2.5 > Writing: Minutes of a meeting	Business workshop >> 2 Achieving a circular economy
Video: 📺 Take, make, dispose? Vocabulary: Circular economies Project: Replacing electronic devices	Listening: 🗣️ Podcast – Manufacturing and the environment Grammar: Additional passive structures Speaking and writing: Discussing and writing about a plan for waste management	Preparation: Meeting to discuss an article Roleplay: Discussion meeting about an article Video: 📺 Reformulating and clarifying	Listening: 🗣️ Conference call to announce details of a new business partnership Useful language: Communication principles Task: Putting forward problems and proposals in a meeting Spoken English: 🗣️➔ I do wonder really where it all ends up, I mean	Model text: Notes and full minutes of a meeting Useful language: Language for writing minutes Grammar: ➡ Ellipsis Task: Use notes to write full minutes of a meeting	Listening: 🗣️ A symposium talk about implementing a circular economy Reading: Reports on environmental initiatives Task: Make an action plan

UNIT 3 > FINANCE AND INVESTMENT

3.1 > How traders work	3.2 > Financial investments	3.3 > Communication skills: Challenging facts politely	3.4 > Business skills: Exploring options	3.5 > Writing: Budget report	Business workshop >> 3 Financial strategy
Video: 📺 Trader Piers Curran Vocabulary: Finance and investment Project: Presentation on types of investments	Listening: 🗣️ Talks offering investment advice Grammar: Expressing attitudes to the future Writing: An email to discuss personal financial investment options Spoken English: 🗣️➔ Don't put all your eggs in one basket	Preparation: Discussing research for an article Roleplay: Sharing research for a joint assignment Video: 📺 Challenging facts politely	Listening: 🗣️ Negotiation of an office lease Useful language: Questions in negotiations Task: Negotiating time involvement on a project	Model text: Budget report Useful language: Expressions for writing financial reports Grammar: ➡ Modal verbs: possibility Task: Write an executive summary of a budget report	Reading: Options for making an opportunity feasible Listening: 🗣️ A discussion evaluating financing options Task: Pitch an idea Writing: A request for financial support

UNIT 4 > DISRUPTORS

4.1 > Disruptors in business	4.2 > Disruptive innovation	4.3 > Communication skills: Finding solutions	4.4 > Business skills: Reporting and planning	4.5 > Writing: Supply chain choices	Business workshop >> 4 Disruption – planning ahead
Video: 📺 Game-changers Vocabulary: Disruptors and disruption; Collocations Project: Products we rely on Spoken English: 🗣️➔ My time is my own and I can take work or leave it	Reading: On the difficulty of defining disruption Grammar: Hypothesising Speaking and writing: Discussing and writing about the next big disruptor	Preparation: Finding ways to increase the magazine's revenue Roleplay: Brainstorming Video: 📺 Finding solutions	Listening: 🗣️ Meeting about change management Useful language: Expressions for discussing change Task: Interviewing for a change management consultancy role	Model text: Report Useful language: Phrases for a report Grammar: ➡ Emphasis using inversion and fronting Task: Write a report about company supply chains	Listening: 🗣️ A radio programme about the development and use of autonomous vehicles Speaking: Changes in transportation Task: Present a choice Writing: A handout for a presentation

UNIT 5 > CUSTOMER ENGAGEMENT

5.1 > Marketing strategies	5.2 > Persuasion	5.3 > Communication skills: Presenting research data	5.4 > Business skills: Building relationships on trust	5.5 > Writing: Advertising copy	Business workshop > 5 The art of persuasion (p.96)
Video: 📺 The psychology of shopping Vocabulary: Influencing customer behaviour Project: Planning a marketing campaign	Reading: Advice for time-pressed executives Grammar: Participle clauses Speaking: Priorities in financial decision-making Spoken English: ⚡ → I'd buy things at the drop of a hat p. 114	Preparation: Presenting and discussing research findings Roleplay: A presentation Video: 📺 Presenting research data	Listening: ⚡ Establishing a plan to diagnose problems among senior management Useful language: Expressions for trust-building Task: Using trust-building strategies to negotiate a good deal	Model text: Advertising copy for the Slanket Useful language: Language in advertising Grammar: 📌 Groups of adjectives and gradable adjectives Task: Write advertising copy for microwavable slippers	Listening: ⚡ A discussion about soft skills in the workplace Reading: Skills needed in different companies Task: Create a course

