

Playing the game

Unit 1 Activities

Main Themes:

Talking about company's

Activities

Text about video games "Move over game

boys"

Language check "Present simple and

continuous"

Listening "How to write

emails"

There a lot of companies in the world, which work in different spheres.

Sony, Microsoft, Toyota, Nokia, Lamborghini and so many others are the companies that every one has heard about them.



No privacy

Unit 2 Data

Main Themes:

Keynotes: **IT, store, data, collect, security, etc...**

Text about privacy “No hiding place”

Vocabulary’s “Using the internet” & “Quantity and number”

Rules about countable and uncountable nouns

Information technology (IT) makes it easy to store huge amounts of data, or information, on computer databases.

Companies and organizations always collect information about people for stopping criminal activity and increasing security.



Bad manners at work

Unit 3 Etiquette

Main Themes:

Keynotes: **Etiquette, polite, rules, formal, informal, etc...**

Prefixes **un-, in-, dis-, im-** with the adjectives (**unimportant, informal**)

Listening about business etiquette in other cultures

Text about office workers and manners in the office

Etiquette – the rules and regulations that reflect the ideas of the proper behavior of people in society.



Creating a buzz

Unit 4 Image

Main Themes:

Keynotes: **logo, famous, target market, brand, etc...**

Text “Fashion’s favourite” (about the top-end fashion)

Discussion about the brands like “Ikea”, “Gucci”, “Nokia”

Vocabulary “The fashion industry” (**hand-made, production, textile industry**)

Image is the general opinion most people have of a company or product.

Depending on the type of activity every company or organization has its own brand image. By due to the brand image everyone can easily recognize and identify a company.



Passion into profit

Unit 5 Success

Main Themes:

Keynotes: **competition, start-up, business plan, profit, etc...**

Text “Passion into profit” (success story)

Listening about the setting up a new business

Career skills “Telling Stories”

Success may refer to:

- *a level of social status*
- *achievement of an objective (goal)*
- *the opposite of failure*



Going up?

Unit 6 Future

Main Themes:

Keynotes: **technology, ventures, potential, risky, etc...**

Text “An elevator to space” (project of NASA and Russian Space Agency)

Preview “Ventures into space”

Culture at work “Past or future” (what is the more important)

The future is the indefinite time period after the present. Its arrival is considered inevitable due to the existence of time and the laws of physics.

New technology will shape our future and open up new opportunities for business.



Field of dreams

Unit 7 Location

Main Themes:

Keynotes: **location, low taxes, stable economy, attract, etc...**

Text “Arabia’s field of dreams” (project of NASA and Russian Space Agency)

Vocabulary “Multi-part verbs” (**set up, run out, growing up**)

Culture at work “To plan or not to plan” (about start a project)

The location of a business can be an important factor for its growth.

Also the development of a company depends on the infrastructure of a region (location where company wants to set up an office)



A monster success

Unit 8 Job-seeking

Main Themes:

Keynotes: **job-seekers, HR department, recruitment, etc...**

Text “The online job market” (about monster.com – the biggest job-search site)

Listening about preparing a CV (useful advices)

Language check “The imperative” (like **check, don't touch, let's take**)

Job-seeking is the main problem for those who has not any jobs before.

People who know what kind of job they want can look at job advertisements for a suitable position.



monster®

Hard to reach

Unit 9 Selling

Main Themes:

Keynotes: **direct mail, method of selling, flyers, etc...**

Text “Marketing to student” (about strategies of offering students)

Culture at work: “Showing reactions” (about reactions, ideas, cultures)

Dilemma: Guerilla marketing (Virgins mobile and their problems)

There are a lot of ways and methods to sell products of a company, such as: directly to the consumer, by sales representatives, direct mails.

Marketers are always looking for ways to promote their products to new kinds of customer.



Pushing down prices

Unit 10 Price

Main Themes:

Keynotes: **set the price, increase, graphs, trends, etc...**

Text “Make it cheaper and cheaper” (about technology and prices)

Language check “Present Perfect”

Speaking about pricing strategy (to improve profitability)

One of the difficult things for companies is to set the price of a product. A lower price may help to increase sales, but it also reduces the profit margin.

For showing the trends in prices over months or years we often use graphs.



Honesty is the best policy

Unit 11 Insurance

Main Themes:

Keynotes: **policies, claim, compensation, damage, etc...**

Text “Fighting fraud” (about two voice analyzer, LayeredVA and VRiskA)

Speaking “Honesty quiz” (about dishonest actions)

Article about manual workers and high risk on their job

Insurance is defined as the equitable transfer of the risk of a loss, from one entity to another, in exchange for payment.

An insurer is a company selling the insurance; the insured, or policyholder, is the person or entity buying the insurance policy.



A complaint is a gift

Unit 12 Service

Main Themes:

Keynotes: **customer satisfaction, delivering, train, high quality, etc...**

Text “Getting better service” (the failure to complain is everywhere)

Language check “First Conditional” (If we do smth, we’ll do smth)

Practice in first conditional

Companies try to provide good customer service because of the significance of customer’s satisfaction for them.

Companies also need to have a system for handling complaints.



Fighting back

Unit 13 Productivity

Main Themes:

Keynotes: **up-to-date technology, stock, just-in-time delivery, etc...**

Text “Revolution in the car industry” (about the car factories of the future)

Vocabulary “Word building” (tables with nouns, person’s and verb’s)

Culture at work “Managing time” (about organising our work)

Productivity is a measure of the efficiency of production.

There are many ways for companies to improve productivity.

One of them is providing new equipments with modern technologies.



How to be a brilliant thinker

Unit 14 Creativity

Main Themes:

Keynotes: creative, perspective, innovative, etc...

Text “A different perspective” (about different view’s on the situation))

Creative solution (find solution to two problems)

Language check “Second Conditional”

We say that people are creative when they have new ideas that challenge the traditional ways of thinking.

Creative people have innovative ideas for new products.

Creativity is important in every field of business.



Having fun at work

Unit 15 Motivation

Main Themes:

Keynotes: **achieve, pay, bonuses, senior, talented, etc...**

Text “The kids are all right” (about the fun at work)

Vocabulary “Multi-part verbs” (with “**take**”)

Culture at work “Formal and informal presentation”

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