

**Professional English**  
**INSIGHT**  
Student's Book - Basic

OPTIMUM BUSINESS ENGLISH # SERIES

OPTIMUM BUSINESS ENGLISH # SERIES

**ptimum**  
technical language

ptimum

**Professional English Insight**. Un curso de inglés profesional que trata el desarrollo de una estrategia para negociar. Ideal para estudiantes y profesionales de administración, comercio, marketing, RR.HH. y otros. Cuenta también con material básico e avanzado.

A nivel básico de curso e sus sesiones temáticas, funciona una gran variedad de actividades de apoyo lingüístico para el aprendizaje.

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Reading: Utilizado de forma directa en el contexto de la lección presentada en el audio para el aprendizaje del texto de la lección.

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Professional English Insight

Student's Book - Basic Level

Student's Book - Pre-Intermediate Level

Student's Book - Intermediate Level

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# BOOK 1 ELEMENTARY BUSINESS SERIES

RH	Grey
EMPREENDEDORISMO	Yellow
ATENDIMENTO AO CLIENTE	Blue
ADMINISTRAÇÃO	Light Blue
MARKETING	Red
CONTABILIDADE	Light Green
COMERCIO EXTERIOR	Purple
INTERNET	Brown
NEGOCIAÇÕES	Light Grey
TECNOLOGIA	Light Orange
APRESENTAÇÕES	Dark Blue
NORMAS E ÉTICA	Dark Grey
FRANCHISING	Orange
GERAL	Green

Module	Lesson	Grammar Highlights	Vocabulary	Possible Sentences / Questions
I	Lesson 01	<ul style="list-style-type: none"> <li>- Verb to write</li> <li>- Verb to meet</li> <li>- Verb to speak</li> <li>- Verb to work</li> <li>- Preposition</li> <li>- Articles a/an/the</li> </ul>	<ul style="list-style-type: none"> <li>- The Alphabet</li> <li>- Introduction to social English</li> <li>- Expressions</li> </ul>	<ul style="list-style-type: none"> <li>- I speak English with the employer.</li> <li>- I write letters in my office.</li> <li>- You are the manager.</li> <li>- I meet the boss at my company.</li> </ul>
I	Lesson 02	<ul style="list-style-type: none"> <li>-Review Lesson 1</li> <li>-Word order (simple sentences)</li> </ul>	<ul style="list-style-type: none"> <li>- Dialogue</li> </ul>	<ul style="list-style-type: none"> <li>- How are you this morning?</li> <li>- See you later.</li> </ul>
I	Lesson 03	<ul style="list-style-type: none"> <li>-Negative form</li> <li>- Verb to go</li> <li>- Verb to need</li> <li>- Verb to have</li> <li>- Verb to tell</li> <li>- Preposition</li> </ul>	<ul style="list-style-type: none"> <li>- Useful expressions (activities)</li> <li>- Desk objects</li> <li>- Some company occupations</li> </ul>	<ul style="list-style-type: none"> <li>- I need to work now. See you later.</li> <li>- Boss, I need to speak with the analyst.</li> <li>- I have to tell my problems to the consultant.</li> <li>- I don't need to make a phone call now.</li> </ul>
I	Lesson 04	<ul style="list-style-type: none"> <li>- Review lessons 1-3</li> </ul>	<ul style="list-style-type: none"> <li>- Activities at work</li> <li>- Dialogue</li> </ul>	<ul style="list-style-type: none"> <li>- The product is in the factory.</li> <li>- Please, tell the receptionist about the file in my office.</li> </ul>
I	Lesson 05	<ul style="list-style-type: none"> <li>- Interrogative form</li> <li>- Verb to close</li> <li>- Verb to listen</li> <li>- Verb to repeat</li> <li>- Verb to start</li> <li>- Verb to understand</li> <li>- Verb to open</li> <li>- Verb to come</li> <li>- Verb to sit</li> <li>- Verb to read</li> <li>- Verb to stand</li> </ul>	<ul style="list-style-type: none"> <li>- Talk at work</li> <li>- Expressions</li> <li>- Dialogue</li> <li>-Imperative</li> </ul>	<ul style="list-style-type: none"> <li>- Come in and sit down, please!</li> <li>- It's time to read your notes. Please come to my office now.</li> <li>- That's right. Now go to your department, please.</li> </ul>

