

Scope and Sequence

	Topic	Vocabulary	Listening		Reading	Writing	Grammar	Speaking
1 pages 8-17	 Analyzing Companies	Industries	<ul style="list-style-type: none"> - Finding the right company - Knowing company culture - A plan from an expert 		About Us: Foodpanda	Company profile	Past Simple Verbs	<ul style="list-style-type: none"> - Job analysis - Giving advice - Finding competitors
2 pages 18-27	 Business Negotiations	Negotiation	<ul style="list-style-type: none"> - Results of a survey - Buying a blender - Tips for renting an apartment 		Negotiation Tips	A business offer	Tag Questions	<ul style="list-style-type: none"> - Selling products - Making concessions - Styles of negotiation
3 pages 28-37	 Promoting Yourself and Others	Job Functions	<ul style="list-style-type: none"> - Showing job skills - From leadership to partnership - Giving compliments 		Promoting a Guest Speaker	A business card	Future Continuous	<ul style="list-style-type: none"> - Learning to be leaders - All about compliments - Speaker introductions
Review 1 pages 38-41								
4 pages 42-51	 Marketing	Marketing	<ul style="list-style-type: none"> - Marketing strategies - Identifying target markets - Effective commercials 		How AI Helps Marketing	Marketing decks	Adverbs	<ul style="list-style-type: none"> - Finding a consumer base - Designing a commercial - Creating a unique brand
5 pages 52-61	 Writing Messages	Messages	<ul style="list-style-type: none"> - A voicemail - Answering a call - Tips for leaving phone messages 		Should You Text, Email, or Call?	A message thread	Past Continuous	<ul style="list-style-type: none"> - Rescheduling a meeting - Details of voicemail greetings - Taking and leaving messages
6 pages 62-71	 Expressing Opinions	Opinions	<ul style="list-style-type: none"> - Implementing preventive measures - Asking for advice - Pros and cons of zoos 		Effective communication	Meeting minutes	First Conditional	<ul style="list-style-type: none"> - Solving product problems - Good and bad things about zoos - Expressing opinions
Review 2 pages 72-75								

Topic		Vocabulary	Listening		Reading	Writing	Grammar	Speaking
7 pages 76–95	 Products and Services	Features	<ul style="list-style-type: none"> - New car launch - A new tea-making machine - Ordering cleaning services 		Product specification sheet	Process of developing a product	Passive Voice	<ul style="list-style-type: none"> - Details of a new appliance - Asking about a product or service - A product launch
8 pages 96–95	 Quotations	Purchasing	<ul style="list-style-type: none"> - Quotation considerations - Checking room rates - Moving options 		How to find the right supplier	Request for a quotation	Present Perfect	<ul style="list-style-type: none"> - Fulfilling reservation needs - Making estimates - Negotiating prices
9 pages 96–105	 Sales Pitch	Sales	<ul style="list-style-type: none"> - Pitching a product - Making recommendations - Pet insurance coverage 		Tips for Becoming a Better Salesperson	Product presentation	Past Perfect	<ul style="list-style-type: none"> - Talking customers into buying - Overcoming a refusal - Thinking of new products
Review 3 pages 106–109								
10 pages 110–119	 Transportation	Transportation	<ul style="list-style-type: none"> - Train station announcement - Getting on a ferry - A taxi ride 		Going through immigration and customs	Arrival card	Second Conditional	<ul style="list-style-type: none"> - Giving information - Drivers and passengers - Attending an exhibition
11 pages 120–129	 Mobile Payments	Banking	<ul style="list-style-type: none"> - Discussing "fintech" - A stolen wallet - Understanding mobile banking 		The Currency of the Future	Setting up a password	Direct and Indirect Speech	<ul style="list-style-type: none"> - How to transfer money - Making improvements - Explaining smart card usage
12 pages 130–139	 Product Delays	Logistics	<ul style="list-style-type: none"> - Demanding further actions - Asking about orders - The Suez Canal blockage 		Helping Drones from the Sky	An email reporting delays	Present Perfect Continuous	<ul style="list-style-type: none"> - Solving problems caused by delays - Avoiding delays - Brainstorming for solutions
Review 4 pages 140–143								



UNIT 1

Analyzing Companies

Think About It

A. Work with a partner. Make a list of famous local and international companies that you know.

Local	International
TSMC	Spotify

B. Write down a reason why each company is successful.

Local	International
TSMC is the biggest chip maker.	Spotify is successful because it has the best music selection.

