

Scope and Sequence

Unit	Conversation	Listening
1 Building a Personal Brand	Getting professional advice.	Short Talk Doing personal branding the right way.
2 Making Business Travel Easy	Talking about a business trip.	Short Talk Making an airport announcement.
Review 1		
3 Supercharging Your Business	Talking about the cloud.	Short Talk Advertising a software platform.
4 Negotiating Your Value	Negotiating a raise.	Short Talk Giving raises for the right reasons.
Review 2		
5 Knowing Business Customs & Etiquette	Doing business abroad.	Short Talk Providing advice for doing international business.
6 Getting Started with E-commerce	Preparing to launch e-commerce.	Short Talk Seeking help from the expert.
Review 3		
7 Doing Business Right	Talking about business ethics.	Facing a tough moral issue.
8 Developing Your Own Business	Starting a business together.	Short Talk Balancing life for a successful startup.
Review 4		
Mini Tests 1-4		
Video Scripts		
Vocabulary		
TOEIC Word List		

Reading	Writing	Language Use	Video	Page
Branded!	Creating a perfect résumé.	Adverbs	Perfect for the Job	9
Case Study 1 Pack Right, Travel Light	Preparing for a business trip.	The future perfect v.s. the future continuous	Sorting Things Straight	19
Review 1				29
Software for Protection	Making comparisons and decisions.	Conditionals	Select the Best Program	31
The Art of Rejection	Asking for a pay raise or promotion.	The passive voice	Get What You Deserve	41
Review 2				51
Case Study 2 Customs Around the Globe	Providing a cultural brief.	The past perfect v.s. the past perfect continuous	Chinese Dining Etiquette	53
Case Study 3 Social Media on the Rise	Comparing pros and cons.	Phrasal verbs	The Ideal Present Online	63
Review 3				73
Case Study 4 Know Your Rights at Work	Making an ethical decision.	Relative clauses	A Dubious Activity	75
Case Study 5 The Sweet Smell of Startup Success	Choosing the right career path.	Would and used (to)	The Last Steps to Entrepreneurship	85
Review 4				95
Mini Tests 1-4				97
Video Scripts				113
Vocabulary				117
TOEIC Word List				121