



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Sylabus studijního programu II – Příprava k obchodním zkouškám

Modul II.II – Příprava k BEC Higher

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

Cíl školení: dosažení úrovně C1 a nácvik jednotlivých částí zkoušky za účelem úspěšného složení zkoušky BEC Higher

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 Advanced – Student's Book

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

Doporučená literatura: BEC Higher 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 Higher

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

Učební plán:

1. soustředění (14 VH + 14 VH samostudium)

Units:

- 1 Corporate culture
- 2 Leaders and managers
- 3 Internal communication
- 4 Chairing meetings
- 5 Customer relationships
- 6 Competitive advantage

Vocabulary:

- Company culture (*mentor, autocratic, shifts, board, bottom line, revenues, etc.*)
- Phrasal verbs (*come out with, go for, work out, come to, bid for, etc.*)
- Leadership skills (*founder, delegate, etc.*)
- Evaluating meetings
- *Tender, spreadsheet, dedicated, resources, procurement, assess, allocate, benchmark, etc.*

Speaking:

- Company culture
- Talking about good leaders
- Getting the most from staff
- The best way of communicating
- Holding meetings
- Customer-supplier relationships
- How does a company achieve a competitive advantage?
- Pricing

Reading:

- Corporate culture
- Richard Branson
- Internal messages (email, note, notice, memo)
- Advice for chairs
- Customer Relationship Management
- Preparing tenders

Writing:

- Writing and replying to a memo, email or notice

Listening:

- Leaders and managers
- Customer relationship management
- Competitive advantage, winning contracts

Self-study task: Cambridge BEC 1 Higher

Grammar – unit 1 - 6

2. soustředění (14 VH + 14 VH samostudium)

Units:

- 7 A proposal
- 8 Presenting at meetings
- 9 Advertising and customers
- 10 Advertising and the Internet
- 11 Sales reports
- 12 The sales pitch

Vocabulary:

- Linking words and phrases
- *Boost, brand-building, awareness, endorsement, point-of-sale, etc.*
- Types of advertising
- *Haggle, handy, pop up, straightforward, appraisal, etc.*
- Synonyms for increase and decrease
- *Track record, solicit, risk-averse, crack, etc.*

Speaking:

- Presenting
- How does your company advertise?
- Cost-effective advertising
- Using the Internet (for buying things, for advertising)
- The best medium for selling different products and services
- Role-plays

Reading:

- A proposal and an email requesting a proposal
- The effectiveness of advertising
- Motoring online
- Sales reports
- Cracking the big company market

Writing:

- Proposals
- Reports

Listening:

- Extending the product range
- Presentation on the Chinese ice-cream market
- Advertising and the Internet
- Sales activities
- Cold-calling a client
- Making a sales pitch

Self-study task: Cambridge BEC 2 Higher

Grammar – unit 7 - 12

3. soustředění (14 VH + 14 VH samostudium)

Units:

- 13 Forecasts and results
- 14 Financing the arts
- 15 Late payers
- 16 Negotiating a lease

Vocabulary:

- Phrasal verbs and expressions (*pay off, turn down, catch on, go about, fall short of, etc.*)
- *Encourage, redundancies, layoff, go bust, stock price, etc.*
- Profit-and-loss account and balance sheet (*debtor, equity, turnover, depreciation, interest payable, etc.*)
- Theatre vocabulary
- Break down, running costs, etc.
- Bank charges, bookkeeping, etc.
- Formal expressions
- Compromise, the bottom line, etc.

Speaking:

- Making forecasts
- Sponsorship
- Dealing with late payers
- Negotiation
- Role-play (Negotiating an office lease)

Reading:

- Forecasting disaster
- A proposal for festival sponsorship
- The impact of late payments on small businesses
- Negotiating your office lease

Writing:

- A proposal for sponsoring an event
- Letter complaining about late payment
- Email summarising results of negotiation

Listening:

- Forecasting sales
- Arts sponsorship
- Late payers
- Negotiating business agreements

Exam skills and exam practice:

- Reading Paper Part 1 - 6

Self-study task: Cambridge BEC 3 Higher

Grammar – unit 13 - 16

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

- 17 Workplace atmosphere
- 18 The workforce of the future
- 19 Productivity
- 20 Staff negotiations

Vocabulary:

- *Trends, pronounced, etc.*
- Types of worker, ways of working (*freelancer, temp, blue-collar, job sharing, etc.*)
- Going rate, stuck in a rut, etc.
- *Technical glitch, assembly line, churn out, output, product-led, etc.*
- Phrasal verbs and expressions (*round the clock, up to scratch, get on with, passed over, etc.*)
- Phrases for negotiating

Speaking:

- What makes people workharder
- Management-employee relationship
- Our attitudes towards stress
- Working practices in the future (teleworking, etc.)
- Productivity (describing charts, presentations, etc.)
- Company reorganisation
- Role-play (negotiating an agreement)

Reading:

- Stress in the workplace
- The millennium generation
- Report on productivity
- Expansion plans (a memo)

Writing:

- Short report on stress and absenteeism
- Report on changes to company organisation
- Memo summarising agreement

Listening:

- Work-related stress
- Job sharing
- Interviews
- Staff complaints and demands at Travelsafe Insurance

Exam skills and exam practice:

- Listening Part 1 - 3

Self-study task: Cambridge BEC 4 Higher

Grammar – unit 17 - 20

5. soustředění (14 VH + 14 VH samostudium)

Units:

- 21 Corporate ethics

- 22 Expanding abroad
- 23 An overseas partnership
- 24 A planning conference

Vocabulary:

- *Strive for, benefits, premise, knock-in effects, stakeholders, better off, etc.*
- Adverbial phrases (*merely, simply put, thus, supposedly, all things considered, etc.*)
- *Sustain, acquisitions, year on year, leverage, etc.*
- *Surged, FTSE 100, etc.*
- Adjectives and adverbs of frequency
- Discourse markers for short talks

Speaking:

- Corporate responsibility, corporate culture, fair trade
- Expanding into foreign markets
- Describing the company you work for
- Expansion strategy, supervising subsidiaries, making acquisitions
- Expanding into a new market
- Making presentations
- Business risks
- Staff retention
- Market share

Reading:

- Corporate social responsibility
- Wolseley's strategy
- Letter to a potential partner, Letter replying to a business approach
- Risk management

Writing:

- Proposal to give your company a more ethical image
- Letter to prospective customers, Letter expressing interest in business approach

Listening:

- Fair trade
- Expanding into new markets and supervising subsidiaries
- Moving into a new market
- Risk in business

Exam skills and exam practice:

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

Self-study task: Revision, Grammar – unit 21 - 24