

Business Impact

This innovative modular business English course covers two levels B1-B2 (intermediate to upper-intermediate) and B2-C1 (upper-intermediate to advanced) in six books (print + digital). Each of the six books comprises three modules, A, B and C. All modules are also available as stand-alone digital modules.

All **A Modules** have a strong focus on **personal encounters**, all **B Modules** focus primarily on **day-to-day business** and all **C Modules** focus on **business results**.

Modules can be chosen individually to suit the level, interests and requirements of classes, allowing full flexibility and control in terms of content and progress.

Welcome to Business Impact 1.1 Module A

Business Impact 1.1.A is the A Module from *Business Impact 1.1*.

This module focuses on **personal encounters in the business world** and will help you master meetings and greetings in business situations.

Module A	Agenda	Language	Page
Session 1 Greeting new colleagues	› Greetings & small talk › Addressing clients & colleagues › Names & titles › First contacts	› Forms of address › Pronunciation of names › Formal and informal greetings › Checking and apologising	6
Session 1 PLUS	› How embarrassing!	› Extension & consolidation	10
Session 2 Job talk	› Job titles › Describing your job › Getting tenses right	› Job names › Tenses & functions: simple present, present progressive, present perfect, simple past	12
Session 2 PLUS	› Titan Solutions	› Extension & consolidation	16
Session 3 Hello & goodbye	› Introducing a new colleague › Saying goodbye	› Phrases for introductions › Saying goodbye › Addressing & signing off in writing	18
Session 3 PLUS	› Tricky situations	› Extension & consolidation	22
Business English <i>live</i>	› Greetings & goodbyes	› True-to-life business dialogues	24
Milestone A		› Progress check	26
Magazine A.1	› Naming the baby	› Extensive reading & discussion	28
Magazine A.2	› Say goodbye to Mr and Mrs	› Extensive reading & discussion	30
Final Milestone			84
Essential phrases			88
Useful abbreviations & acronyms			91
100 useful business English words			92
Audio transcripts			94
Acknowledgements			104

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Welcome to Business Impact 1.1 Module B

Business Impact 1.1.B is the B Module from *Business Impact 1.1*.

This module focuses on **day-to-day business** and will help you master the organisation and carrying out of business meetings.

Module B	Agenda	Language	Page
Session 1 Meeting request	› Arranging a meeting › Confirming attendance › Turning down a request	› Phrases for scheduling & organising meetings › Formal & informal meeting requests › Responding formally & informally	32
Session 1 PLUS	› Email threads	› Extension & consolidation	36
Session 2 Meetings & agendas	› Formal agendas › Handling a meeting successfully	› Essential vocabulary for agendas › Language of meetings: starting a meeting, moving on, ending a meeting	38
Session 2 PLUS	› Top tips for meetings	› Extension & consolidation	42
Session 3 Minutes & more	› Writing minutes › Using the passive voice	› Writing & understanding agendas › Passive voice › Discussing different viewpoints	44
Session 3 PLUS	› Who's who of meetings	› Extension & consolidation	48
Business English <i>live</i>	› Language of meetings	› True-to-life business dialogues	50
Milestone B		› Progress check	52
Magazine B.1	› The best place to work	› Extensive reading & discussion	54
Magazine B.2	› Not another meeting	› Extensive reading & discussion	56
Final Milestone			84
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Welcome to Business Impact 1.1 Module C

Business Impact 1.1.C is the C Module from *Business Impact 1.1*.

This module focuses on **business results** and will help you become proficient in dealings with numbers & figures and goals & plans.

Module C	Agenda	Language	Page
Session 1 Facts & stats	<ul style="list-style-type: none">› British & American numbering› Complex numbers› Talking about figures related to organisations› Asking about figures related to organisations	<ul style="list-style-type: none">› Numbers & statistics› Asking questions about an organisation: <i>what, how, where, when, how much?</i>› Using qualifiers: <i>approximately, almost, over, nearly, around</i>	58
Session 1 PLUS	<ul style="list-style-type: none">› Q&A Making an impact	<ul style="list-style-type: none">› Extension & consolidation	62
Session 2 Ups & downs	<ul style="list-style-type: none">› Talking about numbers, statistics & figures› Describing positive & negative change› Understanding & describing graphs & charts	<ul style="list-style-type: none">› Vocabulary for change› <i>raise & rise</i>› Describing charts & graphs	64
Session 2 PLUS	<ul style="list-style-type: none">› The numbers don't lie	<ul style="list-style-type: none">› Extension & consolidation	68
Session 3 Looking ahead	<ul style="list-style-type: none">› Talking about goals› Talking about the future› Understanding the difference between <i>will & going to</i>	<ul style="list-style-type: none">› Tenses: <i>will future & going to future</i>	70
Session 3 PLUS	<ul style="list-style-type: none">› What does the future hold?	<ul style="list-style-type: none">› Extension & consolidation	74
Business English live	<ul style="list-style-type: none">› Talking numbers & figures› Essential phrases	<ul style="list-style-type: none">› True-to-life business dialogues	76
Milestone C		<ul style="list-style-type: none">› Progress check	78
Magazine C.1	<ul style="list-style-type: none">› Are we drowning in a sea of numbers?	<ul style="list-style-type: none">› Extensive reading & discussion	80
Magazine C.2	<ul style="list-style-type: none">› Balancing work and wellness	<ul style="list-style-type: none">› Extensive reading & discussion	82
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