




Scope and Sequence

	Topic	Vocabulary	Listening		Reading	Writing	Grammar	Speaking
1 pages 8-17	 Writing Resumes	Resume	<ul style="list-style-type: none"> - Tips for writing resumes - A basic rule for writing resumes - A talk from a consultant 		What Employers Look For in a Resume	Introduction for a resume	Future Continuous	<ul style="list-style-type: none"> - What to include in a resume - Talking about job skills - Ways to improve your resume
2 pages 18-27	 Interview Skills	Interview	<ul style="list-style-type: none"> - Reasons for resignation - Interview with a candidate - Preparing for an interview 		What Employers Look For in a Job Interview	A thank-you email	Past Continuous	<ul style="list-style-type: none"> - Interviewing for a marketing position - Favorite jobs - Your job skills
3 pages 28-37	 Leisure Activities	Socializing	<ul style="list-style-type: none"> - Messing up a meeting - Suggestions for activities - A casual, brief introduction 		Cultural Differences Around the World	Personal profile	Present Perfect	<ul style="list-style-type: none"> - Spare time activities - Talking about work and life - Making a good first impression
Review 1 pages 38-41								
4 pages 42-51	 Marketing Strategies	Marketing	<ul style="list-style-type: none"> - Ads for a flight operator - Ways to attract young people - Tips to secure deals 		How to Make an Effective Ad	Designing a print ad	Modals of advice	<ul style="list-style-type: none"> - Social media strategies - Discussing selling points - A presentation
5 pages 52-61	 Conference Calls	Meeting	<ul style="list-style-type: none"> - A weak connection - Sharing your screen - Overview of a video conference 		Phone Etiquette for Conference Calls	A meeting agenda	<i>Will and be going to</i> for predictions	<ul style="list-style-type: none"> - Problems during a Skype call - Organizing agendas - Key phrases for conference calls
6 pages 62-71	 Making Conclusions	Conclusion	<ul style="list-style-type: none"> - Wrapping up a meeting - Meeting proceedings - Summarizing a meeting 		The Better Business Guide to Seamless Meetings	A meeting summary	Future Perfect	<ul style="list-style-type: none"> - Taking notes for a meeting - Concluding a meeting - Key phrases to manage meetings
Review 2 pages 72-75								

	Topic	Vocabulary	Listening		Reading	Writing	Grammar	Speaking
7 pages 76–95	 Customer Service	Customer Service	<ul style="list-style-type: none"> - A technical issue - A malfunctioning tablet - Tips to handle complaints 		Website posts	Response email to a complaint	Second conditionals	<ul style="list-style-type: none"> - Repairing a device - Solving complaints - Brainstorming solutions
8 pages 96–95	 Developing Clients	Pitching	<ul style="list-style-type: none"> - Preparing for a pitch - Pitching a deal - Tips for creating content for clients 		A business proposal	A corporate profile	Mixed conditionals	<ul style="list-style-type: none"> - Negotiating for success - Pitching your product - Presentation phrases
9 pages 96–105	 Done Deal	Negotiation	<ul style="list-style-type: none"> - Promoting a car - Salary negotiation - Secrets for negotiations 		How to Get the Best Deal on Just About Anything	A counteroffer email	Adverbs	<ul style="list-style-type: none"> - Getting an ideal salary - Acting out a negotiation - Negotiation phrases
Review 3 pages 106–109								
10 pages 110–119	 Attending Exhibitions	Exhibition	<ul style="list-style-type: none"> - Extending an invitation - Following up on progress - Speaking at an exhibition 		A flyer	An invitation	Relative clauses	<ul style="list-style-type: none"> - Inviting media coverage - Hosting a booth - Inviting people to visit an exhibition
11 pages 120–129	 Live Streaming	Social Media	<ul style="list-style-type: none"> - Social media efforts - A podcast - Using social media to grow business 		The Best Social Media Apps for Your Business	Tips for social media posts	Phrasal verbs	<ul style="list-style-type: none"> - Online business coaching - Promoting your products - Discussing pros and cons
12 pages 130–139	 Public Relations Crisis	Public Relations	<ul style="list-style-type: none"> - A keynote address - A campaign that went wrong - Next steps after a crisis 		Fashion Label Faces Criticism for Alleged Sweatshops	A summary of a marketing crisis	Reported speech	<ul style="list-style-type: none"> - Solving a marketing crisis - Conducting an internal review - Problem-solving strategies
Review 4 pages 140–143								