I	Lesson 06	<ul style="list-style-type: none"> <li>- Verb to think</li> <li>- Verb to send</li> <li>- Verb to receive</li> <li>- Verb to use</li> <li>- Verb to know</li> <li>- Verb to be</li> </ul>	<ul style="list-style-type: none"> <li>- Questions and answers</li> <li>- Substitution exercises</li> <li>- Dialogue</li> </ul>	<ul style="list-style-type: none"> <li>- I think the entrance is closed.</li> <li>- Let's send the memo to the employers.</li> <li>- Do you know about the new job?</li> <li>- Are you the new secretary?</li> <li>- We are the new employees of this department.</li> </ul>
I	Lesson 07	<ul style="list-style-type: none"> <li>- WH words (whose, where, which, what)</li> <li>- Possessive case</li> <li>- Possessive pronouns</li> <li>- This/That</li> <li>- These/ Those</li> </ul>	<ul style="list-style-type: none"> <li>- Identifying objects (singular)</li> <li>- Questions and answers</li> <li>- Substitution exercises</li> <li>- Dialogues</li> </ul>	<ul style="list-style-type: none"> <li>- Those aren't your paperclips, are they?</li> <li>- These calculators are yours. Where are mine?</li> <li>- Whose cubicles are these?</li> <li>- Yes, that's a factory over there.</li> </ul>
I	Lesson 08	<ul style="list-style-type: none"> <li>- WH words (how, who, why)</li> <li>- Adverbs of frequency</li> <li>- Verb to do</li> <li>- Verb to miss</li> <li>- Verb to develop</li> <li>- Verb to take</li> <li>- Verb to ask</li> <li>- Verb to present</li> <li>- Verb to propose</li> </ul>	<ul style="list-style-type: none"> <li>- Identifying people by profession</li> <li>- Questions and answers</li> <li>- Substitution exercises</li> <li>- Dialogue</li> </ul>	<ul style="list-style-type: none"> <li>- Who is that over there?</li> <li>- Either the assistant or the receptionist has to come to the meeting.</li> <li>- They always work on the weekend.</li> <li>- How often do you ask the consultant about the production?</li> <li>- We seldom miss the meetings.</li> </ul>
I	Lesson 09	<ul style="list-style-type: none"> <li>- Past tense (Verb to be)</li> <li>- Preposition</li> </ul>	<ul style="list-style-type: none"> <li>- Days and months</li> <li>- Questions and answers</li> <li>- Substitution exercises</li> </ul>	<ul style="list-style-type: none"> <li>- I was there on a business trip.</li> <li>- Was the factory open last year?</li> </ul>
I	Lesson 10	<ul style="list-style-type: none"> <li>- Auxiliary verb 'does'</li> <li>- Some business occupations</li> <li>- Verb to travel</li> <li>- Verb to schedule</li> <li>- Verb to arrange</li> <li>- Verb to book</li> <li>- Verb to fly</li> <li>- Verb to arrive</li> </ul>	<ul style="list-style-type: none"> <li>- Useful expressions</li> <li>- Questions and answers</li> <li>- Substitution exercises</li> </ul>	<ul style="list-style-type: none"> <li>- How many clients do you have?</li> <li>- How much money does she need?</li> <li>- Doesn't your associate know us?</li> <li>- Does the secretary always arrange your accommodations?</li> <li>- Where does she arrive from?</li> <li>- Why doesn't he leave on time?</li> </ul>

