

# CONTENTS

Chapter	Situation	Grammar	Listening and Speaking	Critical Thinking (CT) or Language Use (LU)
<b>Unit 1</b>				
Planning the Future pp. 1-8	Where to start a business Learning to think big!	How to use <i>present continuous</i> to talk about appointments and activities p. 71	Start-up incentives	CT: Ask follow-up questions
<b>Unit 2</b>				
Evaluating Product and Services pp. 9-16	Things companies should do to become a brand name	How to use <i>for, with, and at</i> to talk about a job p. 72	Digital healthcare apps	LU: Please tell me about your... I suppose...
<b>Unit 3</b>				
Creating New Ideas pp. 17-24	Brainstorm new business ideas and decide which ones have merit	How to use the <i>zero, first, second, and third conditional</i> p. 73	Health kiosks and telemedicine	CT: Analyze ideas for new products
<b>Review Units 1-3 (pp. 25-26)</b>				
<b>Project 1 The Elevator Pitch (pp. 27-30)</b>				
<b>Unit 4</b>				
Job Skills pp. 31-38	Interview for a new job and understand marketable job skills	How to use <i>I think</i> vs. <i>I guess</i> p. 74	Job interview techniques	LU: Provide feedback during conversations
<b>Unit 5</b>				
Socializing in Business pp. 39-46	Navigate interactions with business associates outside of the office	How to use <i>adverbs</i> to emphasize, correct, and introduce p. 75	Company team building and reconnecting with colleagues	CT: Make small talk
<b>Unit 6</b>				
Finance 101 pp. 47-54	Manage your personal finances and control your future	How to use <i>could</i> vs. <i>should</i> p. 76	Discussions with financial professionals	LU: Check for understanding
<b>Review Units 4-6 (pp. 55-56)</b>				
<b>Project 2 The Pitch Deck (pp. 57-60)</b>				
<b>Audio Scripts for Listening/Speaking (p. 77-78)</b>				
<b>Shadowing Practice and Additional Resources (p. 79)</b>				



	Reading and Writing	Information Gap	Skill-up	Learning Outcomes Students will be able to...
	Research new start-up companies in Asia Questions and answers about start-up companies	Read and explain graphs	Voice techniques to improve presentation skills	<ul style="list-style-type: none"> <li>identify which countries will be important consumers in the future</li> <li>understand corporate tax rates in different nations</li> <li>research and write about a new company</li> <li>talk about and explain charts and graphs</li> </ul>
	Build vocabulary for brand name products and services Determine the future of brand name companies	Talk about company profile, history, location, and employees	Call a company and leave a message	<ul style="list-style-type: none"> <li>recognize why companies succeed and fail</li> <li>discuss information related to a company's market position</li> <li>research and write about brand name companies</li> <li>call and leave a message at a company</li> </ul>
	Use feedback from focus groups Make a plan to improve or develop products based on feedback	Ask and answer questions about a product or service	Write advertisements for products or services	<ul style="list-style-type: none"> <li>use brainstorming to create ideas</li> <li>understand telemedicine</li> <li>utilize feedback from focus groups</li> <li>recognize key selling points for markets</li> </ul>
	Business card details and describe work/life balance	Talk about future employment plans and jobs that match your personality	Time management strategies to improve your life	<ul style="list-style-type: none"> <li>talk about a person's strong and weak points</li> <li>identify job skills needed to start a new company</li> <li>choose a job which best fits your personality</li> <li>develop better time management skills</li> </ul>
	Differences in business socialization depending on culture, industry, and country Develop a budget and plan for entertaining clients	Make small talk with business contacts	Write professional business emails	<ul style="list-style-type: none"> <li>comprehend intercultural business social situations</li> <li>use rejoinders in conversations with colleagues</li> <li>develop a social agenda for specific clients</li> <li>respond to client's requests for information via email</li> </ul>
	Compare real estate investments Make a personal budget	Use data to make investment decisions	Create a diversified portfolio	<ul style="list-style-type: none"> <li>evaluate the best use of personal savings</li> <li>understand the difference between real estate, funds, and stocks</li> <li>communicate with financial professionals to make better decisions</li> <li>decide where to allocate future savings</li> </ul>

