



Curriculum Outline Business English

(25 lessons)

A Guide for Business English Curriculum

BUSINESS ENGLISH

UNIT 1

ADVERTISING AND MARKETING

> ADVERTISING

Primary objective:

- To use vocabulary around Advertising and Advertising Channels in a Business English context

- Vocabulary covered: slogan, target market, demographics, advertising campaign, channels, pay-per-click, cost-per-click, cost-per-impression, banners, viral advertising, endorse, catchy, witty, memorable, persuasive, misleading, jingle, sponsor, plug, promote, take off, give out, spam, coupon, advertising agency, endorsement, niche

> BRANDS AND IDENTITY

Primary objective:

- To use vocabulary around Brands and Brand Identity in a Business English context

- To practice the use of common adjectives to describe a brand (e.g. reliable)

- To practice the use of brand collocations (e.g. brand awareness, brand loyalty etc..)

- To introduce the concept of a mission statement

- Vocabulary covered: brand, brand identity, brand mark, logo, brand characters, slogan, innovative, practical, trendy, luxurious, ethical, reliable, dependable, trustworthy, luxury brand, upscale, generic brand, discount brand, eco-friendly, organic, brand loyalty, brand identity, brand awareness, brand leader, brand equity, core values, mission statement, brand management, public relations, media coverage, press release, promotion, public outreach, buzz, trademark

> BUSINESS MARKETING

Primary objective:

- To introduce common vocabulary and terms used to talk about marketing a business including defining a marketing mix, pricing strategies, product features, promotions and distribution channels

- To review some common terms around internet marketing

- Vocabulary covered: affiliate marketing, blog, branding, bundle pricing, convenience, conversion rate, customer profile, customization, demographic, design, direct sales, freemium, inbound link, indexed pages, internal link, keyword, link building, mail order, marketing mix, market share, marketing plan, marketing strategy, multi-channel, packaging, peer to peer, penetration pricing, place, premium pricing, price, pricing strategy, product, promotion, psychological pricing, quality, retail, search ranking, skimming, traffic, value, warranty

UNIT 2

CUSTOMER SERVICE AND ETIQUETTE

> CUSTOMER SERVICE

Primary objective:

- To use vocabulary around customer service to express complaints, polite ways to complain, to request assistance and use the 1st conditional to make threats

- To introduce the use of customer service collocations (e.g. gather information, accept an apology)

- To introduce the use of common customer service phrasal verbs (e.g. look into, work out)

- Vocabulary covered: customer service, automated system, double-check, misunderstanding, exchange, short-temper, refund, appreciate, respond promptly, gather information, accept an apology, resolve a problem, request a refund, deal with a complaint, vent one's frustration, offer compensation, guarantee quality, ensure standards, demand an explanation, make it up to someone, put towards, paraphrase, get back to (someone), take care of (something), straighten (something) out, work out, look into (something)

> INTERNATIONAL BUSINESS ETIQUETTE

Primary objective:

- To use vocabulary around international business etiquette and cross-cultural communication

- To introduce the concepts of different business practices in different countries (attire, forms of address, gift giving etc..)

- To introduce the use of if and unless in present conditional situations

- Vocabulary covered: etiquette, protocol, offend, first impression, set the tone, business casual, conservatively, dress code, attire, the norm, handshake, firm, bow, form of address, on time, bribe, blunt, interrupt, flowery, provide, meet, pay, introduce, struggle, focus, return

UNIT 3

TELEPHONE COMMUNICATION AND EMAILS

> BUSINESS TELEPHONE COMMUNICATION

Primary objective:

- To use common vocabulary around business telephone conversations including introducing oneself, asking for someone, asking who is calling and taking a message
- To practice common telephone idioms (e.g. tied up, stepped out)
- To practice common phrasal verbs used in telephone conversations (e.g. hold on, hang up)
- To introduce the construction of is it possible + infinitive (e.g. is it possible to leave a message)
- Vocabulary covered: put (someone/a call) through, hold on, to be in/out, take a message, step out, tied up, have to run, get in touch, touch base, hang up, call back, pick up, get back to (someone), cut off, switch/turn off, speak up, reach (someone)

