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# Business BENCHMARK

Pre-intermediate to Intermediate  
BULATS

**Student's Book**  
Norman Whitby

**2nd Edition**

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Norman Whitby  
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# Introduction

## Introduction

*Business Benchmark Second edition Pre-intermediate to Intermediate*, is a completely updated and revised course at CEFR B1 level, reflecting contemporary international business in a stimulating way both for people already working and for students who have not yet worked in business.


It teaches the reading, speaking, listening and writing skills needed in today's global workplaces together with essential business vocabulary and grammar.

For students who want to study for a Business English qualification, *Business Benchmark Second edition, Pre-intermediate to Intermediate* gives students some preparation for the Business Language Testing Service (BULATS) test.

### The book contains:

- **24 units for classroom study** covering all four skills in a dynamic and integrated way together with work on business vocabulary and grammar. It includes exercises which are informed by the Cambridge Learner Corpus (CLC) – see below.
- Interesting and stimulating listening and reading material, including interviews with real business people.
- Six **Grammar workshops** which revise and extend the grammar work covered in the units and which are informed by the Cambridge Learner Corpus (CLC).
- An eight-page **Writing reference** covering emails, memos, notes, letters and reports.
- A fully-referenced **Word list** with definitions covering key vocabulary from the units and the recording scripts.
- An **Exam skills and Exam practice** section which gives students detailed guidance on how to approach each BULATS exam task, the skills required and what the exam task is testing, together with exercises to build up students' exam skills. The Exam practice sections provide **authentic BULATS questions**. The BULATS exam is intended to test all levels from beginner to advanced, and so the last questions in the reading and listening tests are not included in the Exam practice section at this level.
- A **full answer key** for all the exercises in the Student's book, including **sample answers** to all the writing tasks.
- **Complete recording transcripts**.

### New features in the 2<sup>nd</sup> edition:

- **An expanded grammar syllabus** including six two-page Grammar workshops. These include exercises based on common grammar and vocabulary mistakes made by Business English students at this level, as shown by the CLC (see below). Exercises based on the CLC are indicated by this symbol: 
- **An expanded writing syllabus** including a new **Writing reference** section with guidance for each writing task and sample answers.
- **Authentic interviews** with real people working in business.
- New topics, texts and recordings reflecting the realities of contemporary international business.
- **Complete revision of all exam-style tasks**, making them closer to real exam tasks.

### The Cambridge Learner Corpus (CLC)

The Cambridge Learner Corpus (CLC) is a large collection of exam scripts written by candidates taken from Cambridge ESOL exams around the world. It currently contains over 220,000 scripts, which translates to over 48 million words, and it is growing all the time. It forms part of the Cambridge International Corpus (CIC) and it has been built up by Cambridge University Press and Cambridge ESOL. The CLC currently contains scripts from over:

- 200,000 students
- 170 first languages
- 200 countries

Find out more about the Cambridge Learner Corpus at [www.cambridge.org/corpus](http://www.cambridge.org/corpus)

Also available are:

- **2 audio CDs**, which include authentic interviews with real business people.
- **Teacher's Resource Book**, which includes photocopiable activities and case studies.
- **Personal Study Book**, which includes activities and exercises as well as a **self-study writing supplement**.

# Map of the book

	Unit	Reading	Listening
Company profiles	<b>1</b> The working day 10–13	<ul style="list-style-type: none"><li>Changing places: job swapping at work</li></ul>	<ul style="list-style-type: none"><li>Being a PA</li></ul>
	<b>2</b> Online communication 14–17	<ul style="list-style-type: none"><li>The power of word of mouse: an article on the power of online customer opinions</li></ul>	<ul style="list-style-type: none"><li>Email addresses</li></ul>
	<b>3</b> Company growth 18–21	<ul style="list-style-type: none"><li>Haier: an article about the history of a Chinese company</li><li>An article about how to think of good business ideas</li></ul>	<ul style="list-style-type: none"><li>Growing pains: an interview with a business consultant about company growth</li></ul>
	<b>4</b> Corporate culture 22–25	<ul style="list-style-type: none"><li>What kind of company culture would suit you?: reading and answering a quiz</li></ul>	<ul style="list-style-type: none"><li>Describing changes in a company: a conversation on the phone</li></ul>
Grammar workshop 1 (Units 1–4) 26–27 Present simple and present continuous; Position of time phrases; Past simple and past continuous			
Production and selling	<b>5</b> Describing equipment 28–31	<ul style="list-style-type: none"><li>Problems with equipment: emails and headings on a form</li></ul>	<ul style="list-style-type: none"><li>Describing dimensions of products: conversations with colleagues and suppliers</li><li>The gizmo game: listening to the uses of a gadget</li></ul>
	<b>6</b> Processes and procedures 32–35	<ul style="list-style-type: none"><li>Waratah: an article on an Australian clothing company</li><li>Short texts: notices, notes and messages</li></ul>	<ul style="list-style-type: none"><li>Chanel No. 5: an interview about a production process</li></ul>
	<b>7</b> Distribution and delivery 36–39	<ul style="list-style-type: none"><li>Selling your product abroad: an article</li><li>Workplace signs and notices</li></ul>	<ul style="list-style-type: none"><li>Telephone conversations: information about orders and deliveries</li></ul>
	<b>8</b> Advertising and marketing 40–43	<ul style="list-style-type: none"><li>Descriptions of advertising media</li><li>Singapore Airlines: an article on the branding of an airline</li></ul>	<ul style="list-style-type: none"><li>Description of how a product is advertised</li></ul>
Grammar workshop 2 (Units 5–8) 44–45 Passive forms; Modal verbs; <i>because</i> and <i>so</i>			
Business travel	<b>9</b> Making arrangements 46–49		<ul style="list-style-type: none"><li>Making and changing appointments: voicemail messages and phone conversations; Future intentions and predictions: short extracts</li></ul>
	<b>10</b> Transport 50–53	<ul style="list-style-type: none"><li>Travel arrangements: notices and short messages; Eurostar: an article on train travel</li></ul>	<ul style="list-style-type: none"><li>A travel anecdote</li></ul>
	<b>11</b> Working holidays 54–57	<ul style="list-style-type: none"><li>Netflix: an article about a company’s holiday policy; Thinking outside the box: an article on offsite meetings</li></ul>	<ul style="list-style-type: none"><li>Half holidays: a conversation between two employees</li></ul>
	<b>12</b> Conferences 58–61	<ul style="list-style-type: none"><li>Short texts: feedback on conferences</li></ul>	<ul style="list-style-type: none"><li>Discussing possible venues for a conference: a conversation between colleagues; A welcome speech at a conference</li></ul>
Grammar workshop 3 (Units 9–12) 62–63 Future forms; Contrast words; Comparatives and superlatives			

