

BUSINESS

Issu de la méthode Business Targets de Simon Greenall

Reflex'English Business s'adresse aux apprenants désirant se perfectionner en anglais et acquérir le vocabulaire de l'anglais des affaires. Le contenu pédagogique est divisé en 10 unités, décomposées en 50 leçons. Chaque unité comprend des leçons d'apprentissage qui introduisent le matériel pédagogique, ainsi que des leçons vidéo et de tests qui valident l'acquisition des compétences lexicales, grammaticales et syntaxiques.

Les compétences linguistiques sont développées simultanément par le biais d'exercices interactifs, d'animations multimédias, d'enregistrements sonores et de vidéos. Chaque leçon est organisée autour d'un sujet à étudier et permet de réviser le vocabulaire, la grammaire et les spécificités linguistiques. L'interface graphique, soignée et intuitive, permet un accès permanent et pertinent aux éléments de vocabulaire, de grammaire ou de révision. Des outils supplémentaires (précis de grammaire, dictionnaire, expressions, reconnaissance vocale) viennent compléter l'apprentissage et sont accessibles à tout moment.

Parmi les sujets abordés de Reflex'English Business : présentations personnelles, professions, organisation de sociétés, finances et comptabilité, correspondance, voyages d'affaires, négociations et ventes, publicité et promotion, nouvelles technologies, procédés de fabrication, transport et bien d'autres encore.

Le contenu pédagogique de Reflex'English Business correspond aux niveaux B2 / C2 du Cadre européen commun de référence et représente un excellent outil pour préparer l'examen BEC (Business English Certificate).

UNIT A – Company organisation**Lesson 1****Grammar and functions****Vocabulary****Skills and sounds****Talking about company structure**

Present simple

Company structure

Reading: reading for main ideas; reading for specific information**Listening:** listening for main ideas; listening for specific information**Sounds:** dates, times and telephone numbers**UNIT A – Company organisation****Lesson 2****Grammar and functions****Vocabulary****Skills and sounds****Finding your way around the office**Giving advice
Making deduction
Modal auxiliary verbs

Office equipment

Reading: reading for main ideas**Listening:** listening for specific information**Writing:** giving directions in a building**Speaking:** talking about office regulations**Sounds:** sentence stress**UNIT A – Company organisation****Lesson 3****Grammar and functions****Vocabulary****Skills and sounds****Describing procedures**Giving, refusing and accepting advice
Giving reasons
Expressing purpose
Gerunds and infinitivesWords connected with office procedures
Special marking on letters
Private enterprise**Reading:** reading for main ideas; understanding text organisation**Listening:** listening for specific information**Speaking:** discussing the procedure for purchasing components**Writing :** writing a telephone enquiry; writing a memo

UNIT A – Company organisation**Video A****Grammar and functions****Vocabulary****Skills and sounds****Smart structures**

Giving, refusing and accepting advice
Giving reasons

Intelligent building

Speaking: talking about fire instructions

Reading: reading for main ideas

Listening: listening for main ideas; listening for specific information

Writing: describing an intelligent building

UNIT B – Job descriptions**Lesson 4****Grammar and functions****Vocabulary****Skills and sounds****Talking about jobs**

Present perfect

Jobs and companies
Professional skills and personal qualities
Dealing with difficult vocabulary

Listening: listening for main ideas

Speaking: talking about jobs

UNIT B – Job descriptions**Lesson 5****Grammar and functions****Vocabulary****Skills and sounds****Writing a job description**

Conditionals
Present Continuous

Words connected with a job description

Reading: reading for main ideas

Writing: writing about an ideal job

UNIT B – Job descriptions**Lesson 6****Grammar and functions****Vocabulary****Skills and sounds****Dealing with job applications**

Present Perfect
Continuous
Describing necessary skills and abilities, and personal qualities
Asking for people's opinions; agreeing with people's opinions; giving opinions; disagreeing with people's opinions
Writing a letter of application for a job

Words connected with job applications

Listening: listening for main ideas; listening for specific information

Reading: reading for main ideas;

Speaking: choosing a candidate for a job

Writing: writing a job application

UNIT B – Job descriptions**Lesson 7****Grammar and functions****Vocabulary****Skills and sounds****Assessing job candidates and employees**