> BUSINESS EMAILS

Primary objective:

- To use common vocabulary around business emails including greetings, closings, stating the purpose of the email,
- To introduce some common verbs used in email language (e.g. attach, forward, reply, archive)
- To practice some common phrases used in emails (e.g. follow up, touch base, feel free)
- To introduce some common email acronyms (e.g. ASAP, btw, FYI)
- To practice reading email symbols (e.g. @ = at)
- Vocabulary covered: recipient, urgent, subject line, follow up (on something), touch base, thank you in advance, look forward to (something), do not hesitate to..., let me know, writing in regards to..., feel free to..., arrange a time to, regarding, attach, forward, reply, archive, enquire, CC:, BCC:, spam, attachment, inbox, outbox, signature, contact, out-of-office response, underscore, backslash, hyphen, dash, forward slash, prompt

UNIT 4

EMPLOYMENT AND INTERVIEWS

> EMPLOYMENT

Primary objective:

- To use common vocabulary around jobs and employment (e.g. apply, recruit, retire)
- To practice vocabulary around the concepts of employment benefits and perks, retirement, maternity/paternity leave and unemployment
- Practice the use of the passive form
- Vocabulary covered: apply, recruit, resign, retire, dismiss, background, bonus, promotion, personnel, perks, maternity and paternity leave, retirement age, pension, unemployment rate, unemployment benefits, lay off, (give) notice, (go on) strike, reimbursement, on-site, tuition, severance pay

> INTERVIEWS

Primary objective:

- To outline common vocabulary and expressions used in job interviews
- To introduce common adjectives used to describe workers (e.g. proactive) and specific job skills (e.g. communication skills)
- Vocabulary covered: application, background check, career fair, cold call, cover letter, experience, field, follow up, handshake, impression, job lead, job opening, networking, overqualified, pitfalls, prospective employer, qualification, referee, reference, research, strength, be a good fit, be a team player, handle pressure, reference, tackle, weakness, website

UNIT 5

RESUMES AND COVER LETTERS

> CREATING A RESUME/CV

Primary objective:

- To outline common vocabulary used in forming a CV and resume
- To practice common action verbs and collocations uses on a CV or resume
- To practice forming a personal statement
- Vocabulary covered: allocate resources, analyze data, analytical skills, assist with, broad range of, carry out, chaired, collaborate, compiled, conducted, CV, delegate tasks, develop, direct, ensure compliance, establish, expertise, facilitate, formulated, lectured, measured, meet tight deadlines, negotiated, overhauled, participate in, personal statement, present, preside over, proposed, recruited, resume, streamlined, supervise, versatile

> COVER LETTERS

Primary objective:

- To introduce and practice writing a resume/CV cover letter
- To introduce the concept of “strong English expressions” (used to express confidence)
- To introduce the expression look forward to, to close a cover letter
- To practice common salutations and closings for cover letters
- Vocabulary covered: attach, candidate, cover letter, demonstrate, discuss, employ, enquire about, excellence, exceed expectations, expand, great deal of, great fit, face-to-face, follow up, graduated from, highlight, interest in, in response, in person, in detail, innovation, letter of application, look forward to, potential employer, prior to, responsible for, reputation, surpass, worked as

UNIT 6

NEGOTIATION AND MEETINGS

> BUSINESS NEGOTIATION

Primary objective:

- To use common vocabulary used during negotiations
- To introduce common business negotiation idioms (e.g. get down to business, meet half-way)
- To practice being polite (including modal verbs for politeness, the past tense to be polite and other common ways to be polite)
- To practice the use of conditional phrases in negotiations (e.g. as long as, on condition that)
- Vocabulary covered: a show of hands, a win-win situation, meet half-way, stick to the point, get down to business, have (something) to add, close the deal, diplomatic, final offer, in favor of (something), concern, consideration, under one condition, proposal, consult, decline, interrupt, reconvene, recap, clarify, compromise, mutual, tactful, binding, non-negotiable, unanimous, face-to-face, provision, consensus, tactic, interest, contingency

