

Unit		Title	Input	How it works	
1		Applying for internships and jobs	Writing your CV	Recruitment	
2		How we work	Dealing with problems at work	Employee engagement	
3		The changing world of work	Technology and the world economy	Virtual teams	
4		The life story of a company	What the consultants say	Corporate culture	
Consolidation 1: The world of work					
5		Products and production	Production and its management	Product management	
6		Selling to the consumer	Online and in-store retail	Supply chain management	
7		Customer relationship management	Communication channels	Customer retention	
8		Marketing communications	Global marketing strategy	The marketing mix	
Consolidation 2: Making and selling					
9		Finance and investment	Investment options	The stock exchange	
10		Business ethics	Ethical and unethical conduct	Public relations	
11		Globalization and trade	Globalization: friend or foe?	Free trade vs protectionism	
12		Emerging economies	Economic growth in emerging economies	Inter-firm cooperation	
Consolidation 3: Global business					

Grammar	Study skills	Work skills	Case study	Page
Tenses review	Learning vocabulary	Writing an email enquiry	Internships at BMW	6
Forming questions	Taking notes	Getting the right email style	Working for Atlassian	14
Future forms	Using the Academic Word Lists	Videoconferencing	Tehran's answer to Uber (Snapp)	22
The conditional	Language for academic writing	Presenting a company	The rise and fall of Facebook	30
				38
The passive	Evaluating online sources	Product presentations	Lean, mean flying machines (Airbus)	42
Reported speech	Essay structure	Essential telephone skills	Target-ing the food sector	50
Present perfect simple and continuous	Cohesion in essay writing	Dealing with customer complaints	CRM the Apple way	58
Relative clauses	Writing clearly and concisely	Creating slides	Dove's <i>Real Beauty</i> campaign	66
				74
Modal verbs	Reading effectively	Negotiations	Barclays' digital strategy	78
Narrative tenses	Listening exam techniques	Accommodation strategies	Start-up with a heart (Aerende)	86
Quantifiers	Extensive listening	International meetings	Skype – the big little company	94
Adjectives and adverbs	Giving a poster presentation	Networking	Safaricom's next venture	102
				110