

## BUSINESS

### Del método Business Targets de Simon Greenall

**Reflex'English Business** se dirige a quienes deseen perfeccionar su inglés y adquirir un vocabulario de inglés de negocios. El contenido pedagógico se divide en 10 unidades, desglosadas en 50 lecciones. Cada unidad incluye lecciones de aprendizaje que presentan el material pedagógico, así como lecciones de video y exámenes que validan la adquisición de habilidades de léxico, gramática y sintaxis.

Las habilidades lingüísticas son desarrolladas simultáneamente por medio de ejercicios interactivos, animaciones multimedia, grabaciones de audio y video. Cada lección se basa en un tema a estudiar y permite revisar el vocabulario, gramática y puntos finos del idioma. La interfaz gráfica, detallada e intuitiva, permite un acceso permanente y pertinente a elementos de vocabulario, gramática y revisión. Algunas herramientas suplementarias (resúmenes gramaticales, diccionario, expresiones, reconocimiento de voz) vienen a complementar el aprendizaje y están disponibles a todo momento.

Entre los temas abordados en Reflex'English Business se encuentran: presentaciones personales, profesiones, organización de empresas, finanzas y contabilidad, correspondencia, viajes de negocios, negociaciones y ventas, publicidad y promoción, nuevas tecnologías, procesos industriales, transporte y muchos más.

El contenido pedagógico de Reflex'English Business corresponde a los niveles B2 y C1 del Marco Europeo de Referencia Común, el cual permite una preparación eficaz al examen BEC (Business English Certificate) de Cambridge University.

**UNIT A – Company organisation****Lesson 1****Grammar and functions****Vocabulary****Skills and sounds****Talking about company structure**

Present simple

Company structure

**Reading:** reading for main ideas; reading for specific information**Listening:** listening for main ideas; listening for specific information**Sounds:** dates, times and telephone numbers**UNIT A – Company organisation****Lesson 2****Grammar and functions****Vocabulary****Skills and sounds****Finding your way around the office**Giving advice  
Making deduction  
Modal auxiliary verbs

Office equipment

**Reading:** reading for main ideas**Listening:** listening for specific information**Writing:** giving directions in a building**Speaking:** talking about office regulations**Sounds:** sentence stress**UNIT A – Company organisation****Lesson 3****Grammar and functions****Vocabulary****Skills and sounds****Describing procedures**Giving, refusing and accepting advice  
Giving reasons  
Expressing purpose  
Gerunds and infinitivesWords connected with office procedures  
Special marking on letters  
Private enterprise**Reading:** reading for main ideas; understanding text organisation**Listening:** listening for specific information**Speaking:** discussing the procedure for purchasing components**Writing :** writing a telephone enquiry; writing a memo

**UNIT A – Company organisation**

Video A	Grammar and functions	Vocabulary	Skills and sounds
<b>Smart structures</b>	Giving, refusing and accepting advice Giving reasons	Intelligent building	<b>Speaking:</b> talking about fire instructions  <b>Reading:</b> reading for main ideas  <b>Listening:</b> listening for main ideas; listening for specific information  <b>Writing:</b> describing an intelligent building

**UNIT B – Job descriptions**

Lesson 4	Grammar and functions	Vocabulary	Skills and sounds
<b>Talking about jobs</b>	Present perfect	Jobs and companies Professional skills and personal qualities Dealing with difficult vocabulary	<b>Listening:</b> listening for main ideas  <b>Speaking:</b> talking about jobs

**UNIT B – Job descriptions**

Lesson 5	Grammar and functions	Vocabulary	Skills and sounds
<b>Writing a job description</b>	Conditionals Present Continuous	Words connected with a job description	<b>Reading:</b> reading for main ideas  <b>Writing:</b> writing about an ideal job

**UNIT B – Job descriptions**

Lesson 6	Grammar and functions	Vocabulary	Skills and sounds
<b>Dealing with job applications</b>	Present Perfect Continuous Describing necessary skills and abilities, and personal qualities Asking for people's opinions; agreeing with people's opinions; giving opinions; disagreeing with people's opinions Writing a letter of application for a job	Words connected with job applications	<b>Listening:</b> listening for main ideas; listening for specific information  <b>Reading:</b> reading for main ideas;  <b>Speaking:</b> choosing a candidate for a job  <b>Writing:</b> writing a job application

**UNIT B – Job descriptions**

Lesson 7	Grammar and functions	Vocabulary	Skills and sounds
<b>Assessing job candidates and employees</b>	Praising and reprimanding	Skills and job performance Staffing methods	<b>Listening:</b> listening for specific information  <b>Reading:</b> reading for main ideas

