**16 week cycle**

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| **Course book**  **Market Leader Advanced Edition 3** | Supplementary materials  Handouts  Worksheet  Authentic materials – reports, company profiles, Business people profiles  Business games  Upper-Intermediate and Advanced Market Leader |

**Assessment/evaluation** Class participation, presentation grade, project grade, tests, overall language development

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| **Week**  **1 + 2** | **Topic** | **Grammar** | **Function** | **Presentations schedule** | **Exam Preparation** | **Assessment and Evaluation** |
| **Business Basics**  Company profiles | Relative clauses | Describing businesses  Identifying basic vocab.  **Key activities:**  (i) Describing successful company profiles  (ii) Finding solutions to common problems  (iii)Describing things that happen to companies | **Example presentation:**  The rise of Apple |  | 1 x quiz  1 x written  1 x role play  assignment  Class participation |
| **RESOURCES REFERENCE:**  **Market Leader:** Upper- Intermediate Carlos Slim profile  **Business communication games**: The snowball definition game, A company profile  **ICE Files:** Phrasal verbs | | | | | |

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| **Week**  **3 + 4** | **Topic** | **Grammar** | **Function** | **Presentations schedule** | | **Exam Preparation** | | | **Assessment and Evaluation** |
| **Marketing and Selling** | Conditionals | Pitching to investors  **Key activities:**  (i)Designing and marketing a cosmetic product  (ii)Identifying and correcting marketing problems | **Example presentation:**  The Digital Age  Marketing mistakes | | **Listening:** BEC Test 2 | | | 1 x quiz  1 x written  1 x role play  assignment  Class participation |
| **RESOURCES REFERENCE:**  **Market Leader:** Unit 4 - Marketing, Unit 10 - Online business  **YouTube:** Marketing mess-ups, The Apprentice | | | | | | | | |
| **Week 5-6** | **Topic** | **Grammar** | **Function** | | **Presentations schedule** | | **Exam Preparation** | **Assessment and Evaluation** | | |
| **Products**  Design  Brands | Relative clauses | Designing and talking about products  **Key activities:**  (i) Discussing the various benefits of different products  (ii)Deciding how different products fit into target markets | | **Example presentation:**  The invention of Dyson | | Writing-Short report-BEC Higher Test 1 | 1 x quiz  1 x written  1 x role play  assignment  Class participation | | |
| **RESOURCES REFERENCE:**  **YouTube:** Doomed designs  **Business Communication Games:** What’s your product? | |  |  | |  | | |  | |

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| **Week**  **7-8** | **Topic** | **Grammar** | **Function** | **Presentations schedule** | **Exam Preparation** | | | **Assessment and Evaluation** | |
| **Project Management**  Consultancy |  | Meetings and decisions  **Key activities:**  (i)Stating and describing problems and their solutions  (ii)Designing a project | **Example presentation:**  The history of the Gantt chart | Listening-BEC Higher Test 1 | | | 1 x quiz  1 x written  1 x role play  assignment  Class participation | |
| **RESOURCES REFERENCES:**  **Market Leader:** Unit 12 | |  |  |  | | |  | |
| **Week**  **9-10** | **Topic** | **Grammar** | **Function** | **Presentations schedule** | | **Exam Preparation** | | **Assessment and Evaluation** | |  | |
| **Human Resources**  Recruitment  Training  Customer Services | Indirect questions  Modal verbs | Interviews  Cover Letters  **Key activities:**  (i)Making/responding to complaints  (ii)Writing a letter to a recruitment agency | **Example presentation:**  The value of IT skills | | | Listening BEC Test 1 Part 3  Reading BEC Test 2 Part 1  Writing BEC Test 3  Letter writing | | 1 x quiz  1 x written  1 x role play  assignment  Class participation | |  | |
| **RESOURCES REFERENCES:**  **Market Leader:** Unit 2 - Training | |  |  |  | | |  | |

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| **Week 11-12** | **Topic** | **Grammar** | **Function** | **Presentations schedule** | **Exam Preparation** | **Assessment and Evaluation** |
| **Employment Trends**  Job conditions | Comparatives and Superlatives | Describing numbers/graphs  **Key activities:**  (i) Appraisals  (ii) Describing global trends | **Example presentations:**  The effect of globalisation on work |  | 1 x quiz  1 x written  1 x role play  assignment  Class participation |
| **RESOURCES REFERENCE:**  **ICE files:** Work Conditions  **Business Communication Games:** Bar Graph Bingo |  |  |  |  |  |
| **Week 13-14** | **Topic** | **Grammar** | **Function** | **Presentations schedule** | **Exam Preparation** | **Assessment and Evaluation** |
| **Ethics**  Sustainability  Impact on Stakeholders |  | Phone calls  **Key activities:**  (i) Discussing sustainability and the impact on stakeholders  (ii) The role of renewable energy | **Example presentation:**  The changing face of customer attitudes | Speaking BEC  Test 3 part 2  Corporate Culture | 1 x quiz  1 x written  1 x role play  assignment  Class participation |
| RESOURCES REFERENCE:  **Market Leader:** Ethics - Unit 6 | | | | | |

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| **Week 15-16** | **Topic** | **Grammar** | **Function** | **Presentations schedule** | **Exam Preparation** | **Assessment and Evaluation** |
| **Finance** | Conditionals | Negotiating  **Key activities:**  (i) Discussing the outcomes of choices in a survival setting  (ii) Vocabulary about personal and corporate finance | **Example presentation:**  A day in the life of a hedge fund manager | Listening BEC Test 2 | 1 x quiz  1 x written  1 x role play  assignment  Class participation |
| RESOURCES REFERENCE:  **Teamwork:** Survivor  **YouTube:** Dragons Den |  |  |  |  |  |