

# Cambridge English: Business Higher C1 business

## Preparation Course

prof. Richard Nicholas

### Introduction

The course is one semester long (48 hours, 2<sup>nd</sup> 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), Master and PhDs.

The aim is to give the student the necessary tools and skills to pass the BEC Higher (C1) certification. The student should then be able to: follow speech at length on a variety of subjects, understanding a range of spoken materials, such as interviews, discussions and presentations; communicate highly effectively in face-to-face situations; deal confidently with different types of text, such as business publications and correspondence; and produce a wide variety of different items such as memos, letters, emails, reports and proposals.

Every student receives details about how and when to apply via you@B Diary. When the enrollment period is over, applicants will receive confirmation of their acceptance/non-acceptance on the course.

This activity is limited to 60 participants. Registrations cannot be carried out once this number has been reached or after closing of the registration period. A certificate of attendance will be issued upon completion of the course (minimum 75% attendance).

### Suggested Background Knowledge

In order to attend the class in a productive way, students are advised they need a good **B2 general/business or C1 general level** of knowledge of the language.



## Detailed Course Content

<b>1. Management (pp 10 – 25)</b>		
<b>Topics</b>	<b>Skills Focus</b>	<b>Assignment</b>
<ul style="list-style-type: none"> <li>- Corporate culture</li> <li>- Leaders and managers</li> <li>- Internal communications</li> <li>- Chairing meetings</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.26 – 27)</li> <li>- Material supplied by the teacher</li> </ul>
<b>2. Competitive Advantage (pp. 28-43)</b>		
<b>Topics</b>	<b>Skills Focus</b>	<b>Assignment</b>
<ul style="list-style-type: none"> <li>- Customer relationships</li> <li>- Competitive advantage</li> <li>- A proposal</li> <li>- Presenting at meetings</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. 44-45)</li> <li>- Material supplied by the teacher</li> </ul>
<b>3. Advertising and Sales (pp. 46-61)</b>		
<b>Topics</b>	<b>Skills Focus</b>	<b>Assignment</b>
<ul style="list-style-type: none"> <li>- Advertising and customers</li> <li>- Advertising and the internet</li> <li>- Sales reports</li> <li>- The sales pitch</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. 62 – 63)</li> <li>- Material supplied by the teacher</li> </ul>



<b>4. Finance (pp. 64-79)</b>		
<b>Topics</b>	<b>Skills Focus</b>	<b>Assignment</b>
<ul style="list-style-type: none"> <li>- Forecasts and results</li> <li>- Financing the arts</li> <li>- Late payers</li> <li>- Negotiating a lease</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. 80 – 81)</li> <li>- Practice Test 3</li> </ul>
<b>5. The Work Environment (pp. 82 – 97)</b>		
<b>Topics</b>	<b>Skills Focus</b>	<b>Assignment</b>
<ul style="list-style-type: none"> <li>- Workplace atmosphere</li> <li>- The workforce of the future</li> <li>- Productivity</li> <li>- Staff negotiations</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 5 (pp. 80 – 81)</li> <li>- Exam Skills and Exam Practice (pp. 121 – 153)</li> </ul>
<b>6. Corporate Relationships</b>		
<b>Topics</b>	<b>Skills Focus</b>	<b>Assignment</b>
<ul style="list-style-type: none"> <li>- Corporate ethics</li> <li>- Expanding abroad</li> <li>- An overseas partnership</li> <li>- A planning conference</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. 26 – 27)</li> <li>- Material supplied by the teacher</li> </ul>

## Set Textbooks

- Brook-Hart, *Business Benchmark Advanced Student's Book*, Pearson – Cambridge University Press
- *Cambridge English BEC Higher 5*, Cambridge University Press



## Teaching Mode

It will be possible to join the course in distance learning, by connecting remotely through BBoard live session.

## Calendar

Date	Time
Saturday 6 February 2021	10:20-12:50
Monday 8 February 2021	18:40-20:10
Saturday 13 February 2021	10:20-12:50
Monday 15 February 2021	18:40-20:10
Saturday 20 February 2021	10:20-12:50
Monday 22 February 2021	18:40-20:10
Saturday 27 February 2021	10:20-12:50
Monday 1 March 2021	18:40-20:10
Saturday 6 March 2021	10:20-12:50
Monday 8 March 2021	18:40-20:10
Saturday 13 March 2021	10:20-12:50
Saturday 27 March 2021	10:20-12:50
Monday 29 March 2021	18:40-20:10
Saturday 10 April 2021	10:20-12:50
Monday 12 April 2021	18:40-20:10
Saturday 17 April 2021	10:20-12:50
Monday 19 April 2021	18:40-20:10
Saturday 24 April 2021	10:20-12:50
Saturday 8 May 2021	10:20-11:50

## Attendance Certificate (Open Badge)

Course attendance will be certified with the issue of an Open Badge.

The badge will be issued to the students who attend **at least 75%** of course hours.