Praising and reprimanding

Skills and job performance
Staffing methods

Listening: listening for specific information

Reading: reading for main ideas

UNIT B – Job descriptions**Video B****Grammar and functions****Vocabulary****Skills and sounds****Pioneers**

Present continuous
Present perfect
continuous
Describing necessary
skills and abilities, and
personal qualities

Words used to talk
about pioneers

Reading: reading for main
ideas; reading for specific
information

Listening: listening for main
ideas; listening for specific
information

Writing: describing a pioneer

UNIT B – Job descriptions**Test A & B****Grammar and functions****Vocabulary****Skills and sounds****UNIT C – Manufacturing****Lesson 8****Grammar and functions****Vocabulary****Skills and sounds****Describing
manufacturing
process**

Relative clauses
Compound verbs

Manufacturing process
Machines

Reading: reading for specific
information

UNIT C – Manufacturing**Lesson 9****Grammar and functions****Vocabulary****Skills and sounds****Describing systems
and machines**

Describing shape
Describing position
Describing function

Describing shape
Plumbing and
lightening system

Listening: listening for main
ideas; listening for specific
information

Writing: describing the
plumbing and lightening
system of a factory

Speaking: describing
machines and devices

UNIT C – Manufacturing**Lesson 10****Grammar and functions****Vocabulary****Skills and sounds****Visiting a factory**

Expressing obligation,
permission, prohibition

Factory

Listening: listening for specific
information

Reading: reading for main
ideas; reading for text
organisation

Writing: writing a presentation
of a process

UNIT C – Manufacturing

Video C	Grammar and functions	Vocabulary	Skills and sounds
High quality product	Describing shape Describing function Describing of production processes	Tiles manufacturing	Speaking: talking about a company's reputation Reading: reading for specific information; reading for main ideas Listening: listening for specific information; listening for main ideas Writing: describing a manufacturing process

UNIT D – Finance & accounting

Lesson 11	Grammar and functions	Vocabulary	Skills and sounds
Talking about money	Past simple Talking about cause and effect Giving additional information Expressing contrasting information	Stock Market Report	Writing: writing down calculations Listening: listening for specific information Reading: reading for specific information Sounds: Exchange rates

UNIT D – Finance & accounting

Lesson 12	Grammar and functions	Vocabulary	Skills and sounds
Describing company performance	Numbers Past simple	Words used to describe company performance	Listening: listening for specific information; listening for main ideas Reading: understanding text organisation

UNIT D – Finance & accounting

Lesson 13	Grammar and functions	Vocabulary	Skills and sounds
Analysing & predicting financial performance	Talking about plans and intentions Making predictions about the future	Balance sheet Trading performance	Listening: listening for main ideas; listening for specific information Speaking: talking about a company's future prospects

UNIT D – Finance & accounting

Lesson 14	Grammar and functions	Vocabulary	Skills and sounds
In search for sound investments	Prepositional usage for investment verbs	Investment analysis methods	Listening: listening for specific information Reading: reading for main ideas

UNIT D – Finance & accounting

Video D	Grammar and functions	Vocabulary	Skills and sounds
The City	Expressing advantages Describing characteristics	Words used when talking about the City	Reading: reading for main ideas; reading for specific information; understanding text organisation Speaking: running business in the City of London Listening: listening for specific information; listening for main ideas Writing: describing the City of London

UNIT D – Finance & accounting

Test C & D	Grammar and functions	Vocabulary	Skills and sounds
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UNIT E – Marketing new products

Lesson 15	Grammar and functions	Vocabulary	Skills and sounds
Suggesting new product ideas	Reported speech	Parts of speech New product ideas	Reading: reading for main ideas Listening: listening for main ideas; listening for specific information Writing: writing about new product ideas

UNIT E – Marketing new products

Lesson 16	Grammar and functions	Vocabulary	Skills and sounds
Describing systems and machines	Talking about degrees of probability Modal verbs	Fixed and variable costs	Reading: reading for main ideas; reading for specific information Listening: listening for specific information Speaking: talking about the customer survey; interviewing a customer