UNIT 6 > THE BUSINESS OF TOURISM

6.1 > The impact of tourism	6.2 > Evolving tourism	6.3 > Communication skills: Business networking	6.4 > Business skills: Storytelling in presentations	6.5 > Writing: Email to a business partner	Business workshop > 6 Sustainable business travel (p.98)
Video: 📺 Iceland's tourism boom Vocabulary: Tourism and hospitality Project: The tourist accommodation debate	Reading: Spanish tourism's journey from mass market to luxury Grammar: Review of past tenses and discourse markers Writing: An article about the development of tourism in your country	Preparation: Networking at a trade fair Roleplay: Networking Video: 📺 Business networking	Listening: ⚡ Conference presentation about environmental responsibility Useful language: Storytelling Task: Telling a story about a life lesson Spoken English: ⚡ → Mate, stop it – 'cause it's annoying p. 114	Model text: Emails discussing trip arrangements Useful language: Enquiring about and confirming travel arrangements Grammar: 📌 <i>If</i> and alternatives Task: Write emails to plan an international sales conference	Listening: ⚡ A response to corporate image damage Reading: An outline of preliminary findings Task: Create a travel policy Writing: An email summarising recommendations

UNIT 7 > MANAGING CONFLICT

7.1 > Workplace clashes	7.2 > The road to reconciliation	7.3 > Communication skills: Giving support and guidance	7.4 > Business skills: Mediating conflict	7.5 > Writing: Report on workplace conflict	Business workshop > 7 International team conflict (p.100)
Video: 📺 Issues at work Vocabulary: Conflict in the workplace Project: HR survey for managing conflict Spoken English: ⚡ → Some people just don't like change p. 115	Listening: ⚡ Meeting to resolve staff conflict Grammar: Hedging and tentative language Speaking: Defusing a workplace conflict	Preparation: Giving guidance to a team member Roleplay: An informal discussion about a colleague's behaviour Video: 📺 Giving support and guidance	Listening: ⚡ Conversations that deal with a conflict at work Useful language: Phrases for workplace mediation Task: Mediating between colleagues	Model text: HR report on a conflict Useful language: Phrases for writing a report about a workplace conflict Grammar: 📌 Prepositions and prepositional phrases Task: Write a report to explain a decision	Reading and listening: Survey results on team collaboration Reading: A blog post about culture and conflict Task: Introduce a training programme Writing: A blog post summarising a presentation

UNIT 8 > MINDSET

8.1 > The entrepreneurial mindset	8.2 > Mindsets	8.3 > Communication skills: Handling a performance review	8.4 > Business skills: Action learning	8.5 > Writing: Self-assessment	Business workshop > 8 Encouraging personal growth (p.102)
Video: 📺 Julie Deane and The Cambridge Satchel Company Vocabulary: The growth mindset Project: Setting a goal Spoken English: ⚡ → Ah, some of us are just worker bees, you know p. 115	Listening: ⚡ Interview with a professor of psychology Grammar: Verb patterns Speaking and writing: Discussing and writing about moving towards a growth mindset	Preparation: Holding a performance review Roleplay: A performance review meeting Video: 📺 Handling a performance review	Listening: ⚡ Action learning meeting Useful language: Expressions for effective action learning Task: Solving a problem through action learning	Model text: Self-assessment Useful language: Language for a self-assessment Grammar: 📌 Verb patterns Task: Write a self-assessment	Listening: ⚡ A discussion about employee retention Speaking: Job satisfaction Task: Choose a course Writing: A proposal for management