



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

## Sylabus studijního programu II – Příprava k obchodním zkouškám

### Modul II.I – Příprava k BEC Vantage

Cílová skupina: lektori anglického jazyka působící v dalším vzdělávání dospělých jako OSVČ nebo jako pracovníci soukromým vzdělávacích organizací

Cíl školení: dosažení úrovně B2 a nácvik jednotlivých částí zkoušky za účelem úspěšného složení zkoušky BEC Vantage

Odborný garant: Mgr. Ivana Jalůvková

Forma školení: 5 víkendových seminářů

Metoda výuky: seminář a samostudium

Hodinová dotace: semináře: 5 x 14 vyučovacích hodin = 70 VH (1 VH = 45 minut)

samostudium: min. 70 VH (1 VH = 45 minut)

Kmenová učebnice: Business Benchmark Upper-Intermediate – Student's Book

Materiály pro samostudium: Cambridge BEC Vantage 1 - 4 (past papers)

Doporučená literatura: BEC Vantage Testbuilder  
Business Vocabulary Builder  
Business English Handbook  
Business Grammar Builder  
Business Builder – modules 1, 2, 3  
Business Builder – modules 4, 5, 6  
Business Builder – modules 7, 8, 9

Způsob úspěšného ukončení: složení zkoušky BEC Vantage

Doklad o úspěšném ukončení: osvědčení o absolvování přípravného kurzu a certifikát British Council

Učební plán:

## 1. soustředění (14 VH + 14 VH samostudium)

### Units:

- 1 Staff development and training
- 2 Job descriptions and job satisfaction
- 3 Letter of enquiry and applications
- 4 Telephone skills
- 5 Promotional activities and branding
- 6 New product development

### Vocabulary:

- Job training (*trainee, degree, bonus schemes, promotion, training budget, learning goals, etc.*)
- Acronyms for job titles (*CEO, HRM, PA, etc.*), job titles, job descriptions
- *Perks, colleagues, approachable, fulfilling, fire, part-time, etc.*
- Promotional activities, marketing terms (*direct mail, leaflets, brands, logo, etc.*)
- Marketing vocabulary (*launch, retail stores, market share, entrepreneurial, upmarket, etc.*)

### Speaking:

- Who should pay for training? (discussion)
- Preparing a staff training scheme
- Describing your job
- How to handle job interviews? (discussion)
- How best to apply for jobs (discussion)
- What makes a great place to work? (discussion)
- Advantages and disadvantages of promotional activities (discussion)
- New product, launching a product (discussion)
- Role-plays

### Reading:

- Recruitment brochure
- Training at Deloitte Touche
- Job satisfaction at EMI
- Promoting AXE
- The power of brands
- Developing and launching products

### Writing:

- A letter of enquiry about careers
- An email applying for a job

### Listening:

- Advice on job applications
- Supermarkets' own brands

**Self-study task:** Cambridge BEC 1 Vantage; Grammar – unit 1 - 6

## 2. soustředění (14 VH + 14 VH samostudium)

### Units:

- 7 A stand at a trade fair
- 8 Establishing relationships and negotiating
- 9 Going it alone
- 10 Financing the start-up
- 11 Starting up in a new location
- 12 Presenting your business idea

**Vocabulary:**

- *Stock, retail, plug, mark-up, sale or return, overheads, etc.*
- Terms and conditions
- *Fee, make a go, expertise, earnings, premises, mortgage, interest rate, asset, liability, franchise, etc.*
- Collocations for starting companies, ways of financing start-ups
- Equipment for presentations

**Speaking:**

- Trade fairs (discussion)
- New products and negotiating (discussion)
- Role plays
- Why start your own business? What business would you start? (discussion)
- A brief presentation
- Presenting your business idea

**Reading:**

- Exhibitions
- Asking questions about a product
- A franchise
- Raising finance
- A new location
- Making the most of presentations

**Writing:**

- Emails
- A letter of enquiry to a franchiser
- A proposal

**Listening:**

- Conversation with a trade-fair organiser
- Establishing a business relationship
- Why start your own business?
- Setting up a company
- Signalling the parts of a presentation

