

## Cambridge English: Business Vantage (BEC Vantage)

### B2 business

#### Preparation Course

### Introduction

The course is one semester long (48 hours, 1st semester only) and is taught in English and it is open to students enrolled in Bocconi degree programs (Bachelor, Master of Science, Integrated Master of Arts in law), and PhDs.

The aim is to provide a solid preparation in order to tackle and successfully pass the Cambridge English Business Vantage (B2 business level).

It should be noted that the course will only start if the minimum number of enrollments is reached; the number of places is limited and these need to be applied for via agenda yoU@B. Instructions and deadlines for the enrollment procedure, and further communication will be sent via yoU@B Diary.

A certificate of attendance will be issued upon completion of the course (minimum 75% attendance).

### Suggested Minimum Entry Level

In order to attend the class in a productive way, students are advised they need a good **B1 business/B2 general level** of knowledge of the language.

### Syllabus

1. Human Resources (pp 8 - 23)		
Topics	Skills Focus	Assignment
<ul style="list-style-type: none"> <li>- Staff development &amp; training</li> <li>- Job descriptions &amp; satisfaction</li> <li>- Getting the right job</li> <li>- Making contact</li> </ul>	<ul style="list-style-type: none"> <li>- Vocabulary Development Skills</li> <li>- Language Skills</li> <li>- Reading Skills</li> <li>- Listening Skills</li> <li>- Writing Skills</li> <li>- Speaking Skills</li> <li>- Practice Exam 1</li> </ul>	<ul style="list-style-type: none"> <li>- Grammar Workshop 1 (pp.24-25)</li> <li>- Material supplied by the teacher</li> </ul>

<b>2. Marketing (pp. 26-41)</b>		
<b>Topics</b>	<b>Skills Focus</b>	<b>Assignment</b>
<ul style="list-style-type: none"> <li>- Breaking into the market</li> <li>- Launching a product</li> <li>- A stand at a trade fair</li> <li>- Being persuasive</li> </ul>	<ul style="list-style-type: none"> <li>- Vocabulary Development Skills</li> <li>- Language Skills</li> <li>- Reading Skills</li> <li>- Listening Skills</li> <li>- Writing Skills</li> <li>- Speaking Skills</li> <li>- Exam Skills</li> </ul>	<ul style="list-style-type: none"> <li>- Grammar Workshop 2 (pp. 42-43)</li> <li>- Material supplied by the teacher</li> </ul>
<b>3. Entrepreneurship (pp. 44-59)</b>		
<b>Topics</b>	<b>Skills Focus</b>	<b>Assignment</b>
<ul style="list-style-type: none"> <li>- Starting a business</li> <li>- Financing a start-up</li> <li>- Expanding into Europe</li> <li>- Presenting your business idea</li> </ul>	<ul style="list-style-type: none"> <li>- Vocabulary Development Skills</li> <li>- Language Skills</li> <li>- Reading Skills</li> <li>- Listening Skills</li> <li>- Writing Skills</li> <li>- Speaking Skills</li> <li>- Practice Exam 2</li> </ul>	<ul style="list-style-type: none"> <li>- Grammar Workshop 3 (pp. 60 - 61)</li> <li>- Material supplied by the teacher</li> </ul>
<b>4. Business Abroad (pp. 62-77)</b>		
<b>Topics</b>	<b>Skills Focus</b>	<b>Assignment</b>
<ul style="list-style-type: none"> <li>- Arranging business travel</li> <li>- Business conferences</li> <li>- Business meetings</li> <li>- Spending the sales budget</li> </ul>	<ul style="list-style-type: none"> <li>- Vocabulary Development Skills</li> <li>- Language Skills</li> <li>- Reading Skills</li> <li>- Listening Skills</li> <li>- Writing Skills</li> <li>- Speaking Skills</li> <li>- Exam Skills</li> </ul>	<ul style="list-style-type: none"> <li>- Grammar Workshop 4 (pp. 78 - 79)</li> <li>- Practice Test 3</li> </ul>



<b>5. Change (pp. 80 – 95)</b>		
<b>Topics</b>	<b>Skills Focus</b>	<b>Assignment</b>
<ul style="list-style-type: none"> <li>- Social media &amp; business</li> <li>- Business &amp; the environment</li> <li>- A staff survey</li> <li>- Offshoring &amp; outsourcing</li> </ul>	<p>Vocabulary Development Skills</p> <ul style="list-style-type: none"> <li>- Language Skills</li> <li>- Reading Skills</li> <li>- Listening Skills</li> <li>- Writing Skills</li> <li>- Speaking Skills</li> <li>- Exam Skills</li> </ul>	<ul style="list-style-type: none"> <li>- Grammar Workshop 5 (pp. 96 - 97)</li> <li>- Exam Skills and Exam Practice (pp. 121 - 153)</li> </ul>
<b>6. Customer Relations (pp. 98-113)</b>		
<b>Topics</b>	<b>Skills Focus</b>	<b>Assignment</b>
<ul style="list-style-type: none"> <li>- Customer satisfaction &amp; loyalty</li> <li>- Communication with customers</li> <li>- Corresponding with customers</li> <li>- Business across cultures</li> </ul>	<ul style="list-style-type: none"> <li>- Vocabulary Development Skills</li> <li>- Language Skills</li> <li>- Reading Skills</li> <li>- Listening Skills</li> <li>- Writing Skills</li> <li>- Speaking Skills</li> <li>- Practice Exam 4</li> </ul>	<ul style="list-style-type: none"> <li>- Grammar Workshop 6 (pp. 114 - 115)</li> <li>- Material supplied by the teacher</li> </ul>

## Set Textbooks

- Brook-Hart, *Business Benchmark Upper Intermediate Student's Book*, Pearson – Cambridge University Press
- *Cambridge English BEC Vantage 5*, Cambridge University Press



## Calendar

In-class sessions in physical presence. Students unable to be in class may be connected via BBoard (live streaming). All the in-class sessions are recorded.

Date	Time	Room	Lesson in person with groups by student ID number
Saturday 12 September 2020	10:20-12:50	N21	Odd
Thursday 17 September 2020	18:40-20:10	N21	Even
Saturday 19 September 2020	10:20-12:50	N18	Even
Thursday 24 September 2020	18:40-20:10	N21	Odd
Saturday 26 September 2020	10:20-12:50	N12	Odd
Thursday 1 October 2020	18:40-20:10	N21	Even
Saturday 3 October 2020	10:20-12:50	N12	Even
Thursday 8 October 2020	18:40-20:10	N21	Odd
Saturday 10 October 2020	10:20-12:50	N12	Odd
Thursday 15 October 2020	18:40-20:10	N21	Even
Thursday 29 October 2020	18:40-20:10	N21	Odd
Thursday 5 November 2020	18:40-20:10	N21	Even
Saturday 7 November 2020	10:20-12:50	N12	Even
Thursday 12 November 2020	18:40-20:10	N21	Odd
Saturday 14 November 2020	10:20-12:50	N12	Odd
Thursday 19 November 2020	18:40-20:10	N21	Even
Saturday 21 November 2020	10:20-12:50	N12	Even
Thursday 26 November 2020	18:40-20:10	N21	Odd
Saturday 28 November 2020	10:20-11:50	N12	Odd
Thursday 3 December 2020	18:40-20:10	N21	Even

## Conditions for issuing attendance certificate

Students who attend **at least 75% of lessons** obtain a certificate of attendance. Presences are recorded through the Attendance procedure.