> BUSINESS MEETINGS

Primary objective:

- To use common vocabulary used during different stages of a business meeting (introductions, reviewing past business/meeting notes, discussing items, finishing the meeting)
- To introduce common phrasal verbs used in business meetings (e.g. run out of, reach out)
- To introduce common expressions used in meetings
- Vocabulary covered: small talk, attending, absentees, standing in, tasks, the Chair / chairperson, minutes, prior commitment, run through, take over, go over, move on, agenda, item, input, on the same page, reach out to, break up, brainstorm, run out of (time), close, deal with, come back to (something), punctual, clarification, consensus, objectives, preside over

UNIT 7

HUMAN RESOURCES AND PUBLIC RELATIONS

> HUMAN RESOURCES

Primary objective:

- To introduce the common vocabulary used to describe the function of human resource management within a company
- Vocabulary covered: advise, administer, administrative functions, affirmative action, advise, benefits, conduct interviews, compensation, compliance, contract, cost-per-hire, deal with, dispute, employee relations, exit interview, human resources, identify, management, minority, onboarding, orientation, payroll, policy matters, prospective employee, provide, recruit, recruitment, relocation, resolve, scheduled time off, termination, turnover, unscheduled time off, vacancy

> PUBLIC RELATIONS

Primary objective:

- To introduce the common vocabulary used to describe the practice of public relations and public relations agency (PR agency)
- To practice developing press releases
- To provide a brief review of the past perfect tense
- Vocabulary covered: conduct, crisis, distribute, establish, evangelist, execute, exclusive, go viral, identity, in person, lead time, market research, media relations, mobilize, networking, news agency, on behalf of, online presence, pitch, public image, public relations, promote, public outreach, reputation, round-up, shares, social media, social mission, spin, sponsoring events, strategy, as the face of, unprecedented

UNIT 8

MOTIVATING EMPLOYEES AND ORGANISATIONAL STRUCTURE

> MOTIVATING EMPLOYEES

Primary objective:

- To introduce the common vocabulary used to describe employee motivation including work values, the qualities of strong leaders and meaningful work
- To identify the differences between intrinsic and extrinsic motivation
- Vocabulary covered: accessible, advancement, altruism, autonomy, balance, challenge, comfort zone, competence, creative expression, extrinsic motivation, flexibility, find out, follow through, get to know, intrinsic motivation, make a difference, meaning, meaningful, micromanage, move up the ladder, personal development, progress, push limits, recognition, security, status, support, underpay, watch over (someone's) shoulders, variety, working conditions

> ORGANISATIONAL STRUCTURE

Primary objective:

- To use common vocabulary used during different stages of a business meeting (introductions, reviewing past business/meeting notes, discussing items, finishing the meeting)
- To introduce common phrasal verbs used in business meetings (e.g. run out of, reach out)
- To introduce common expressions used in meetings
- Vocabulary covered: small talk, attending, absentees, standing in, tasks, the Chair / chairperson, minutes, prior commitment, run through, take over, go over, move on, agenda, item, input, on the same page, reach out to, break up, brainstorm, run out of (time), close, deal with, come back to (something), punctual, clarification, consensus, objectives, preside over

UNIT 9

PRESENTATIONS, PROPOSALS AND PITCHES

> BUSINESS PRESENTATIONS

Primary objective:

- To practice common vocabulary used in business presentations including describing upward / downward trends and other trends and graphs
- To practice the use of qualifying adverbs and the use of approximation and precision
- Vocabulary covered: trends, climb, considerable, decline, decrease, dramatic, drop, enormous, fall, grow, huge, improve, increase, minimal, moderate, peak, reduce, remain stable, sharp, significant, slight, steady, steep, substantial, sudden, rapid, rise

> BUSINESS PROPOSALS AND PITCHES

Primary objective:

