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**SYLABUS - přípravný kurz k BEC HIGHER**

učebnice: **Business Benchmark Advanced** (CUP) + autentické testy Cambridge BEC Higher z předešlých let

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| **Lekce/výukový blok** | **Obsah výuky** |
| 1 (3x45min) | Introduction to the course and the language level (ie C1, CEFR), What the exam entails? Exam speaking and listening practice, BBC podcast listening, an authentic article from The Economist |
| 2 (3x45min) | Discussing the article, clarifying relevant lexis, Exam reading practice, Coursebook Unit 1 – Corporate culture, reading: who is responsible for corporate culture?, listening: my company's culture, BBC podcast listening |
| 3 (3x45min) | Exam writing practice – writing an e-mail, formal style and register, speaking: describing company culture, why is it important to have a strong corporate culture?, vocabulary:company culture, phrasal verbs, language work:defining and non-defining relative clauses |
| 4 (3x45min) | Exam speaking practice – exam format, personal questions, Coursebook Unit 2 – managers and leaders, speaking:talking about good leaders, gitting the most from staff, producing effective workforce, reading: an authentic article from The Financial Times |
| 5 (3x45min) | Discussing the article, clarifying relevant lexis, Exam listening practice, vocabulary:leadership skills, types of management, language work: as or like?, BBC podcast listening |
| 6 (3x45min) | Exam reading practice – multiple-choice, cloze, error correction, Coursebook Unit 3 – internal communications, reading:internal messages (memo, email, note, notice), listening:advice for communicating effectively with colleagues, writing:replying to messages, writing and replying to memo, speaking: the best way of communicating different things, must a manager be a good communicator?, reading: an authentic article from The Economist |
| 7 (3x45min) | Discussing the article, clarifying relevant lexis, Exam writing practice – memo, vocabulary:abbreviations, language work:future simple or future continuous?, BBC podcast listening |
| 8 (3x45min) | Exam speaking practice – the long-turn, minipresentations, discourse management, signposting, Coursebook Unit 4 – chairing meetings, reading:advice for chairs, summary of action points, listening:key phrases for chairs, writing: a memo summarising action points, reading:an authentic article from The Financial Times |
| 9 (3x45min) | Discussing the article, clarifying relevant lexis, Exam writing practice – a report or a proposal, useful phrases, speaking:the function of the chair, holding meetings, vocabulary:evaluating meetings, language work:language functions for chairs, BBC podcast listening, Grammar workshop 1 |
| 10 (3x45min) | Exam listening practice – tips and recommendations, Coursebook Unit 5 – customer relationships, reading:giving people what they want, five articles on customer relationship management, listening:customer relationship management, reading:an authentic article from The Economist |
| 11 (3x45min) | Discussing the article, clarifying relevant lexis, Exam reading practice – multiple matching, speaking:discussing customer-supplier relationships, the shortcomings of CRM, a CRM strategy |
| 12 (3x45min) | BEC Higher Listening test 1 – practice, analysis, assessment, feedback, Coursebook Unit 6 – competitive advantage, reading:preparing tenders, listening:on competitive advantage, on winning contracts, BBC podcast listening |
| 13 (3x45min) | BEC Higher Reading test 1 – practice, analysis, assessment, feedback, speaking:how does your company achieve a competitive advantage?, pricing, vocabulary:submitting tenders, phrasal verbs, verb-noun collocations, language work – speaking hypothetically |
| 14 (3x45min) | BEC Higher Writing and Speaking test – assessment of the speaking performance, revision of writing tasks, grammar review, reading: an authentic article from The Financial Times |
| 15 (3x45min) | Feedback on Writing – common errors, useful language, discussing the article, clarifying relevant lexis, Coursebook Unit 7 – a proposal, reading:proposal for adding to our product range, an email requesting a proposal, listening:extending the product range, writing:a proposal for investigating new markets |
| 16 (3x45min) | Exam listening practice, speaking: the collaborative task, useful phrases for interacive communication, vocabulary:linking words and phrases, language work:compound nouns, the passive, BBC podcast listening |
| 17 (3x45min) | Exam reading practice – dealing with unknown vocabulary, distractors, Coursebook Unit 8 – Presenting at meetings, reading:expanding onto Asian markets, listening:presentations, writing:a proposal, an authentic article from the Economist |
| 18 (3x45min) | Exam speaking practice – communicative competence, non-verbal communications, speaking:presenting information from charts, presenting from a text, language work:embedded questions, discussing the article |