Photo Match

A. Match the words to the pictures below.

- energy
- construction
- waste management
- education
- engineering
- health care
- agriculture
- telecommunications



1 2 3 4



5 6 7 8

B. Which of these industries are you most interested in? Explain why.

Example

- ♦ I am most interested in *health care* because *I want to help sick people.*
- ♦ I am most interested in _____ because _____.

Key Vocabulary

A. **2** Below are words related to analyzing companies. Listen and repeat the words.

- public
- analyze
- employment
- position
- responsibility
- bonus
- service
- approach
- prioritize
- perspective
- goal
- benefit
- comment
- overtime
- compensation

B. Work with a partner. Describe a company you know. Use the words above in your sentences.

Example

- ♦ Maggie enjoys her *employment* with the company. She sometimes has to work *overtime*, but the company's many *benefits* make her want to take on more *responsibilities*.

Listening Practice

A. Complete the sentences with the words below.

hunting pace understand believe company culture
concept overtime enjoyable experience accept

- For example, some companies set aggressive goals and _____ in the _____ "work hard, play hard."
- For starters, be sure that you _____ what you will be required to do on the job.
- These benefits can add up and make your working _____ a lot more _____.
- When you are _____ for a new job, you shouldn't get too eager and _____ the first job offer that comes your way.
- You should also be clear about the _____.
- These companies might work at a slower _____ and rarely ask their employees to work _____.



B. Listen to the talk. Check your answers. Put the sentences in the correct order from a to f.

C. Listen again. Choose the correct answer for each question.

- What advice is offered about job hunting?
 - Be sure the company attitude matches your style.
 - You should accept the first job offered.
 - You should take several years to choose your job if necessary.
 - Tell the interviewer that you are eager to work overtime.
- What should job hunters ask their interviewers about first?
 - Job requirements
 - Salary
 - Travel benefits
 - Medical benefits
- What does "company culture" mean?
 - The size of the company
 - The location of the company
 - A company's ideas about doing business
 - The number of competitors a company has
- What does the speaker say about benefits?
 - They are not important when it comes to choosing a job.
 - The most important one is being able to work from home.
 - They are more important than the salary you receive.
 - They should surely play a part in your final decision.

Conversation Activity

Listen to the conversation. Then practice the conversation with a partner.

- Seth:** Are there any openings at your job? I'm looking for some ¹ full-time work.
- Andrea:** I can certainly check for you, but I don't think you will ² like our company culture.
- Seth:** Why is that? You seem really happy with your employment there.
- Andrea:** I am, but we have a completely different ³ outlook when it comes to work.
- Seth:** Do you really think so?
- Andrea:** Yes. For example, I don't mind working overtime if it's ⁴ necessary.
- Seth:** Extra hours would be a problem for me. I have lots of hobbies and I really ⁵ treasure my free time.
- Andrea:** That would be a problem at my company because my ⁶ boss expects us to prioritize our work before everything else.
- Seth:** What would you suggest then?
- Andrea:** I think you are better suited for a casual sales job. You're a ⁷ talented guitar player, so maybe you could work for a music shop.
- Seth:** That would be great. I could get paid for talking to people about something I love.
- Andrea:** I have a feeling they would be more flexible with your hours and responsibilities than a traditional organization.
- Seth:** You're probably right. I'm going to search for some job openings at music stores later on this afternoon. Thanks for analyzing this for me.
- Andrea:** Don't mention it.