**UNIT B – Job descriptions****Video B****Grammar and functions****Vocabulary****Skills and sounds****Pioneers**

Present continuous  
Present perfect continuous  
Describing necessary skills and abilities, and personal qualities

Words used to talk about pioneers

**Reading:** reading for main ideas; reading for specific information

**Listening:** listening for main ideas; listening for specific information

**Writing:** describing a pioneer

**UNIT B – Job descriptions****Test A & B****Grammar and functions****Vocabulary****Skills and sounds****UNIT C – Manufacturing****Lesson 8****Grammar and functions****Vocabulary****Skills and sounds****Describing manufacturing process**

Relative clauses  
Compound verbs

Manufacturing process  
Machines

**Reading:** reading for specific information

**UNIT C – Manufacturing****Lesson 9****Grammar and functions****Vocabulary****Skills and sounds****Describing systems and machines**

Describing shape  
Describing position  
Describing function

Describing shape  
Plumbing and lightening system

**Listening:** listening for main ideas; listening for specific information

**Writing:** describing the plumbing and lightening system of a factory

**Speaking:** describing machines and devices

**UNIT C – Manufacturing****Lesson 10****Grammar and functions****Vocabulary****Skills and sounds****Visiting a factory**

Expressing obligation, permission, prohibition

Factory

**Listening:** listening for specific information

**Reading:** reading for main ideas; reading for text organisation

**Writing:** writing a presentation of a process

**UNIT C – Manufacturing**

Video C	Grammar and functions	Vocabulary	Skills and sounds
<b>High quality product</b>	Describing shape Describing function Describing of production processes	Tiles manufacturing	<b>Speaking:</b> talking about a company's reputation  <b>Reading:</b> reading for specific information; reading for main ideas  <b>Listening:</b> listening for specific information; listening for main ideas  <b>Writing:</b> describing a manufacturing process

**UNIT D – Finance & accounting**

Lesson 11	Grammar and functions	Vocabulary	Skills and sounds
<b>Talking about money</b>	Past simple Talking about cause and effect Giving additional information Expressing contrasting information	Stock Market Report	<b>Writing:</b> writing down calculations  <b>Listening:</b> listening for specific information  <b>Reading:</b> reading for specific information  <b>Sounds:</b> Exchange rates

**UNIT D – Finance & accounting**

Lesson 12	Grammar and functions	Vocabulary	Skills and sounds
<b>Describing company performance</b>	Numbers Past simple	Words used to describe company performance	<b>Listening:</b> listening for specific information; listening for main ideas  <b>Reading:</b> understanding text organisation

**UNIT D – Finance & accounting**

Lesson 13	Grammar and functions	Vocabulary	Skills and sounds
<b>Analysing &amp; predicting financial performance</b>	Talking about plans and intentions Making predictions about the future	Balance sheet Trading performance	<b>Listening:</b> listening for main ideas; listening for specific information  <b>Speaking:</b> talking about a company's future prospects

**UNIT D – Finance & accounting**

Lesson 14	Grammar and functions	Vocabulary	Skills and sounds
<b>In search for sound investments</b>	Prepositional usage for investment verbs	Investment analysis methods	<b>Listening:</b> listening for specific information  <b>Reading:</b> reading for main ideas

**UNIT D – Finance & accounting**

Video D	Grammar and functions	Vocabulary	Skills and sounds
<b>The City</b>	Expressing advantages Describing characteristics	Words used when talking about the City	<b>Reading:</b> reading for main ideas; reading for specific information; understanding text organisation  <b>Speaking:</b> running business in the City of London  <b>Listening:</b> listening for specific information; listening for main ideas  <b>Writing:</b> describing the City of London

**UNIT D – Finance & accounting**

Test C & D	Grammar and functions	Vocabulary	Skills and sounds
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**UNIT E – Marketing new products**

Lesson 15	Grammar and functions	Vocabulary	Skills and sounds
<b>Suggesting new product ideas</b>	Reported speech	Parts of speech New product ideas	<b>Reading:</b> reading for main ideas  <b>Listening:</b> listening for main ideas; listening for specific information  <b>Writing:</b> writing about new product ideas

**UNIT E – Marketing new products**

Lesson 16	Grammar and functions	Vocabulary	Skills and sounds
<b>Researching the market</b>	Talking about degrees of probability Modal verbs	Fixed and variable costs	<b>Reading:</b> reading for main ideas; reading for specific information  <b>Listening:</b> listening for specific information  <b>Speaking:</b> talking about the customer survey; interviewing a customer