- To introduce common vocabulary and terms used to talk about making business proposals and pitches
- To review the typical parts of a business proposal (e.g. business plan, financial projection)
- To practice making sample pitches and elevator pitches
- Vocabulary covered: business pitch, business proposal, persuasive, capture attention, show enthusiasm, contribution, success, opportunity, conversion, track record, level, call for action, problem statement, industry analysis, customer needs, marketing strategy, implementation plan, business model, exit strategy, financial projection, short and sweet, bite off more than you can chew

UNIT 10

ENTREPRENEURSHIP AND NETWORKING

> ENTREPRENEURSHIP

Primary objective:

- To introduce common vocabulary and terms used to talk about entrepreneurship including financing a startup, innovation (and adopting new technology), making an elevator pitch and different types of company formations
- Vocabulary covered: acquisition, angel investors, build a reputation, business incubator, business model, credibility, customer acquisition, demand, diffusion of innovation, distribution channels, do what it takes, early adopter, early majority, early stage investing, equity, exit strategy, financial projections, freelance, funding, independent contractor, industry analysis, influencer, initial, innovative, innovators, laggards, large majority, marketing strategy, monetization plan, opportunity, outsourcing, patent, plan of action, revenue, sole proprietorship, take risks, traction, untapped market, valuation, venture capitalist, venture

> NETWORKING

Primary objective:

- To practice common vocabulary used in networking with a focus on business events, conferences and social networking
- To practice common small talk expressions (e.g. what do you do?)
- Vocabulary covered: accommodate, arrangement, authenticity, blog, booth, coincidence, deactivated, engage, friend request, hashtag, head out, influence, microblogging, networking event, make small talk, meeting, platform, post, run into (someone), session, small world, tag, traffic, trending, user-generated content, viral

UNIT 11

FINANCE AND TRAVEL

> BUSINESS FINANCE

Primary objective:

- To introduce common vocabulary and terms used to talk about business finance including investment, accounting and budgeting
- To practice the distinction between the verbs to lend and to borrow
- Vocabulary covered: accounts payable, accounts receivable, asset, audit, balance sheet, bankruptcy, borrow, budget, capital, commodity, debt, deficit, deposit, dividend, equity, expense, fixed expenses, fiscal year, gross income, interest, investment, invoice, lend, liability, net income/pay, overhead, payroll, paycheck, portfolio, premium, profit, recession, return, revenue, savings, shareholder, stock, variable expenses

> BUSINESS TRAVEL

Primary objective:

- To introduce common vocabulary and terms used to talk about business travel including airplanes and airports, travel expenses and deductions
- To differentiate between the use of on time and in time
- To practice using luggage as an uncountable noun
- To practice common phrasal verbs related to travel (e.g. stop over)
- To practice common collocations related to travel (e.g. keep that in mind)
- Vocabulary covered: aisle, amenities, arrivals, baggage claim, based in, be all set, boarding pass, book, business class, carry-on bag, checked luggage, currency exchange, customs, deduction, departures, economy class, first class, itinerary, jet lag, layover, luggage, make a reservation, non-stop flight, one-way, on time / in time, power access, receipt, red-eye flight, reimburse, reserve, round-trip, upgrade

UNIT 12

LAW AND ETHICS

> BUSINESS LAW

Primary objective:

- To introduce common vocabulary and terms used to talk about business law including labor law, intellectual property, environmental regulation, health and safety regulations and consumer protection laws
- Vocabulary covered: acquisition, attribution, audit, breach, child labor laws, commercial law, copyright, discrimination, forbearance, fraud, harassment, infringement, intellectual property, litigation, malpractice, minimum wage, negligence, overtime provisions, petition, public domain, worker's compensation, workplace injury, wrongful discharge, wrongful termination

> BUSINESS ETHICS

Primary objective:

- To introduce common vocabulary and terms used to talk about business ethics and corporate social responsibility
- Vocabulary covered: bribery, controversial, corporate social responsibility, dilemma, discrimination, duty, ethics, greenwashing, forgery, harmful, insider trading, intern, internship, minimum wage, morality, planned obsolescence, loophole, price fixing, wear out