		<ul style="list-style-type: none"> <li>- Verb to leave</li> <li>- Verb to sell</li> <li>- Verb to lose</li> <li>- Verb to wait</li> </ul>		
I	Lesson 11	<ul style="list-style-type: none"> <li>- Verb to like</li> <li>- Verb to make</li> <li>- Verb to see</li> <li>- Verb to call</li> <li>- Verb to try</li> <li>- Verb to give</li> <li>- Verb to want</li> <li>- Must</li> <li>- Can / Could</li> <li>- Will</li> </ul>	<ul style="list-style-type: none"> <li>- Telling the time</li> <li>- Questions and answers</li> <li>- Substitution exercises</li> <li>- Dialogues</li> </ul>	<ul style="list-style-type: none"> <li>- Can we make the conference call at noon?</li> <li>- What time will we start the presentation?</li> <li>- What time is it?</li> <li>- Is it two o'clock yet?</li> <li>- Will you be on time</li> </ul>
I	Lesson 12	<ul style="list-style-type: none"> <li>- Preposition</li> <li>- Verb to discuss</li> <li>- Verb to identify</li> <li>- Verb to satisfy</li> <li>- Verb to keep</li> <li>- Verb to plan</li> <li>- Verb to gain</li> <li>- Verb to grow</li> <li>- Verb to build</li> <li>- Verb to win</li> </ul>	<ul style="list-style-type: none"> <li>- Marketing</li> <li>- Reading and listening</li> <li>- Numerals</li> <li>- Ordinals</li> <li>- Answering questions</li> <li>- Substitution exercises</li> <li>- Dialogues</li> </ul>	<ul style="list-style-type: none"> <li>- I was there on a conference about marketing strategies.</li> <li>- We will identify our client's customers and advertise their product.</li> <li>- We want our client's customer base to grow.</li> <li>- A good slogan is very important in advertising.</li> </ul>
I	Lesson 13	<ul style="list-style-type: none"> <li>- Review grammar</li> <li>- Verb to bring</li> <li>- Verb to introduce</li> <li>- Verb to order</li> <li>- Verb to talk</li> <li>- Verb to like</li> <li>- Verb to sign</li> <li>- Verb to agree</li> <li>- Verb to prefer</li> </ul>	<ul style="list-style-type: none"> <li>- Business dinner</li> <li>- Answering questions</li> <li>- Speak your mind</li> <li>- Substitution exercises</li> <li>- Dialogue</li> </ul>	<ul style="list-style-type: none"> <li>- Can you call my wife at 9 o'clock tomorrow morning?</li> <li>- Soon we will need another office.</li> <li>- They are very hard negotiators.</li> <li>- What place and time do you prefer?</li> <li>- I like that place, it's not fancy just casual and relaxed. I'll bring my wife.</li> </ul>
I	Lesson 14	<ul style="list-style-type: none"> <li>- Review grammar</li> <li>- Verb to study</li> <li>- Verb to brainstorm</li> </ul>	<ul style="list-style-type: none"> <li>- Places in a company building</li> </ul>	<ul style="list-style-type: none"> <li>- A room for meetings for a few people.</li> <li>- A room where materials are stored.</li> </ul>

		- Verb to smoke		
I	Lesson 15	<ul style="list-style-type: none"> <li>- Review grammar</li> <li>- Verb to attend</li> <li>- Verb to expand</li> <li>- Verb to improve</li> <li>- Verb to see</li> <li>- Verb to show</li> <li>- Verb to continue</li> <li>- Verb to design</li> <li>- Verb to re-design</li> <li>- Should</li> </ul>	<ul style="list-style-type: none"> <li>- Brainstorm</li> <li>- Dialogues (Parts of a session)</li> </ul>	<ul style="list-style-type: none"> <li>- Our client wants us to expand the customer base of his product urgently.</li> <li>- The ads should be shown at different time of the day.</li> <li>- What about the target group?</li> </ul>



**BOOK 2**  
**COMPETENCY**  
**BUSINESS SERIES**



RH	
EMPREENDEDORISMO	
ATENDIMENTO AO CLIENTE	
ADMINISTRAÇÃO	
MARKETING	
CONTABILIDADE	
COMERCIO EXTERIOR	
INTERNET	
NEGOCIAÇÕES	
TECNOLOGIA	
APRESENTAÇÕES	
NORMAS E ÉTICA	
FRANCHISING	
GERAL	

