



## COURSE OUTLINE

Date 22/01/2019

Company name: Cherkizovo – Group number: Group 4

ENTRY LEVEL Upper Intermediate 11

### **Кому предназначен курс:**

- тому, кто планирует использовать английский в своей работе для общения с иностранными клиентами и коллегами
- тому, кто планирует использовать английский для общения на бытовые темы, в путешествиях
- тому, кто владеет английским языком на уровне не ниже Upper Intermediate.

### **Цели обучения**

- Расширение словарного запаса до уровня Upper Intermediate (Business and General English)
- Развитие навыков для общения на английском языке (говорение, аудирование, чтение, письменная речь)
- Преодоление психологического барьера в общении на английском языке

### **Структура урока**

- Revision – Проверка домашнего задания, выданного на предыдущем занятии. Преподаватель выявляет и корректирует ошибки (приблизительно 10 минут).
- Warmer – Анонс темы урока, дискуссия, призванная вызвать интерес студентов (приблизительно. 15 минут).
- Movie Clip – Оригинальное неадаптированное видео по теме (максимум 8 минут), призванное вызвать интерес к теме, объяснение новой лексики по теме урока.
- Discussion – Обсуждения по теме, использование новой лексики, возможность применить новые знания в коммуникативном контексте.

- Language Development – Резюме новой грамматической темы, объяснение новой лексики/ фразеологических глаголов, идиоматических выражений и практика этого материала.
- Role Play – Реальные жизненные ситуации – возможность применить полученные знания в реальных жизненных ситуациях, формирование навыков и уверенности использования.

## Продолжительность курса:

144 академических часов

## Структура курса

| <b>Lesson :<br/>Business<br/>and General<br/>English</b> | <b>Grammar and<br/>Vocabulary/<br/>Грамматика и<br/>лексика</b>   | <b>Functional<br/>Language/<br/>Функциональн<br/>ое<br/>использование</b> | <b>Practical skills<br/>and Business<br/>Communication.<br/>Business Cases/<br/>Практические<br/>навыки, бизнес<br/>коммуникация,<br/>кейсы</b>  |
|--|---|---|--|
| 1-1<br>Advertising                                       | Grammar:<br>Gerunds and<br>infinitives<br><br>Vocabulary:<br>Types of adverts,<br>placement, target<br>goal | Creating effective<br>adverts   | Designing and<br>discussing adverts<br>for the release of a<br>new company<br>product<br>Targeting audience<br>for the company<br>advertisements |
| 1-2<br>Credits and<br>loans                              | Grammar:<br>Giving advice<br><br>Vocabulary:<br>Types of lending,<br>lending options                        | Decision-making   | Choosing the<br>appropriate type of<br>loans and credit  |

|                               |   |   |   |
|-------------------------------|---|---|---|
| 2-1<br>Law & legal            | Grammar:<br>Passive voice<br><br>Vocabulary:<br>Legal terminology   | Taking legal action   | Making legal decisions<br>Running company in-house operations   |
| 2-2<br>Stocks and shares      | Vocabulary:<br>Market share and financial stock exchange  | Trading on the market   | Stocks vs shares<br>Reading market data   |
| 3-1<br>Technology             | Grammar:<br>Relative clauses<br><br>Vocabulary:<br>Compound nouns   | Explaining technology and development in the work place               | Choosing technology for business communication<br>Utilising technology for enhancing business performance |
| 3-2<br>Business presentations | Grammar:<br>Conjunctions, adverbial phrases<br><br>Vocabulary:<br>Presentation techniques<br><br>Elevator pitch | Sales pitch<br>Public speaking<br><br>Using body language, intonation | Delivering a presentation   |
| 4-1<br>Money handling         | Grammar:<br>Emphasising devices<br><br>Vocabulary:<br>Entrepreneurs and investors                               | How to emphasis different parts of speech through stress              | Risk assessment for different types of investments  |
| 4-2<br>Derivatives            | Grammar:<br>Clarification, summary, and paraphrasing<br><br>Vocabulary:<br>Forms of investments, terminology to | Describing advantages and disadvantages                               | Choosing futures and options for derivatives  |