	Writing	Speaking	Vocabulary	Grammar
		<ul style="list-style-type: none"><li>Describing jobs; asking other people about their job</li></ul>	<ul style="list-style-type: none"><li>Job titles and describing jobs; names of company departments</li></ul>	<ul style="list-style-type: none"><li>present simple and present continuous; time expressions; state verbs</li></ul>
	<ul style="list-style-type: none"><li>Set phrases for emails and letters</li><li>Writing emails: formal and informal styles</li></ul>		<ul style="list-style-type: none"><li>Computer terms; email and website terms</li></ul>	
		<ul style="list-style-type: none"><li>Asking about the history of a company: past simple questions</li></ul>		<ul style="list-style-type: none"><li>Past simple: regular and irregular verbs and spelling of past simple forms; Past continuous</li></ul>
	<ul style="list-style-type: none"><li>An all staff email</li></ul>	<ul style="list-style-type: none"><li>Asking questions about companies and jobs</li></ul>	<ul style="list-style-type: none"><li>Finding and recording collocations</li></ul>	
		<ul style="list-style-type: none"><li>Describing objects</li></ul>	<ul style="list-style-type: none"><li>Vocabulary to describe objects: component parts, shapes, dimensions, materials; Describing problems with equipment</li></ul>	
	<ul style="list-style-type: none"><li>An email to your manager</li></ul>	<ul style="list-style-type: none"><li>Passive forms: guessing true and false sentences</li></ul>	<ul style="list-style-type: none"><li>Verbs to describe processes</li></ul>	<ul style="list-style-type: none"><li>The present passive</li></ul>
		<ul style="list-style-type: none"><li>Role-play: a telephone call to a supplier</li></ul>		<ul style="list-style-type: none"><li>Modal verbs of obligation</li></ul>
	<ul style="list-style-type: none"><li>A promotional letter</li></ul>	<ul style="list-style-type: none"><li>Describing a product and how it is advertised</li></ul>	<ul style="list-style-type: none"><li>Vocabulary to talk about advertising and marketing; Language to describe cause and effect</li></ul>	<ul style="list-style-type: none"><li>Words to describe causes and effects</li></ul>
		<ul style="list-style-type: none"><li>Role-play: making an appointment; Role-play: planning a sales event</li></ul>	<ul style="list-style-type: none"><li>Language for making appointments</li></ul>	<ul style="list-style-type: none"><li>Present continuous for future arrangements; <i>will</i> and <i>going to</i> future forms</li></ul>
	<ul style="list-style-type: none"><li>A letter responding to an invitation</li></ul>		<ul style="list-style-type: none"><li>Vocabulary for air travel</li></ul>	<ul style="list-style-type: none"><li>Contrast words</li></ul>
		<ul style="list-style-type: none"><li>Discussion: how to make decisions</li></ul>		<ul style="list-style-type: none"><li>Comparatives: <i>as...as</i> structures</li></ul>
	<ul style="list-style-type: none"><li><i>grateful</i> and <i>pleased</i>: an email confirming a booking</li></ul>	<ul style="list-style-type: none"><li>Role-play: finding out about conference facilities</li></ul>		<ul style="list-style-type: none"><li>Superlatives</li></ul>