**Self-study task:** Cambridge BEC 2 Vantage

Grammar – unit 7 - 12

**3. soustředění (14 VH + 14 VH samostudium)**

**Units:**

- 13 Business hotels and sales conferences
- 14 Business conferences
- 15 Reports
- 16 Business meetings

**Vocabulary:**

- Hotel vocabulary (*subscribers, chain, etc.*)
- Conference vocabulary (*tailor, keynote speech, facilities, etc.*)
- *Insight, network, reinvent, enhance, implementation, formula, etc.*
- Vocabulary for expressing changes (*rise, increase, fall down, decrease, figure, turnover, etc.*)
- Meeting vocabulary (*chair a meeting, call off a meeting, cornerstone, set out to, agenda, propose, etc.*)
- Expressing opinions

**Speaking:**

- The needs of the business traveller (discussion)
- Business travel (presentation)
- Networking (role-play)
- Choosing a conference destination (discussion)
- Saying what chart show
- Private jets (discussion)
- Meetings (discussion)
- A finance meeting (role-play)

**Reading:**

- Business accommodation
- Planning a sales conference
- The Forest Conference Centre
- Think before you meet

**Writing:**

- The results of a survey
- Reports
- An email agreeing to a meeting

**Listening:**

- Conference problems
- Arranging conference facilities
- A destination management company
- A business meeting

**Exam skills and exam practice:**

- Reading Paper Part 1 - 5

**Self-study task:** Cambridge BEC 3 Vantage; Grammar – unit 13 - 16

**4. soustředění (14 VH + 14 VH samostudium)**

**Units:**

- 17 New technologies and change

- 18 Using the Internet
- 19 A staff survey
- 20 Offshoring and outsourcing

**Vocabulary:**

- New technology (*customer base, knowledge worker, licence fees, applications, etc.*)
- Computers
- Internet
- *Straightforward, target audience, click, browse, download, user-friendly, etc.*
- Flexible working (*turnover, benefits, recruitment, efficiency, etc.*)
- Expressing numbers
- Discussion phrases
- *Downturn, make redundant, assurance, generate profits, insecure, shareholder, etc.*

**Speaking:**

- New technologies, making changes (discussion)
- Introducing new technology (role-play)
- Favourite websites, buying over the Internet (discussion)
- The results of a survey (discussion)
- Advantages and disadvantages of offshoring (discussion)
- Offshoring and outsourcing (role-plays)

**Reading:**

- The Internet and change
- Website design
- Reading a report
- Can outsourcing work for small businesses?

**Writing:**

- Email requesting an upgrade to a website
- Report on staff survey to modernise office

**Listening:**

- Changes at work
- E-shopping
- Websites and business
- A working party
- Offshoring

**Exam skills and exam practice:**

- Listening Part 1 - 3

**Self-study task:** Cambridge BEC 4 Vantage; Grammar – unit 17 - 20

**5. soustředění (14 VH + 14 VH samostudium)**

**Units:**

- 21 Customer loyalty
- 22 Communication with customers

- 23 Corresponding with customers
- 24 A business seminar

**Vocabulary:**

- *Revenue, vendor, return on investment, empowerment, bond, repurchase, etc.*
- Customer collocations (*target customer, customer helpline, after-sales service, etc.*)
- *Handle, rapport, retain, essential, word of mouth, awkward, etc.*
- Discourse markers for short talks

**Speaking:**

- What makes you a loyal customer? (discussion)
- A staff meeting (role-play)
- Effective methods of communication (discussion)
- Dealing with complaints
- Communicating new products and service, keeping customers happy (discussion)
- What you can learn from other people in business (discussion)
- Speaking at a business seminar

**Reading:**

- Satisfaction and loyalty
- Turning complaints to your advantage
- Training in customer communication skills
- Letters
- Advertisement for a business seminar

**Writing:**

- A letter about a new service
- A letter of complaint

**Listening:**

- Customer loyalty
- Customer communication
- Preparing a letter of complaint
- A short talk

**Exam skills and exam practice:**

- Speaking Paper Part 1 – 3
- Writing Paper Part 1 - 2

**Self-study task:** Revision

Grammar – unit 21 - 24