Speaking Practice

A. Practice the conversation with a partner. Replace the colored words with the words below.

- | | | | |
|-----------|------------|-----------|----------|
| part-time | enjoy | attitude | required |
| value | manager | gifted | |
| temporary | approve of | viewpoint | needed |
| cherish | supervisor | skillful | |

B. Now, practice the conversation again and change as many words as you want.

Grammar Check

A. The past simple tense is used to discuss finished actions. Past simple verbs can be divided into two categories.

◆ Regular Verbs

With regular verbs, we simply add *-ed* to the end of the base verb to change it from the present to the past simple tense.

▣ Examples

- ◆ They *accepted* the agreement.
- ◆ Julie *helped* me finish the project.
- ◆ We *talked* about that idea.
- ◆ The company *invented* a new product.

◆ Irregular Verbs

Irregular verbs do not follow the *-ed* rule. They have unique forms that you need to memorize. Here are some of the most common irregular verbs.

Base	Past Simple	Base	Past Simple	Base	Past Simple
be	<i>was, were</i>	go	<i>went</i>	eat	<i>ate</i>
bring	<i>brought</i>	have	<i>had</i>	fly	<i>flew</i>
come	<i>came</i>	keep	<i>kept</i>	read	<i>read</i>
do	<i>did</i>	take	<i>took</i>	say	<i>said</i>
get	<i>got</i>	speak	<i>spoke</i>	give	<i>gave</i>

B. To create negative sentences in the past simple, simply add “didn’t” between the subject and base verb.

▣ Examples

- ◆ The client *didn't* call me back.
- ◆ We *didn't* walk home from the office.

C. To ask a yes/no question, place the word “Did” at the start of the sentence.

▣ Examples

- ◆ *Did* you ask Charlie for his opinion?
- ◆ *Did* you meet the client for dinner?

D. Rewrite each sentence in the past simple tense.

1. We talk on the telephone. _____
2. They speak English in the meeting. _____
3. I accept the bosses’ decision. _____
4. You read many books. _____

E. Answer the questions using the past simple tense.

1. Did you take a taxi to the office today? _____
2. Did you eat noodles for lunch today? _____
3. What type of music did you listen to yesterday? _____

Guided Writing

A. When finding a job, it helps to know whether a company is a listed one. You can know more about a company by analyzing its stock information.

Company Profile

Name: Revlon Inc. Stock Ticker: REV Sector: Consumer Staple Products Website: www.revlon.com	Country of Origin: USA Stock Price: \$11.38 Market Capitalization: \$599 million
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Company Description:

Revlon Inc. was founded by Charles and Joseph Revson and Charles Lachman in 1932. Its headquarters is in New York City. Revlon is a leading brand and manufacturer in the beauty and personal care industry. It employs more than 6,000 people worldwide. Some of the products Revlon produces are cosmetics, deodorants, skincare and hair products, and fragrances. These products are sold at department stores, hair and nail salons, and boutiques around the world as well as several e-commerce sites.

B. Now complete the form with your own information.

Company Profile

Name: _____	Country of Origin: _____
Stock Ticker: _____	Stock Price: _____
Sector: _____	Market Capitalization: _____
Website: _____	

Company Description:

_____ was founded by _____ in _____.

Its headquarters is in _____. _____ is a(n) _____ in the _____ industry. It employs _____.

Some of the products/services _____ provides are _____. These products are sold/offered at _____.

Listening Comprehension

A. 5 Listen to the talk. Check the adjectives you hear.

- | | | |
|---------------------------------|------------------------------------|--------------------------------------|
| <input type="checkbox"/> good | <input type="checkbox"/> former | <input type="checkbox"/> interactive |
| <input type="checkbox"/> real | <input type="checkbox"/> different | <input type="checkbox"/> positive |
| <input type="checkbox"/> free | <input type="checkbox"/> organized | <input type="checkbox"/> careful |
| <input type="checkbox"/> honest | <input type="checkbox"/> happy | <input type="checkbox"/> interested |



B. 5 Fill in the blanks with the adjectives you checked from above. Then listen again.

1. Today, I'm going to offer an _____ game plan to help you do this.
2. A _____ place to start your research is on the company's website.
3. Keep in mind that company websites will always present a _____ view of the company.
4. These sites contain comments and _____ reviews from _____ employees.
5. This means they are _____ to share their feelings about what it was really like to work for the company.
6. They can offer a _____ perspective of what it's like to deal with the company as a partner or customer.
7. After you have gathered all of this information, you can decide if you are still _____ in working for them.