UNIT E – Marketing new products

Lesson 17	Grammar and functions	Vocabulary	Skills and sounds
Branding and pricing decisions	Interrupting politely	Branding and pricing	Listening: listening for specific information Reading: reading for main ideas

UNIT E – Marketing new products

Lesson 18	Grammar and functions	Vocabulary	Skills and sounds
Discussing reports	Beginning and concluding a report Reporting what has been said Reported speech Chairing a meeting	New product report	Writing: writing a report Listening: listening for specific information Speaking: chairing a meeting

UNIT E – Marketing new products

Video E	Grammar and functions	Vocabulary	Skills and sounds
Good design	Expressing opinions Describing a design process	Garden tool's design	Speaking: talking about design Listening: listening for specific information; listening for main ideas Reading: understanding text organisation; reading for main ideas Writing: writing about a good design of a product

UNIT F – Advertising & sales promotion

Lesson 19	Grammar and functions	Vocabulary	Skills and sounds
Discussing advertising media	Giving additional information Simplifying and rephrasing Giving examples	Computers Words connected with advertising Parts of speech Job categories	Listening: listening for specific information; listening for main ideas Speaking: my favourite type of advertising

UNIT F – Advertising & sales promotion

Lesson 20	Grammar and functions	Vocabulary	Skills and sounds
Preparing a product description	Articles	Computer	Reading: reading for main ideas Listening: listening for specific information; listening for main ideas Writing: writing a product description Speaking: talking about a product description

UNIT F – Advertising & sales promotion

Lesson 21	Grammar and functions	Vocabulary	Skills and sounds
Discussing the promotional mix	Writing a business letter Announcing new information Referring to previous information Requesting a reply Concluding a letter application for a job	Sales promotion	Reading: understanding text organisation; reading for main ideas Writing: writing a business letter

UNIT F – Advertising & sales promotion

Video F	Grammar and functions	Vocabulary	Skills and sounds
Going global	Expressing opinions Adjectives Comparing Summarising	Advertising Guinness	Speaking: talking about an advertising campaign; talking about a new marketing concept Listening: listening for main ideas; listening for specific information Reading: reading for main ideas, reading for specific information; understanding text organisation

UNIT F – Advertising & sales promotion

Test E & F	Grammar and functions	Vocabulary	Skills and sounds
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UNIT G – Negotiations & sales

Lesson 22	Grammar and functions	Vocabulary	Skills and sounds
Dealing with sales enquiries	Making, replying to an enquiry Making, rejecting an offer Concluding a letter Promising action	Sales enquiries	Reading: reading for main ideas; reading for specific information; understanding text organisation Listening: listening for specific information; listening for main ideas Writing: writing a business letter

UNIT G – Negotiations & sales**Lesson 23****Grammar and functions****Vocabulary****Skills and sounds****Dealing with sales orders**

Making, accepting and refusing a request

Methods of payment

Listening: listening for specific information

Speaking: making, accepting and refusing a request

Reading: understanding text organisation; reading for main ideas

UNIT G – Negotiations & sales**Lesson 24****Grammar and functions****Vocabulary****Skills and sounds****Negotiating a sale**

Reporting what has been said
Reported speech

Sales terms

Listening: listening for specific information

Writing: writing a report

Reading: understanding text organisation

UNIT G – Negotiations & sales**Lesson 25****Grammar and functions****Vocabulary****Skills and sounds****Negotiating to win**

Reacting to and making suggestions
Collocations for words describing negotiations

Describing negotiations

Listening: listening for specific information

Speaking: reacting to and making suggestions

Reading: reading for main ideas

UNIT G – Negotiations & sales**Video G****Grammar and functions****Vocabulary****Skills and sounds****Partners**

Reporting what has been said
Reported speech

Sugar production

Reading: reading for main ideas; understanding text organisation

Listening: listening for specific information; listening for main ideas

UNIT H – Distribution & transport**Lesson 26****Grammar and functions****Vocabulary****Skills and sounds****Arranging package & carriage**

Position of adjectives
Presenting an argument

Means of transport
Packing containers
Words connected with packaging and transport

Reading: reading for main ideas

Speaking: presenting an argument

Sounds: measurements

UNIT H – Distribution & transport**Lesson 27****Grammar and functions****Vocabulary****Skills and sounds****Making transport arrangements**