MODUL	LESSON	GRAMMAR	VOCABULARY	POSSIBLE SENTENCES / QUESTIONS
II	LESSON 01	<ul style="list-style-type: none"> <li>- Would   Rather</li> <li>- Verb to mind</li> <li>- Verb to wear</li> <li>- Verb to look</li> <li>- Verb to stay</li> <li>- Verb to help</li> <li>- Verb to study</li> <li>- Prepositions of place</li> </ul>	<ul style="list-style-type: none"> <li>- Establishing preferences and needs;</li> <li>- Office objects;</li> <li>- Personnel of the office (functions);</li> <li>- Some physical characteristics.</li> </ul>	<ul style="list-style-type: none"> <li>- What do you need?</li> <li>- What would you like to do now?</li> <li>- I want a printer for the secretary.</li> <li>Wouldn't you like to wait?</li> </ul>
II	LESSON 02	<ul style="list-style-type: none"> <li>- Present simple (third person singular -does)</li> <li>- How many</li> <li>- Verb to speak</li> <li>- Verb to listen to</li> <li>- Verb to read</li> <li>- Verb to write</li> <li>- Verb to hold</li> <li>- Verb to understand</li> <li>- Verb to know</li> <li>-Verb to communicate</li> </ul>	<ul style="list-style-type: none"> <li>- International Communication;</li> <li>- Languages;</li> <li>- Nationalities.</li> </ul>	<ul style="list-style-type: none"> <li>- Do you speak English?</li> <li>- How many languages do you speak?</li> <li>- Does your friend know the local language?</li> <li>- How fluent are you in English?</li> <li>- Does the manager hold meetings in French?</li> <li>- I communicate well with them.</li> <li>- How is his pronunciation in Dutch?</li> </ul>
II	LESSON 03	<ul style="list-style-type: none"> <li>- Gerund (ongoing activities)</li> <li>- Verb to do</li> <li>- Verb to schedule</li> <li>- Verb to stop</li> <li>- Verb to work</li> <li>- Verb to wait</li> <li>- Verb to come back</li> </ul>	<ul style="list-style-type: none"> <li>- Finance;</li> <li>- Mortgage broker profession;</li> <li>- Activities related to work.</li> </ul>	<ul style="list-style-type: none"> <li>- What are you doing?</li> <li>- Who are you writing to?</li> <li>- What are you thinking about?</li> <li>- What are you working on?</li> <li>- Are you doing this job alone?</li> </ul>
II	LESSON 04	<ul style="list-style-type: none"> <li>- Comparative and Superlative forms of adjectives</li> <li>- going to (future)</li> <li>- Verb to become</li> </ul>	<ul style="list-style-type: none"> <li>- Age;</li> <li>- Work experience;</li> <li>- Shipping business.</li> </ul>	<ul style="list-style-type: none"> <li>- How old are you, Tim?</li> <li>- Julia is three years older than you are.</li> <li>- There are thirty-nine people altogether at the headquarters.</li> <li>- When was this company established?</li> </ul>

		<ul style="list-style-type: none"> <li>- Verb to believe</li> <li>- Verb to retire</li> <li>- Verb to suppose</li> <li>- Verb to deliver</li> <li>- Verb to specialize</li> <li>- Verb to handle</li> <li>- Verb to establish</li> </ul>		<ul style="list-style-type: none"> <li>- This is the oldest company in our city.</li> <li>- Is the project manager in his forties?</li> <li>- Is Mr. Davis the youngest in your firm?</li> </ul>
II	LESSON 05	<ul style="list-style-type: none"> <li>- Present simple (third person does - interrogative)</li> <li>- Review on previous units</li> <li>- Verb to drive</li> <li>- Verb to get up</li> <li>- Verb to wake up</li> <li>- Verb to report</li> <li>- Verb to implement</li> <li>- Verb to comply with</li> <li>- Verb to recruit</li> <li>- Verb to motivate</li> <li>- Verb to train</li> <li>- Verb to recommend</li> <li>- Verb to coordinate</li> </ul>	<ul style="list-style-type: none"> <li>- Vocabulary review on previous lessons;</li> <li>- Daily routine in an HR department.</li> </ul>	<ul style="list-style-type: none"> <li>- What time do you usually start work?</li> <li>- She wakes up at 5:45 in the morning.</li> <li>- My husband works from 5 to 9 on weekdays.</li> <li>- I leave the office at 6 pm.</li> <li>- What time does the director get to the headquarters of the firm?</li> <li>- What do you prefer; working nightshift or dayshift?</li> </ul>
II	LESSON 06	<ul style="list-style-type: none"> <li>- Simple past</li> </ul>	<ul style="list-style-type: none"> <li>- Terminology of the previous lessons (Vocabulary review).</li> </ul>	<ul style="list-style-type: none"> <li>- What time did you wake up yesterday?</li> <li>- The broker worked hard month; his company made high revenue.</li> <li>- What time did the bookkeeper start her job last Monday?</li> <li>- The HR specialist recruited all of the new clerks.</li> <li>- Why did you stop your work?</li> </ul>