| 19 (3x45min) | Exam listening practice – note taking, Coursebook Unit 9 – advertising and customers, reading:the effectiveness of advertising, listening:the effectiveness of advertising, speaking:how does your company advertise?, cost-effective advertising, how to advertise software, BBC podcast listening |
| 20 (3x45min) | Vocabulary:brand-building, types of advertising, language work:adverbs, Grammar workshop 2 – speaking hypothetically, compound nouns, embedded questions, an authentic article from The Financial Times |
| 21 (3x45min) | BEC Higher Listening test 2 – feedback, assessment, tips; discussing the article, clarifying new vocabulary, Coursebook Unit 10 – advertising on the internet, listening:internet sales, advertising and the internet, writing:a report on advertisers and target audience, |
| 22 (3x45min) | BEC Higher Reading test 2 – feedback, assessment, tips; speaking:how you use the internet to buy things? How could your company use the methods of the car industry? Using the internet for advertising, language work: cohesive devices (although, however, despite, etc.) |
| 23 (3x45min) | BBC podcast listening, Coursebook Unit 11 – sales reports, reading: a brief sales report, listening:sales activities, writing: a sales report based on a chart, report on a sales event for a product launch, speaking:the best medium for selling different products and services, structure of a report, an authentic article from the Economist |
| 24 (3x45min) | Discussing the article, clarifying difficult vocabulary, vocabulary:synonyms for increase and decrease, language work: present perfect or present continuous?, grammar review – cohesive devices and discourse markers |
| 25 (3x45min) | Exam speaking practice – interactive communication, the long turn, discourse management, structuring your talk, demonstrating attentiveness, Coursebook Unit 12 – the sales pitch, reading:cracking the big company market, listening:cold-calling a client, making a sales pitch, speaking:how do you react to a cold-call? Finding out about work problems, role-play, BBC podcast listening |
| 26 (3x45min) | Vocabulary: words related to risks, language work: cleft sentences, exam reading practice – error correction, multiple-choice tasks, an authentic article from The Financial Times- followed with a discussion |
| 27 (3x45min) | Grammar workshop 3 – position of adverbs, present perfect simple and continuous, cleft sentences, Coursebook Unit 13 – forecast and results, reading:forecasting disaster, listening:forecasting sales, speaking:how different elements help to make forecast, what makes forecasts inaccurate? How to prepare a sales forecast, what type of forecaster do you think you are? |
| 28 (3x45min) | An authentic article from The Economist – followed with a reading comprehension tast and discussion, vocabulary:phrasal verbs and expressions (go bust, stock price, etc.), vocabulary from profit-and-loss-account and balance sheet, language work:conditional sentences |
| 29 (3x45min) | BEC Higher Reading test 3 – analysis, assessment, feedback, Coursebook Unit 14 – financing the arts, reading:a proposal for festival sponsorship, listening:arts sponsorships, writing:a proposal for sponsoring an arts or sports event, speaking:should the arts be subsidised? How sponsorship can promote a company´s image, role-play |
| 30 (3x45min) | BEC Higher Listening test 3 – analysis, assessment, feedback, vocabulary: break down, running costs, etc., language work:infinitive and verb + -ing, BBC podcast listening |
| 31 (3x45min) | BEC Higher Writing and Speaking test – practice, analysis, assessment, feedback, Coursebook Unit 14 – late payers, reading:the impact of late payments on small businesses, listening:late payers, writing: letter complaining about late payment, speaking:how late payers affect a business, discussion:how should you deal with late payers, presentation:how to deal with late payers |
| 32 (4x45min) | BEC Higher Reading test 4 –practice, analysis, assessment, feedback, vocabulary:compromise, the bottom line, etc., language work:conditional sentences:alternatives to if, Coursebook Unit 16 – negotiating a lease, reading:negotiating your office lease, writing:email summarising results of negotiation, vocabulary:formal expressions, language work:complex sentences |
| 33 (4x45min) | BEC Higher Listening test 4 – practice, analysis, assessment, feedback, Grammar workshop 4 – conditional sentences, infinitive and verb + -ing, complex sentences, speaking: corporate ethics, corporate responsibility, corporate culture |
| 34 (4x45min) | BEC Higher Speaking test – done with each pair as a warm-up for the actual exam, followed with a detailed feedback on students'performance, review of the exam, summing up the course, recapping the coursebook essentials |
| **CELKEM 105 hodin** |  |