|  |   |   |  |
|--|---|---|--|
|  | define derivatives  |   |  |
| 5-1<br>Resources                             | Grammar:<br>Conditionals,<br>negative prefixes<br><br>Vocabulary:<br>Resources,<br>economic role of<br>energy | Identifying<br>resources                          | Describing<br>economic gains and<br>downsides  |
| 5-2<br>Trade on an<br>international<br>scale | Vocabulary:<br>Global, financial<br>trading -<br>globalisation  | Confirming<br>information                         | Dealing with<br>complications of<br>global markets<br>Role of different<br>currencies  |
| 6-1<br>Public<br>company<br>information      | Grammar:<br>Future forms,<br>future seen from<br>the past   | How companies<br>prepare public<br>data           | Interpreting what is<br>published publicly<br>Regulated<br>information, private<br>and sensitive<br>information                  |
| 6-2<br>Acquisitions<br>and merges            | Vocabulary:<br>Forms of<br>mergers, benefits<br>and downsides of<br>company<br>acquisitions/takeo<br>vers     | Explaining cause<br>and effect                    | Understanding<br>different parties of<br>mergers and<br>acquisitions<br>Describing reasons<br>for buyouts                        |
| 7-1<br>Branding                              | Grammar:<br>Adverbs vs<br>adjectives<br><br>Mixed<br>conditionals   | Designing a<br>brand, targeting<br>its impact     | Justifying company<br>branding<br>Brand association  |
| 7-2<br>Financial<br>benefits of<br>branding  | Vocabulary:<br>Positive and<br>negative<br>descriptive words  | Describing the<br>financial impact<br>of branding | Explaining how<br>brands are<br>associated<br>financially<br>Explaining what<br>makes different<br>brands more<br>expensive than |

|  |  |                                       |   |
|--|--|---------------------------------------|---|
|  |  |                                       | others  |
| 8-1<br>Banking                         | Vocabulary:<br>Collocations with 'make', corporate accounts and actions in the banking sector        | Describing corporate accounts         | Dealing with central bank influence   |
| 8-2<br>Financial regulation            | Grammar:<br>Word order<br><br>Vocabulary:<br>Ethics and conflicts in regulating the financial sector | Setting ethical standards             | Solving conflicts in the financial sector<br>Understanding who decides of the rules |
| 9-1<br>Financial industry organization | Grammar:<br>Permission and prohibition<br><br>Vocabulary:<br>Parts of the financial system           | Developing a bank                     | How to use finances   |
| 9-2<br>Central banks                   | Vocabulary:<br>Monetary policies and banking decisions   | Describing different monetary figures | Understanding the role played the central bank<br>Deciding how to manage money      |
| 10-1<br>Company competition            | Vocabulary:<br>Compound nouns, collocations with 'have'  | Making a company more competitive     | Dealing with company competitors<br>Assessing what a competitive edge is            |
| 10-2<br>Financial competition          | Grammar:<br>Time clauses<br><br>Vocabulary:<br>Competition on the market                             | Gaining a competitive edge            | Mitigating financial monopolies   |
| 11-1<br>Training                       | Grammar:<br>Verb-prepositions  | Building effective, motivating        | Motivating employees  |

|   |   |                                |  |
|---|---|--------------------------------|--|
|   | (phrasal verbs)   | phrases                        | Training effectively and efficiently                     |
| 11-2<br>Accounting  | Vocabulary:<br>Wording and phrasing for the financial reporting of company financials | Providing financial statements | Understanding who gets what statement                    |
| 12-1<br>Consultation  | Grammar:<br>Reported speech<br><br>Vocabulary:<br>Phrases with 'like'                 | Reporting to a company         | Preparing for a consultation                             |
| 12-2<br>Managing assets   | Vocabulary:<br>Allocations and management of different holdings                       | Diplomatic language            | Describing what your assets are<br>Managing assets funds |
| Review of reading, writing, listening and speaking skills after every 3 units |   |                                |  |

### **Основные источники:**

1. Intelligent Business Upper Intermediate, T.Grappe & G.Tullis, Longman, 2006
2. English for the Financial Sector, I.MacKenzie, Cambridge University Press, 2008
3. Intelligent Business Upper Intermediate, skills book , C.Johnson, I.Barrall, 2006

### **Дополнительные источники:**

1. Market Leader Upper Intermediate, 3rd edition, D.Cotton, D.Falvey, S.Kent, Pearson, 2011
2. English Grammar in Use – Advanced, 7th ed, M.Hewings, Cambridge, University Press, 2002
3. video materials, Education First

Duncan Potter

TEACHER