Making transport arrangements
Talking about the future
Future simple
Future continuous
Future perfect

Consignment

Listening: listening for specific information

Reading: reading for specific information

Speaking: making transport arrangements

Writing: making transport arrangements

UNIT H – Distribution & transport**Lesson 28****Grammar and functions****Vocabulary****Skills and sounds****Preparing transport documents**

Complaining
Apologising

Transport documents
Words connected with transporting goods

Listening: listening for specific information

Reading: reading for main ideas

Writing: writing a letter of complaint; writing a letter of apology; making transport arrangements

UNIT H – Distribution & transport**Video H****Grammar and functions****Vocabulary****Skills and sounds****Electronic point of sale**

Position of adjectives
Presenting an argument
Describing a process

Electronic stockholding

Writing: describing the stock taking process; computerised stock taking at home

Listening: listening for specific information; listening for main ideas

Reading: reading for main ideas; understanding text organisation

UNIT H – Distribution & transport**Test G & H****Grammar and functions****Vocabulary****Skills and sounds****UNIT I – Insurance & payments in foreign trade****Lesson 29****Grammar and functions****Vocabulary****Skills and sounds****Arranging cargo insurance**

Giving instructions
Talking about future arrangements

Cargo insurance

Reading: inferring; reading for specific information; reading for main ideas; understanding text organisation

Writing: writing the quotation of premium

Listening: listening for main ideas

UNIT I – Insurance & payments in foreign trade

Lesson 30	Grammar and functions	Vocabulary	Skills and sounds
Making insurance claims	Participle constructions	Insurance claims	Listening: listening for main ideas; listening for specific information Reading: understanding text organisation Writing: writing a letter to insurers

UNIT I – Insurance & payments in foreign trade

Lesson 31	Grammar and functions	Vocabulary	Skills and sounds
Describing methods of payment	Participle constructions	Prepositions Methods of payment	Reading: reading for main ideas; reading for specific information Writing: writing a letter of reply

UNIT I – Insurance & payments in foreign trade

Video I	Grammar and functions	Vocabulary	Skills and sounds
In safe hands	Summarising	Insurance claims	Listening: listening for specific information; listening for main ideas Reading: understanding text organisation Writing: writing a brief summary

UNIT J – Foreign travel

Lesson 32	Grammar and functions	Vocabulary	Skills and sounds
Talking about foreign representation	Expressing obligation, permission, prohibition Asking for appointments Accepting, refusing, suggesting an alternative date/time	Sales representation	Listening: listening for specific information Speaking: talking about sales people's responsibilities and duties Reading: reading for main ideas Writing: writing a business letter

UNIT J – Foreign travel**Lesson 33****Grammar and functions****Vocabulary****Skills and sounds****Making travel arrangements**

Modal verbs
Expressing obligation, absence of obligation, permission
Giving advice

Travelling abroad

Listening: listening for specific information

Reading: reading for main ideas; reading for specific information

Speaking: giving advice to visitors

UNIT J – Foreign travel**Lesson 34****Grammar and functions****Vocabulary****Skills and sounds****Changing arrangements and agreements**

Blaming and accusing
Apologising; Making excuses; Denying responsibility
Making suggestions
Criticising
Past continuous
Past perfect

Legal documents

Listening: listening for specific information

Writing: writing a dialogue

Reading: reading for specific information

Speaking: talking about agency agreements

UNIT J – Foreign travel**Lesson 35****Grammar and functions****Vocabulary****Skills and sounds****Understanding foreign cultures**

Giving tips and advice

Customs and gestures
Cultural values
Links between international companies

Listening: listening for specific information

Reading: reading for main ideas

UNIT J – Foreign travel**Video J****Grammar and functions****Vocabulary****Skills and sounds****Technology and travel**

Summarising
Past continuous
Past perfect

Passenger train service

Writing: describing a rail journey; writing a brief summary

Listening: listening for specific information; listening for main ideas

Reading: reading for main ideas; understanding text organisation

UNIT J – Foreign travel**Test I & J****Grammar and functions****Vocabulary****Skills and sounds**