**UNIT E – Marketing new products**

Lesson 17

Grammar and functions

Vocabulary

Skills and sounds

**Branding and pricing decisions**

Interrupting politely

Branding and pricing

**Listening:** listening for specific information**Reading:** reading for main ideas**UNIT E – Marketing new products**

Lesson 18

Grammar and functions

Vocabulary

Skills and sounds

**Discussing reports**Beginning and concluding a report  
Reporting what has been said  
Reported speech  
Chairing a meeting

New product report

**Writing:** writing a report**Listening:** listening for specific information**Speaking:** chairing a meeting**UNIT E – Marketing new products**

Video E

Grammar and functions

Vocabulary

Skills and sounds

**Good design**Expressing opinions  
Describing a design process

Garden tool's design

**Speaking:** talking about design**Listening:** listening for specific information; listening for main ideas**Reading:** understanding text organisation; reading for main ideas**Writing:** writing about a good design of a product**UNIT F – Advertising & sales promotion**

Lesson 19

Grammar and functions

Vocabulary

Skills and sounds

**Discussing advertising media**Giving additional information  
Simplifying and rephrasing  
Giving examplesComputers  
Words connected with advertising  
Parts of speech  
Job categories**Listening:** listening for specific information; listening for main ideas**Speaking:** my favourite type of advertising**UNIT F – Advertising & sales promotion**

Lesson 20

Grammar and functions

Vocabulary

Skills and sounds

**Preparing a product description**

Articles

Computer

**Reading:** reading for main ideas**Listening:** listening for specific information; listening for main ideas**Writing:** writing a product description**Speaking:** talking about a product description

**UNIT F – Advertising & sales promotion**

Lesson 21	Grammar and functions	Vocabulary	Skills and sounds
<b>Discussing the promotional mix</b>	Writing a business letter Announcing new information Referring to previous information Requesting a reply Concluding a letter application for a job	Sales promotion	<b>Reading:</b> understanding text organisation; reading for main ideas  <b>Writing:</b> writing a business letter

**UNIT F – Advertising & sales promotion**

Video F	Grammar and functions	Vocabulary	Skills and sounds
<b>Going global</b>	Expressing opinions Adjectives Comparing Summarising	Advertising Guinness	<b>Speaking:</b> talking about an advertising campaign; talking about a new marketing concept  <b>Listening:</b> listening for main ideas; listening for specific information  <b>Reading:</b> reading for main ideas, reading for specific information; understanding text organisation

**UNIT F – Advertising & sales promotion**

Test E & F	Grammar and functions	Vocabulary	Skills and sounds
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**UNIT G – Negotiations & sales**

Lesson 22	Grammar and functions	Vocabulary	Skills and sounds
<b>Dealing with sales enquiries</b>	Making, replying to an enquiry Making, rejecting an offer Concluding a letter Promising action	Sales enquiries	<b>Reading:</b> reading for main ideas; reading for specific information; understanding text organisation  <b>Listening:</b> listening for specific information; listening for main ideas  <b>Writing:</b> writing a business letter

**UNIT G – Negotiations & sales****Lesson 23****Grammar and functions****Vocabulary****Skills and sounds****Dealing with sales orders**

Making, accepting and refusing a request

Methods of payment

**Listening:** listening for specific information

**Speaking:** making, accepting and refusing a request

**Reading:** understanding text organisation; reading for main ideas

**UNIT G – Negotiations & sales****Lesson 24****Grammar and functions****Vocabulary****Skills and sounds****Negotiating a sale**

Reporting what has been said  
Reported speech

Sales terms

**Listening:** listening for specific information

**Writing:** writing a report

**Reading:** understanding text organisation

**UNIT G – Negotiations & sales****Lesson 25****Grammar and functions****Vocabulary****Skills and sounds****Negotiating to win**

Reacting to and making suggestions  
Collocations for words describing negotiations

Describing negotiations

**Listening:** listening for specific information

**Speaking:** reacting to and making suggestions

**Reading:** reading for main ideas

**UNIT G – Negotiations & sales****Video G****Grammar and functions****Vocabulary****Skills and sounds****Partners**

Reporting what has been said  
Reported speech

Sugar production

**Reading:** reading for main ideas; understanding text organisation

**Listening:** listening for specific information; listening for main ideas

**UNIT H – Distribution & transport****Lesson 26****Grammar and functions****Vocabulary****Skills and sounds****Arranging package & carriage**

Position of adjectives  
Presenting an argument

Means of transport  
Packing containers  
Words connected with packaging and transport

**Reading:** reading for main ideas

**Speaking:** presenting an argument

**Sounds:** measurements

**UNIT H – Distribution & transport**

Lesson 27	Grammar and functions	Vocabulary	Skills and sounds
<b>Making transport arrangements</b>	Making transport arrangements Talking about the future Future simple Future continuous Future perfect	Consignment	<b>Listening:</b> listening for specific information  <b>Reading:</b> reading for specific information  <b>Speaking:</b> making transport arrangements  <b>Writing:</b> making transport arrangements