UNIT 1

Writing Resumes

Think About It

A. A well-presented, polished resume should highlight several areas of the personal and professional life of a job applicant. These might include the following:

- ◆ Work Experience
- ◆ Academic Accomplishments
- ◆ Volunteer Experience
- ◆ Personal Interests
- ◆ Awards/Achievements
- ◆ Special Skills

B. Work with a partner. Discuss what you might want to include on your resume, and why.

Example dialogue

- A: I graduated at the top of my university class, so I think I should include that at the top of my Academic Achievements.
- B: You also speak three languages, right? You should definitely highlight your linguistic skills.
- A: As for you, you already interned at a Fortune 500 company. That has to go in Work Experience.
- B: True. I also want to show I'm a well-rounded person, though, so I'll include something in the Personal Interests about how I enjoy cycling and other outdoor activities on weekends.

C. Walk around and have similar conversations with other students.

Photo Match

A. Match the words to the pictures below.

programmer salesperson	lawyer journalist	pilot chocolatier	barista winemaker
			
			

B. What can you think of to highlight on your own resume? Work with a group and share your ideas.

Examples

- ◆ I want to be a salesperson so I would want to highlight my strong interpersonal skills.
- ◆ I plan to be a chocolatier so I would want to highlight my internship at a famous restaurant.

Key Vocabulary

A. Below are words related to writing resumes. Listen and repeat the words.

- | | | | | |
|-----------------|-----------|---------------|-----------|------------|
| work experience | apply | chronological | refer | references |
| prospective | highlight | overall | seek | employment |
| outline | relevant | impressive | character | background |

B. Work with a partner. Put the words above in the correct categories.

Noun	Verb

C. Complete the sentences with the correct words.

work experience	apply	chronological	refer
references	update	highlight	overall

- How many jobs did you _____ for before finally landing a position?
- If you would like to know more about me and my professional journey, please _____ to my LinkedIn page.
- When writing your resume, you should always _____ your best attributes and achievements.
- Here is a list of the past jobs I've held, in _____ order.
- The _____ length of my resumé is just one page.
- Among my professional _____ are two former employers and my favorite university professor.
- My _____ includes three years working in the technology field.
- You should really _____ your resume, as it doesn't include your experience from the past year.

Listening Practice

A. 3 Listen to the conversation. Who says what? Put the sentences under the correct name.

Mira	Dan

- | | |
|--|--|
| a. Keep it to a single page. | b. That's a great idea. |
| c. What's your take? | d. Let's see what you've got. |
| e. Would you mind taking a look? | f. And what do you think about the overall length? |
| g. Just highlight the jobs you have done that are relevant to the job you're applying for. | |
| h. In other words, your most recent job would go first. | |
| i. I guess I should put the most impressive jobs I've had near the top as well, right? | |

B. 3 Listen to the conversation again. Then circle True or False for each statement.

- | | |
|---|--------------|
| 1. Mira will be looking for a new job next month. | True / False |
| 2. They both think Dan's resume is too long. | True / False |
| 3. A resume should be two pages long. | True / False |
| 4. The least impressive job listings go near the top of the resume. | True / False |

Conversation Activity

4 Listen to the conversation. Then practice the conversation with a partner.

Jason: How do I condense 25 years of work experience on a one-page resume?

Nicole: A basic rule is, keep it recent and relevant. By the time your resume lands on an employer's desk, they will probably be tired of reading through so many. You don't want to give them a reason to lose interest.

Jason: What about facts and figures? Should I include those?

Nicole: Of course. If you exceeded your goals in a project by 50 percent, put that down. If a thousand people were impacted by your work, that's worth including, too.

Jason: I think certain terms are overused. I'm trying to avoid them.