MODULE	LESSON	GRAMMAR HIGHLIGHTS	VOCABULARY	POSSIBLE SENTENCES / QUESTIONS
II	LESSON 07	<ul style="list-style-type: none"> <li>- Simple past - further practice</li> <li>- Verb to pay</li> <li>- Verb to consult</li> <li>- Verb to expect</li> <li>- Verb to spend</li> <li>- Verb to earn</li> <li>- Verb to purchase</li> <li>- Verb to post</li> <li>- Verb to include</li> <li>- Verb to balance</li> <li>- Verb to calculate</li> <li>- Verb to review</li> </ul>	<ul style="list-style-type: none"> <li>- Specific terminology on bookkeeping;</li> <li>- Specific terminology on accounting.</li> </ul>	<ul style="list-style-type: none"> <li>- The trainee worked in the accounting department.</li> <li>- Who posted that entry in this account?</li> <li>- I calculated our assets on a balance sheet.</li> <li>- The auditor said our records are correct.</li> <li>- She knew about your liabilities and equities.</li> <li>- The organization earned lots of profit in the last fiscal year.</li> <li>- Did the shareholders expect high gains?</li> <li>- Ms. Everett balanced out the entries in our daybooks.</li> <li>- What did your corporation purchase?</li> </ul>
II	LESSON 08	<ul style="list-style-type: none"> <li>- Simple past further practice – used to</li> <li>- Verb to propose</li> <li>- Verb to project</li> <li>- Verb to create</li> <li>- Verb to be present</li> <li>- Verb to estimate</li> <li>- Verb to consider</li> <li>- Verb to answer</li> <li>- Verb to approve</li> <li>- Verb to itemize</li> <li>- Verb to cover</li> <li>- Verb to sum up</li> <li>- Verb to show</li> </ul>	<ul style="list-style-type: none"> <li>- Specific terms on business planning;</li> <li>- Specific terms on budgeting.</li> </ul>	<ul style="list-style-type: none"> <li>- What did you use to do when you worked in the financial department?</li> <li>- Who used to approve the budgets?</li> <li>- The analyst used to itemize expenditures on a projection sheet.</li> <li>- The team used to consider our revenue when proposing a budget.</li> <li>- Our revenues used to cover some of our costs.</li> <li>- We used to have profitable endeavors.</li> <li>- Who used to estimate the costs involved?</li> </ul>
II	LESSON 09	<ul style="list-style-type: none"> <li>- Present perfect tense</li> <li>- Verb to develop</li> <li>- Verb to found</li> <li>- Verb to innovate</li> </ul>	<ul style="list-style-type: none"> <li>- Events in the past periods of time;</li> <li>- Locations visited in the past;</li> <li>- History of Silicon Valley;</li> <li>- Internet- related business.</li> </ul>	<ul style="list-style-type: none"> <li>- Have you been able to speak with that client?</li> <li>- I have worked in research laboratories for the past five years.</li> </ul>

		<ul style="list-style-type: none"> <li>- Verb to rename</li> <li>- Verb to experience</li> <li>- Verb to invest</li> <li>- Verb to fall</li> <li>- Verb to march on</li> <li>- Verb to wear out</li> <li>- Verb to be able to</li> </ul>		<ul style="list-style-type: none"> <li>- Have you invested in software development?</li> <li>- Our firm has experienced explosive growth in the last years.</li> <li>- Silicon Valley has been a hotspot of innovation.</li> </ul>
II	LESSON 10	<ul style="list-style-type: none"> <li>- Past continuous tense</li> <li>- Review of grammar points</li> <li>- Review sentence structure</li> </ul>	<ul style="list-style-type: none"> <li>- Terminology of the previous lessons (Vocabulary review).</li> </ul>	<ul style="list-style-type: none"> <li>- What was the accountant doing yesterday afternoon?</li> <li>- What were you doing when I called you on the telephone?</li> <li>- While the shareholders were speaking the assistant was taking notes.</li> <li>- They were spending too much money when the work stopped.</li> <li>- We were investing capital in these assets when the prices fell.</li> </ul>
II	LESSON 11	<ul style="list-style-type: none"> <li>- Review of all grammar points seen in the book</li> </ul>	<ul style="list-style-type: none"> <li>- History of the internet;</li> <li>- Words used in the internet.</li> </ul>	<ul style="list-style-type: none"> <li>- The Internet is an electronic pathway to information and services that you can access through your computer.</li> <li>- Soon the Internet expanded demanded by the need for information.</li> <li>- Google some information.</li> <li>- Blog about an issue.</li> </ul>
II	LESSON 12	<ul style="list-style-type: none"> <li>- Review of all grammar points seen in the book</li> </ul>	<ul style="list-style-type: none"> <li>- Words related to the secretary's job.</li> </ul>	<ul style="list-style-type: none"> <li>- Secretaries work in offices supporting the daily activities of a business.</li> <li>- Secretaries can be found in every type of business and industry.</li> <li>- Secretaries have wide ranging duties and perform diverse tasks throughout the day.</li> </ul>
II	LESSON 13	<ul style="list-style-type: none"> <li>- Review of all grammar points seen in the book</li> </ul>	<ul style="list-style-type: none"> <li>- Specific terms and some information about vacation: hotel, transport, places, costs, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- I barely ever get time to take a few days off from work.</li> <li>- Tomorrow my family and I are leaving the country on an 18-day vacation!</li> </ul>
II	LESSON 14	<ul style="list-style-type: none"> <li>- Review of all grammar points seen in the book</li> </ul>	<ul style="list-style-type: none"> <li>- Basic terminology related to economics.</li> </ul>	<ul style="list-style-type: none"> <li>- Economics is a social science.</li> <li>- The study of economics is divided into two major areas.</li> <li>- A notable bull market was in the 1990s and most of the 1980s when the U.S. and many other stock markets rose.</li> </ul>