**UNIT H – Distribution & transport**

Lesson 28	Grammar and functions	Vocabulary	Skills and sounds
<b>Preparing transport documents</b>	Complaining Apologising	Transport documents Words connected with transporting goods	<b>Listening:</b> listening for specific information  <b>Reading:</b> reading for main ideas  <b>Writing:</b> writing a letter of complaint; writing a letter of apology; making transport arrangements

**UNIT H – Distribution & transport**

Video H	Grammar and functions	Vocabulary	Skills and sounds
<b>Electronic point of sale</b>	Position of adjectives Presenting an argument Describing a process	Electronic stockholding	<b>Writing:</b> describing the stock taking process; computerised stock taking at home  <b>Listening:</b> listening for specific information; listening for main ideas  <b>Reading:</b> reading for main ideas; understanding text organisation

**UNIT H – Distribution & transport**

Test G & H	Grammar and functions	Vocabulary	Skills and sounds
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**UNIT I – Insurance & payments in foreign trade**

Lesson 29	Grammar and functions	Vocabulary	Skills and sounds
<b>Arranging cargo insurance</b>	Giving instructions Talking about future arrangements	Cargo insurance	<b>Reading:</b> inferring; reading for specific information; reading for main ideas; understanding text organisation  <b>Writing:</b> writing the quotation of premium  <b>Listening:</b> listening for main ideas

**UNIT I – Insurance & payments in foreign trade**

Lesson 30	Grammar and functions	Vocabulary	Skills and sounds
<b>Making insurance claims</b>	Participle constructions	Insurance claims	<b>Listening:</b> listening for main ideas; listening for specific information  <b>Reading:</b> understanding text organisation  <b>Writing:</b> writing a letter to insurers

**UNIT I – Insurance & payments in foreign trade**

Lesson 31	Grammar and functions	Vocabulary	Skills and sounds
<b>Describing methods of payment</b>	Participle constructions	Prepositions Methods of payment	<b>Reading:</b> reading for main ideas; reading for specific information  <b>Writing:</b> writing a letter of reply

**UNIT I – Insurance & payments in foreign trade**

Video I	Grammar and functions	Vocabulary	Skills and sounds
<b>In safe hands</b>	Summarising	Insurance claims	<b>Listening:</b> listening for specific information; listening for main ideas  <b>Reading:</b> understanding text organisation  <b>Writing:</b> writing a brief summary

**UNIT J – Foreign travel**

Lesson 32	Grammar and functions	Vocabulary	Skills and sounds
<b>Talking about foreign representation</b>	Expressing obligation, permission, prohibition Asking for appointments Accepting, refusing, suggesting an alternative date/time	Sales representation	<b>Listening:</b> listening for specific information  <b>Speaking:</b> talking about sales people's responsibilities and duties  <b>Reading:</b> reading for main ideas  <b>Writing:</b> writing a business letter

**UNIT J – Foreign travel**

Lesson 33	Grammar and functions	Vocabulary	Skills and sounds
<b>Making travel arrangements</b>	Modal verbs Expressing obligation, absence of obligation, permission Giving advice	Travelling abroad	<b>Listening:</b> listening for specific information  <b>Reading:</b> reading for main ideas; reading for specific information  <b>Speaking:</b> giving advice to visitors

**UNIT J – Foreign travel**

Lesson 34	Grammar and functions	Vocabulary	Skills and sounds
<b>Changing arrangements and agreements</b>	Blaming and accusing Apologising; Making excuses; Denying responsibility Making suggestions Criticising Past continuous Past perfect	Legal documents	<b>Listening:</b> listening for specific information  <b>Writing:</b> writing a dialogue  <b>Reading:</b> reading for specific information  <b>Speaking:</b> talking about agency agreements

**UNIT J – Foreign travel**

Lesson 35	Grammar and functions	Vocabulary	Skills and sounds
<b>Understanding foreign cultures</b>	Giving tips and advice	Customs and gestures Cultural values Links between international companies	<b>Listening:</b> listening for specific information  <b>Reading:</b> reading for main ideas

**UNIT J – Foreign travel**

Video J	Grammar and functions	Vocabulary	Skills and sounds
<b>Technology and travel</b>	Summarising Past continuous Past perfect	Passenger train service	<b>Writing:</b> describing a rail journey; writing a brief summary  <b>Listening:</b> listening for specific information; listening for main ideas  <b>Reading:</b> reading for main ideas; understanding text organisation

**UNIT J – Foreign travel**

Test I & J	Grammar and functions	Vocabulary	Skills and sounds
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