



Module Only Business - Level C1 - Course 3

Sku: PC349

Horas: 10

OBJETIVOS

In this module the student is supplied with the language necessary to carry out increasingly challenging business communication, starting at the C1 level of the CEFR. Functions such as: describing dishes, recommending food, talking about the stock exchange, business ethics and giving presentations are introduced and practised through guided role-plays, reading texts and open questions. The student will use a range of tenses to talk about the topics, reviewing the language covered during the course. They will also see adjectives to describe food, common business abbreviations and acronyms, the language of high finance and signposting language for presentations. There is extensive practice to encourage the correct pronunciation of new vocabulary and useful language on the topics of ways to promote your business and AGMs. The various lexical fields are presented through freer practice in simulations and general conversation; encouraging the student to draw from personal experience to give meaningful, contextual practice.

CONTENIDOS

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Just a pinch of salt

- Talking about food and describing typical dishes and ingredients.
 - Recommending food.
 - Explaining how something is prepared and cooked.
 - Describing taste: *bland, spicy*.
 - Social English.
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AGM

- Reasons for holding an AGM and the typical procedure for organizing an AGM.
 - Common business abbreviations and acronyms.
 - Controlled speaking practice: reading from given information about a typical AGM.
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Is it a bull or a bear?

- Talking about the stock exchange and high finance.
 - Vocabulary: *shares, trading, to rally, crash, collapse, brokers, dealers, traders, bull/bear market, blue chip company, roller coaster, to play cat-and-mouse, risky.*
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Is it ethical?

- Explaining the different aspects of ethical business.
 - Discussing the relationship between business and ethical practice.
 - Vocabulary: *fair trade, pollution, corporate responsibility, tax havens, equal opportunities, bribery, blackmail, corruption, embezzlement, whistle-blowing, "If you can't beat them, join them".*
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Signposting

- How to guide an audience through a presentation.
 - Speaking practice: referring to charts and graphs, ordering and structuring a short talk from given information.
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Quiz

- A final revision of the classes.
 - Quick-fire questions to practice and revise the structures and vocabulary covered in the last part of the course.
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The right media to promote your business

- In this lesson students will learn about the different mediums available to advertise a business and the pros and cons of each.
- Vocabulary related to marketing including internet advertising.
- Language of market campaigning in context.
- Describing the effect of new technology on different media such as television, radio, or the internet.

You've got mail:

- The student will answer the spoken questions the tutor has prepared.
 - Plan and write an email following the tutor's written instructions.
 - The tutor will give feedback on this work.
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