	Unit	Reading	Listening
Business relationships	<b>13</b> New places, new people 64–67	• Career advice: letters to an advice column	• An interview with someone who has changed career
	<b>14</b> Corporate gift-giving 68–71	• Promotional gifts: an article	• An interview about corporate gift giving
	<b>15</b> Teamwork 72–75	• Descriptions of team building events; Kaizen: an article	• Creating good teams: a presentation
	<b>16</b> Thinking globally 76–79	• Global HR management: an article	• Working in an international team: short extracts
Grammar workshop 4 (Units 13–16) 80–81 Present perfect and past simple; <i>a/an</i> and <i>some</i> ; Articles; Quantity expressions; Word types			
Finance	<b>17</b> Describing statistics 82–85	• Interpreting bar charts	• Listening to statistical information: short extracts
	<b>18</b> Company finances 86–89	• Café Coffee Day: an article on the growth of the Indian coffee shop	• An interview with the employee of a company that helps failing businesses
	<b>19</b> Investments 90–93	• Shares and the stock exchange: a web page; Short articles from the financial news; Men and women’s investments: an article	• An interview with someone who works in investor relations
	<b>20</b> Starting up 94–97	• Teenage entrepreneurs: reading and comparing two articles; Kalido: an article on funding	• Radio interview: the marketing director of a business support service
Grammar workshop 5 (Units 17–20) 98–99 Adjectives and adverbs; Reference words; <i>which</i> , <i>what</i> and <i>that</i> ; Prepositions			
Human resources	<b>21</b> Job applications 100–103	• Writing your CV: a book extract	• An interview with a careers adviser
	<b>22</b> Recruitment 104–107	• Preparing for an interview: extract from a book giving advice; Interview questions: an article	• An interview with someone who works for a recruitment agency
	<b>23</b> Staff development 108–111	• Advertisements for training courses: a memo and an advert; Sport and business: an article	• 360 degree feedback: a radio interview
	<b>24</b> Employee productivity 112–115	• A business report	• An extract from a meeting; Radio interview on work situations: short extracts
Grammar workshop 6 (Units 21–24) 116–117 Conditionals; Infinitive and <i>-ing</i> forms			
Communication activities		118	
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EXAM SKILLS AND EXAM PRACTICE		137–175	
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	Writing	Speaking	Vocabulary	Grammar
		<ul style="list-style-type: none"><li>• Role-play: interviewing someone about a job change</li></ul>		<ul style="list-style-type: none"><li>• Present perfect: time expressions; Present perfect versus past simple</li></ul>
	<ul style="list-style-type: none"><li>• A thank you letter to a business host</li></ul>			<ul style="list-style-type: none"><li>• Countable and uncountable nouns; Articles</li></ul>
		<ul style="list-style-type: none"><li>• Discussion: planning a team building event</li></ul>	<ul style="list-style-type: none"><li>• Suffixes: word building</li></ul>	
	<ul style="list-style-type: none"><li>• An email requesting information</li></ul>	<ul style="list-style-type: none"><li>• Promoting a city: giving a speech</li></ul>	<ul style="list-style-type: none"><li>• Global management</li></ul>	<ul style="list-style-type: none"><li>• Expressions of quantity</li></ul>
	<ul style="list-style-type: none"><li>• A description of a line graph</li></ul>	<ul style="list-style-type: none"><li>• Describing figures and trends</li></ul>	<ul style="list-style-type: none"><li>• Describing trends</li></ul>	<ul style="list-style-type: none"><li>• Adjectives and adverbs</li></ul>
		<ul style="list-style-type: none"><li>• Discussing company information</li></ul>	<ul style="list-style-type: none"><li>• Finance vocabulary</li></ul>	<ul style="list-style-type: none"><li>• Pronouns and reference words</li></ul>
			<ul style="list-style-type: none"><li>• Stocks and shares</li></ul>	
	<ul style="list-style-type: none"><li>• Writing a letter to express an interest in a new product</li></ul>	<ul style="list-style-type: none"><li>• Giving a summary of an article</li></ul>	<ul style="list-style-type: none"><li>• Collocation sets: time and money</li></ul>	<ul style="list-style-type: none"><li>• <i>which/who/that/where</i> clauses</li></ul>
	<ul style="list-style-type: none"><li>• Letter inviting a candidate for interview; Letter giving the result of an application; Letters giving good and bad news</li></ul>		<ul style="list-style-type: none"><li>• Headings for CVs; Describing application procedures</li></ul>	
	<ul style="list-style-type: none"><li>• An email to a recruitment agency</li></ul>	<ul style="list-style-type: none"><li>• Discussing qualities needed in candidates for a job vacancy</li></ul>	<ul style="list-style-type: none"><li>• Employment vocabulary</li></ul>	<ul style="list-style-type: none"><li>• First and second conditionals</li></ul>
	<ul style="list-style-type: none"><li>• Filling in a form; An email to book a place on a course</li></ul>		<ul style="list-style-type: none"><li>• Sports vocabulary in business</li></ul>	
	<ul style="list-style-type: none"><li>• Completing a business report</li></ul>	<ul style="list-style-type: none"><li>• Ways to improve employee productivity</li></ul>		<ul style="list-style-type: none"><li>• Infinitive and <i>-ing</i> forms; Grammar revision</li></ul>

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