

Contents

Thanks	4
Introduction	6
About the course: Who the course is for, ‘Business English’, Active focus on business	6
How the course is organized: Units 1 to 4, Units 5 to 14, Unit 15	8
Types of activities and exercises: Integrated activities, Role-play, Files, Guide to the Files in the Student’s Book, Listening, Reading, Writing, Discussion and follow-up, Functions, Vocabulary, Extra activities	9
Mistakes and correction, Written work	16
Background information for the non-business person	17
Using <i>New International Business English</i> , The Teacher’s Book, The Workbook, Home study	17
The <i>New International Business English Video</i>	19
1 Face to face	20
Basic skills and techniques for talking to people in business situations	
2 Letters, faxes and memos	35
Basic skills and techniques for business correspondence	
3 On the phone	45
Basic skills and techniques for using the telephone in business	
4 Summaries, notes, reports	58
Basic skills and techniques for writing reports, making notes, summarizing and taking notes of conversations in business	
5 Working together	70
Talking about where you work, employment policy, a company’s activities, organization and history	
6 International trade	83
Ordering and supplying goods or services; answering and making enquiries, making offers, placing and acknowledging orders	
7 Money matters	98
Methods of payment, cash flow, invoicing, dealing with non-payment problems	
8 Dealing with problems	110
Complaining and apologizing, delivery and after-sales problems	
9 Visitors and travellers	126
Looking after foreign visitors and travelling on business; hotels, restaurants, small talk, telling stories	
10 Marketing	142
Marketing a product, market research, promotion and advertising	
11 Meetings	153
Taking part in formal and informal meetings, one-to-one meetings and larger group meetings	
12 Processes and operations	162
Explaining and describing operations, giving instructions	
13 Jobs and careers	174
Applying for jobs and seeking promotion, participating in interviews	
14 Sales and negotiation	187
Selling and buying products, negotiating face-to-face and on the phone	
15 A special project	201
A simulation, revising many of the skills and situations in the course	