Nicole: Great idea. Words like "team player" and "hard worker" hardly mean anything anymore. Be more creative.

Jason: I've had so many jobs over the years. It's hard to choose which ones to highlight.

Nicole: You can pick those which are related to the position you're applying for.

Jason: OK. It's a marketing position. So I suppose I can leave out that job I held in HR for a while.

Nicole: Right. It's likely your prospective employer won't be interested in reading about your experience in unrelated fields.

Jason: All right, I'll keep that in mind. Thanks!



Speaking Practice

A. Practice the conversation with a partner. Replace the colored words with the words below.

office work / hobbies and interests / bring to the fore / managerial job

bore them / if your hobbies are related to the job / highlight relevant skills / Just stick to those jobs where you were in a managerial role

B. Now, practice the conversation again. Replace the colored words with your own ideas.



Grammar Check

A. The structure of future continuous is as follows:

S + will be + V-ing

The future continuous tense is used to:

1. show that something will already be in progress at a specified time in the future.

Examples

- ♦ Sally *will be leaving* home for the night shift at this time.
- ♦ Hank *will be having* dinner with clients tomorrow night.

2. talk about future plans.

Examples

- ♦ John *will be starting* his own company by this time next year.
- ♦ By this time next month, I *will be looking* for a new job.

3. make a guess about something that is happening now.

Examples

- ♦ If everything goes on schedule, Holly *will be arriving* in Manila at this time tomorrow.
- ♦ By the time your resume lands on an employer's desk, they *will probably be* tired of reading through so many.

B. Complete the sentences using future continuous of the verbs given in brackets.

1. By this time next year, I _____ (*work*) overseas.
2. At 5:00 p.m. tomorrow, I _____ (*mail*) resumes to several Fortune 500 companies.
3. On Thursday next week, Ms. King _____ (*meet*) with representatives from a potential new client.
4. At 6:00 a.m. tomorrow morning, John _____ (*exercise*) in the corporate gym.

C. Choose the correct phrase for each sentence.

1. _____ late tonight?
 - a. Will you be working
 - b. Have you been working
2. At this time next year, Grace _____ her own business.
 - a. has been launching
 - b. will be launching
3. By the time the boss gets to your resume, she _____ the same clichés over and over.
 - a. is tired of reading
 - b. will be tired of reading
4. We _____ for the best price we can get, obviously.
 - a. will be looking
 - b. have been looking

Guided Writing

- A. Writing a resume is the first step to hunt for a job. You can write a brief introduction, telling a prospective employer a little about who you are, what you've done, and what you have achieved. Here is a sample.

Desmond Walters

Communications Specialist



Profile

Harvard-educated communications specialist with five years of experience in the tech sector. During my time in the industry, I've worked at two different start-ups in the Silicon Valley, aiding them in building their brands through fostering positive, collaborative relationships with various media partners.

Employment History

Public Relations Officer at TechMake Corp., San Francisco

- Wrote press releases for all product launches, corporate events, and company news
- Acted as a liaison between media and corporate representatives
- Updated company website with all product news, staffing updates, and sales info

Junior Copywriter at GoFast Web Solutions, San Francisco

- Wrote ad copy for a diverse array of advertisements

Education

Bachelor of Commerce, Harvard Business School

September 2015–April 2019

- Graduated magna cum laude

References

Janelle Ross from GoFast Web Solutions

- B. Write an introductory paragraph, or overview, for your resume. Tell a prospective employer about who you are, what you're most interested in, what you've achieved academically and professionally, and what you hope to achieve in the future.