C. Circle *True* or *False* for each statement.

1. The speaker believes it's important to research companies before you work for them. *True / False*
2. Job seekers should begin by reading the company's Contact Us page. *True / False*
3. Company websites usually share good news about the company. *True / False*
4. Glassdoor is a website that reviews employees' performance. *True / False*
5. A person's business contacts may provide helpful information about a company. *True / False*



Pair Work

A. Giving advice is difficult especially when it comes to investment. Do you have any investments? How did you make your investment plan?

My Investment Plan

♦ I put 20% of my money in my savings account, 50% in mutual funds, 20% in automobile stocks, and 10% in foreign currencies.

B. Work with a partner. Take turns sharing your investment plan. Then take turns again sharing some investment tips.

Examples

♦ You should keep more in your savings account. ♦ It's risky to buy stocks.

1. _____
2. _____
3. _____
4. _____

C. Now, with your partner, come up with some investment tips for different industries.

Real Estate	Commodities
Collectibles	Cryptocurrencies



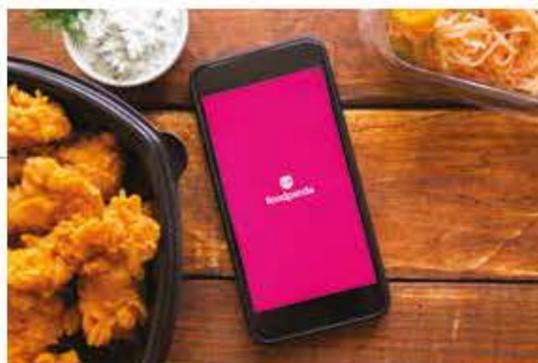
Reading

A. Read a company's About Us page.

Foodpanda is one of the top food delivery services in the world. The company was founded in Singapore in 2012. At that time, many of the best restaurants in town did not offer home delivery. Foodpanda's founders came up with an innovative approach so people could easily enjoy meals from their favorite restaurants at home. Foodpanda had another key goal as well: forming a deeper connection with their customers. So, foodpanda's staff works closely with chefs to create menus filled with flavorful dishes.

Here's how the process works. Customers place their orders through the foodpanda app. The order is sent directly to the restaurant so they can prepare the dish. While the food is

cooking, a driver is notified about the order. This allows them to pick up the food and deliver it to the customer in a timely manner. Today, foodpanda operates in 12 countries and is partnered with over 115,000 different restaurants. So, no matter what food you're in the mood to eat, chances are that foodpanda can deliver it right to your door.



B. Choose the correct answer for each question.

- What does foodpanda do?
 - It cooks flavorful foods.
 - It connects people with employers.
 - It offers food recipes.
 - It brings food to people's homes.
- When was the company started?
 - 1994
 - 2000
 - 2012
 - 2020
- What is one of foodpanda's goals?
 - Building relationships with customers
 - Delivering electronics
 - Hiring new chefs
 - Selling apps
- What happens after an order is placed?
 - It is deleted.
 - It is sent to a restaurant.
 - It is confirmed over the phone.
 - It goes to a driver.
- What does the ending suggest about foodpanda?
 - It may go out of business soon.
 - It has no competitors.
 - It plans to increase delivery fees.
 - It offers lots of options.

Speaking Activity

A. Work with a group. Find out two companies that are competitors in each sector.

Airplane	Computer
Boeing vs. Airbus	vs.
Smartphone	Soft Drinks
Apple vs. Samsung	vs.
Clothing	Your Idea:
vs.	vs.

B. Now, discuss your opinions and what you know about these companies. Talk about their pros and cons and which one you prefer.

C. Finally, discuss the following questions with your class.

- ◆ Why is it important to always analyze the companies you're interested in?
- ◆ What are the most important things to look at before sending your resume to a company?
- ◆ If you could only send your resume to one company, which one would it be? Why?