II	LESSON 15	- Review of all grammar points seen in the book	- Job interview: typical questions, some tips and a guide.	- How would you define success? - Please tell me a bit more about yourself! - What are your strengths? - What are your weaknesses?
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# BOOK 3 MASTERY BUSINESS SERIES

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Module	Lesson	Grammar Highlights	Vocabulary	Possible Sentences/ Questions
III	Lesson 01	<ul style="list-style-type: none"> <li>- Book 2 Grammar Review.</li> <li>- Present simple.</li> <li>- Possessive Adjective.</li> <li>- Verbs, adjectives and nouns.</li> </ul>	<ul style="list-style-type: none"> <li>- Identifying key terms for the business world;</li> <li>- Describing objects, pieces of equipment and jobs in the administration area;</li> <li>- Asking for clarification.</li> </ul>	<ul style="list-style-type: none"> <li>- What does your job involve?</li> <li>- Who do you work for?</li> <li>- What's your annual salary?</li> <li>- What does 'ledger' mean?</li> <li>- Why don't we have those statements?</li> </ul>
III	Lesson 02	<ul style="list-style-type: none"> <li>- Adverbs of Frequency.</li> </ul>	<ul style="list-style-type: none"> <li>- Technical terms and key concepts of accounting;</li> <li>- Accounting books.</li> </ul>	<ul style="list-style-type: none"> <li>- How often do you...?</li> <li>- When do you...?</li> </ul>
III	Lesson 03	<ul style="list-style-type: none"> <li>- Imperative form.</li> </ul>	<ul style="list-style-type: none"> <li>- Giving instructions and advices;</li> <li>- Terminology of business planning process.</li> </ul>	<ul style="list-style-type: none"> <li>- Do you intend to use your plan to help you raise money?</li> <li>- Can business plans be used for several purposes?</li> </ul>
III	Lesson 04	<ul style="list-style-type: none"> <li>- The word class.</li> <li>- Simple Conditional.</li> </ul>	<ul style="list-style-type: none"> <li>- Vocabulary related to financial market;</li> <li>- Some Financial market acronyms;</li> <li>- Substitution Exercises.</li> <li>- Finance professionals;</li> </ul>	<ul style="list-style-type: none"> <li>- What are your plans for today's trading?</li> <li>- Is it possible to trade Euros to Pounds on the FX market?</li> <li>- Don't you think the shares may get overvalued?</li> </ul>
III	Lesson 05	<ul style="list-style-type: none"> <li>- Present perfect passive.</li> </ul>	<ul style="list-style-type: none"> <li>- Entrepreneur qualities;</li> <li>- Reading activity.</li> </ul>	<ul style="list-style-type: none"> <li>- What does the lifestyle entrepreneur place before profit?</li> </ul>
III	Lesson 06	<ul style="list-style-type: none"> <li>- Introduction to Future Simple</li> <li>- Shall</li> </ul>	<ul style="list-style-type: none"> <li>- Regulations and Standards;</li> <li>- Expressions for prohibition, permission and obligation.</li> </ul>	<ul style="list-style-type: none"> <li>- Refusing or failing to carry out the instructions of the supervisor should not be permitted.</li> </ul>