Listening Comprehension

A. 5 Listen to a talk. Check the adjectives you hear.

- | | | |
|----------------------------------|---------------------------------|--------------------------------------|
| <input type="checkbox"/> overall | <input type="checkbox"/> before | <input type="checkbox"/> different |
| <input type="checkbox"/> related | <input type="checkbox"/> same | <input type="checkbox"/> prospective |
| <input type="checkbox"/> certain | <input type="checkbox"/> next | <input type="checkbox"/> under |
| <input type="checkbox"/> many | <input type="checkbox"/> abroad | <input type="checkbox"/> important |



B. 5 Fill in the blanks with the adjectives you checked above. Then listen again.

- I help all kinds of professionals in _____ fields polish their resumes so that they can land their dream jobs.
- So, I've got some tips for the _____ time you need to write a resume and start handing it out to _____ employers.
- For example, you might have an _____ "Skills" section.
- If you can write code and are good at using _____ kinds of software, put a "Software/Computer Skills" section somewhere else.
- This way, when an employer skims your resume, and most of them will do this, hardly any actually read through every word, they won't likely miss any of your _____ attributes.

C. Circle *True* or *False* for each statement.

- | | |
|---|---------------------|
| 1. Most employers read every word of every resume. | <i>True / False</i> |
| 2. You should list all your skills in the same section. | <i>True / False</i> |
| 3. Skills should be listed under the jobs that they directly relate to. | <i>True / False</i> |
| 4. You can put an overall Skills section on your resume. | <i>True / False</i> |
| 5. The speaker helps people with their job interview performance. | <i>True / False</i> |
| 6. Language skills should be omitted from your resume. | <i>True / False</i> |



Pair Work

A. Work with a partner. Try to think of your special skills that are to be put in the Skills section on your resume.

YOUR SKILLS

- A good team player
- Proficient in English

B. Write down the reasons why you claim to have those skills.

WHY YOU CLAIM YOU HAVE THE SKILLS

- I'm a good team player because I love to interact with people.
- I'm proficient in English because I got high scores on the TOEFL.

C. Now, pass your notes to your partner for them to read. Provide each other feedback, telling them what they might have forgotten, other things they might want to include, and so on.



Reading

A. Read the following article.

What Employers Look For in a Resume

What do prospective employers want to see on your resume this year? Make sure your page isn't too crowded, for starters. If every available inch is taken up, it makes it harder to read, believe it or not. Have clear headings (in bold), and leave some white space. It's a lot easier on the eyes.

Secondly, everyone highlights their skills, of course. However, don't forget to include your volunteer work. Showing that you care about a cause and dedicate your free time to it can really give you a leg up on your competition. In other words, experience outside the workplace can be just as important as work experience itself.

Speaking of work experience, remember to list out your responsibilities for every previous job that you list. Simply putting down that you were a "Regional Manager" just scratches the surface. Outline exactly what you did in that position, as well as all that you accomplished while you held it.

In short, just make sure your resume isn't cluttered, difficult to read, or full of information that is too general. Remember, you're selling yourself, so don't sell yourself short!



B. Choose the correct answer for each question.

- In terms of space on the page, what should you do when writing your resume?
 - Make the page crowded
 - Clutter it up with info
 - Use up every bit of space
 - Leave some blank space
- What does the article say about volunteer work?
 - It's just as valuable as paid work.
 - It's less important than work experience.
 - It shouldn't go on your resume.
 - It's simply a waste of time.
- When listing a job on your resume, which of the following should you do?
 - Write down why you left the job.
 - Leave out your accomplishments in that position.
 - Just list the title of the job and nothing else.
 - Put down your responsibilities in that position.
- What is the overall purpose of this article?
 - It outlines what a good resume should look like.
 - It provides samples of the worst resumes imaginable.
 - It gives an example of a good resume.
 - It shows what bosses don't want to see on a resume.

Speaking Activity

A. Work with a group. Read the following phrases.

- | | |
|------------------------|-------------------------|
| 1. land a job | 2. important attributes |
| 3. in different fields | 4. skill categories |
| 5. polish your resume | 6. reference letter |

B. Write one short example sentence for each of the phrases.

I will be looking to land a new job soon.

A resume should emphasize your most important attributes.

C. Finally, try to use the short sentences you wrote to create a short dialogue. Then, choose two classmates from the group to act out the dialogue.

A: *I need a change of pace, so I will be looking to land a new job soon. Would you mind taking a look at my resume?*

B: *Sure, let's see ... I think you're not selling yourself enough. A resume should emphasize your most important attributes.*

