



an interactive course of Business English

1. Based on ***Business update*** published by **Garnet Publishing Ltd**, 8 Southern Court South St Reading RG1 4QS, UK; authors: Hans Mol, Joanne Collie & Gillian Porter.
2. Age group and level  
 This course is for **adults** and young adults who are working or going to work in business and who need English. They may be in part-time or full-time work, education or vocational training.  
 Students should have some basic knowledge of the English language, probably a minimum of two years in a school environment (ALTE Level 1, CEF Level A2) to start with the **pre-intermediate** level; and a minimum of three years in a school environment (ALTE Level 2, CEF Level B1) to do the **intermediate** level. Level 1 will help students to be ready to do the BEC Preliminary exam; level 2 is a good preparation for the BEC Vantage exam.
3. Topic and contents  
***Business Update*** is an introduction to the English-speaking **business world**. It uses a procedural approach to put students at ease with English-language communication in authentic company settings.

Level 1 Unit 1: First contact Unit 2: Starting work Unit 3: Consumer power Unit 4: At work Unit 5: Telephone talk Unit 6: Learning the job Unit 7: What's in a brand? Unit 8: Can I help you? Unit 9: It's an order! Unit 10: Global reach Unit 11: The big sell Unit 12: It's in the making! Unit 13: Bank it! Unit 14: Food for thought Unit 15: It's an e-world	Level 2 Unit 1: People at work Unit 2: Business abroad Unit 3: The business of sport Unit 4: Selling fashion Unit 5: Business environments Unit 6: Better connections Unit 7: It's all about the people Unit 8: Entertaining business Unit 9: How is it made? Unit 10: Money matters Unit 11: Advertise it! Unit 12: Energise
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#### 4. Methodology

##### a) General overview

**Business Update** provides students with the English skills they need for business using a carefully planned combination of task-based and multi-functional practice. It teaches specialist vocabulary and provides authentic business scenarios in which skills can be practiced. The approach to learning prepares students in dealing with everyday office life, such as telephoning, working with facts and figures, taking orders and dealing with customer enquiries. A skills section accompanies each unit, including authentic reading passages, vocabulary building and writing and research projects.

b) **Personalized learning** is essential in language teaching. **Business Update** provides a rich source of material which can be personalized by students in creative parts of the lesson (*speaking* and *writing* tasks), where learners are encouraged to practice what they have learnt, and in a uniquely personal way. Personalization is strongly supported by artificial intelligence (AI) which has been built into the course. There are dynamic learning paths, with a choice of easy or difficult activities, based on the self-assessment quiz present in every unit. There is also personal learning path feedback based on the results in the progress check lessons.

c) **Business Update** can be used in a **blended learning** environment. It is the perfect tool to combine technology and classroom-based learning. With blended learning, **Business Update** supports students' autonomy and helps them to work independently on areas that interest them, as well as on areas that they find difficult. It also provides the possibility of undertaking additional practice. The automatic marking function gives instant feedback and encourages students to repeat exercises as needed. Students are also given hints when they face problems with solving activities and they are rewarded for answering correctly which is very motivating.

The image displays two screenshots from the Business Update platform. The left screenshot is a 'Report' for 'Units 1-5 Progress check'. It shows a total score of 65.45% and lists various categories with their respective scores and feedback: Greetings (100.00%), Key language (30.00%), Language work A (100.00%), Language work B (0.00%), Vocabulary A (100.00%), Vocabulary B (0.00%), and Vocabulary C (100.00%). The right screenshot is a 'Key language' exercise for 'Unit 3 Consumer power Anyone for e-commerce?'. It features a 'For and against' task with a dialogue between Student A and Student B. Student A suggests going into town to buy books, while Student B prefers ordering on the Internet. The exercise includes a 'Key language' section with a text box for completion and a 'The professionals - Internet safety' section with a list of safety tips. The interface also shows a progress indicator (0/3) and navigation buttons.

##### More information:

<http://www.msmstudio.eu/businessupdate>