LESSON 7	- Present Perfect. - Review of Past Simple	- Commands in technical English; - Expressions	I have complained about wasting resources before. - How long have you been in the meeting?
LESSON 8	- Present Perfect Continuous	- Marketing and sales vocabulary; - Reading Exercises.	- Why is it important for the sales person to personally meet his/her potential clients?
LESSON 9	- Comparative and Superlative; -Opposites (Adjectives);	Budgeting process vocabulary;	- The budgeting process is more difficult than I thought
LESSON 10	- To do so	- 4 P's of marketing. Marketing terminology;	- The manager said, 'stand up.' Kelly did so, and started to talk about her job.
LESSON 11	Comparison: Present Perfect and Present Perfect Continuous; Since/For; Should / Supposed to / Meant to.	- Suggesting solutions to the problems.	-The real state property is cheap, but it should be cheaper. - I've been working at the stock exchange for a long time
LESSON 12	- Grammar Review.	- Business meetings.	- It should be as early as possible.
LESSON 13	- The passive voice.	- Key vocabulary related to inventory management and warehousing.	- The pallets were lifted.
LESSON 14	- Sequencers.	- Describing events and procedures.	- First, she got up and walked away.
LESSON 15	- Grammar Review.	- Terms related to Professional Customer service	Deal with one client at time.



# BOOK 4 SUPERIOR BUSINESS SERIES

MODULE	LESSON	TITLE	GRAMMAR	VOCABULARY & STRUCTURE
IV	01	HOW DID ALL BEGIN	Main verbs Auxiliary verbs Active and passive verbs Parallel increase	Verbs followed by -ing or to-infinitive with no change in meaning Special passive structures: I was given Special passive structures: It is said that... Special passive structures: He is said to...
IV	02	THE GLOBAL FINANCIAL CRISIS	Review of present and past tenses Historical Present Parts of speech Narrative Tenses	Inversion, not only...but also Either... or... , Neither ...nor... Review of prepositions
IV	03	CORPORATE CULTURE	Modal auxiliaries Review of future tenses Be, do, and have Relative Clauses	Used to,get used to, and to be used to Dare and need as modals Participle relative clauses
IV	04	POLITICAL ISSUES	Gradual increase Relative clauses Adjectives & Adverbs Links across	Relative clauses:special use of which Relative clauses:Emphatic stuctures with what and it Relative clauses:participle and to-infinitive
IV	05	ALL ABOUT BRANDING	Past perfect continuous	Special structures with -ing: 2 actions at the same time Both... and..., Yet and still (Linking Words)
IV	06	Borderless World	Would expressing habits in the past Wish Mixed conditionals	Phrasal verbs: everyday situations Review of adverbs Nevertheless,on one(the other)hand
IV	07	Basic Issues in Franchising	Reported speech Phrasal Verbs,extended	Whoever,whatever,whichever,wherever,whenever,however Make or do, say or tell

				Reported questions,requests,offers,etc
IV	08	Cultural Transformation	Future continuous Future perfect Future perfect continuous	Verbs followed by -ing or to-infinitive with change in meaning Special structures with -ing: one action after another
IV	09	Effects of Religion on Economic Growth	Inversion with negative adverbials Narrative tenses Causative have/get	While,Thus,hence, therefore Afraid,anxious,ashamed,interested and sorry followed by -ing or to-infinitive
IV	10	Impact of Internet on Globalization	Passive forms –all Definite and indefinite articles	Verbs followed by -ing or infinitive without to with change in meaning
IV	11	Problems of International Business	Future continuous Future perfect Adjective order	Besides, moreover, and furthermore Linking words + -ing
IV	12	International Investment	Wish/if only (regrets) Third and mixed conditionals Past Modals	As if/though
IV	13	Foreign Markets-Different Modes of Entry	Phrasal verbs, especially splitting Review of prepositions Word formation	Capitalizations of nouns Spelling Rules Suffixes and prefixes
IV	14	cross Cultural training	Phrasal verbs - business situations	Idiomatic expressions Double sense words False cognates There and it
IV	15	Outsourcing-Business process	Subject-verb agreement Coordination and subordination	Parallelism Punctuation Sentence structure