

Contents

Unit	Motivating	Inputting	Outputting	Extending
Unit 1 Report an activity	Cathy Zhu, an assistant manager in X-Tech., is asked to organise a team building workshop and report it to all department managers.	<p>Listening</p> <p>The opening speech of the team building workshop</p> <p>Reading</p> <p>A participant's recall of the details of an activity</p> <p>Structuring</p> <p>Explanation of the structure of an oral report</p> <p>A sample of an oral report on experiences in overcoming stress</p>	Make an oral report on the team building workshop	<p>Listening</p> <p>A conversation about comments on the team building workshop</p> <p>Reading</p> <p>How to deal with cultural issues in a team</p>
Unit 2 Arrange hotel booking	Rachel Zheng, a clerk in H&R Technology, is asked to write an email suggesting a hotel for a business trip.	<p>Listening</p> <p>A conversation about the detailed requirements of the hotel booking</p> <p>Reading</p> <p>Profiles of three hotels</p> <p>Structuring</p> <p>Explanation of the structure of a letter of suggestion</p> <p>A sample of an email suggesting a 4-day work week</p>	Write an email to suggest a hotel for the business trip	<p>Listening</p> <p>A conversation about the living experiences in the hotel</p> <p>Reading</p> <p>Homestay as a commercial enterprise</p>
Unit 3 Draft	Ada Wang, a technician in Horizon Innovation, is asked to draft maintenance	<p>Listening</p> <p>A conversation about the detailed features of the drone</p>	Draft maintenance instructions for the drone	<p>Listening</p> <p>A conversation about updating the maintenance instructions</p>

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maintenance instructions	instructions for a new model of drone.	<p>Reading A story about the founder of the company</p> <p>Structuring Explanation of the structure and language features of maintenance instructions A sample of using guidelines of a cooler</p>		<p>Reading The application of drones</p>
Unit 4 Present a product upgrading proposal	John Li, an engineer at Elecsi Household, is asked to present a proposal of upgrading a water heater in a weekly meeting.	<p>Listening A conversation about customers' feedback on the water heater</p> <p>Reading A passage about trends in the water heater industry</p> <p>Structuring Explanation of the structure of a proposal presentation A sample of a proposal presentation of a smart watch</p>	Present a proposal of upgrading the water heater	<p>Listening A conversation about introducing the upgraded water heater at an exhibition</p> <p>Reading Why exhibitions really matter</p>
Unit 5 Introduce a company	Richard Liu, an assistant manager in Happy Donuts, is asked to introduce his company in a meeting with a potential client.	<p>Listening A conversation about the interests of the client</p> <p>Reading A profile of the company</p> <p>Structuring Explanation of the structure of an introduction to a company A sample of an introduction to a household appliance company</p>	Introduce the company to the client	<p>Listening A conversation about the production process in the donut plant</p> <p>Reading Chinese food and Chinese food culture</p>

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Unit 6 Handle customer complaints	Bill Zhang, an assistant manager in TOD Technology, is asked to write an email to a customer to resolve a complaint about the after-sales service of a printer.	Listening A conversation about the details of the customer's complaint Reading The customer's email of complaint Structuring Explanation of the purpose and structure of a reply to a complaint email A sample of a reply to a complaint about earplugs	Write an email in reply to the customer's complaint about the after-sales service of a printer	Listening A conversation with the customer about the follow-up service Reading The legendary customer service of King Hot Pot
Unit 7 Write a market research report	Karol Wang, a project director in Forest Spring, is asked to do some market research on soft drinks and write a report to present the findings.	Listening A street interview about customers' drinking habits Reading A report of the findings from questionnaires about customers' opinions on soft drinks Structuring Explanation of the significance of market research and the structure of a market research report A sample of a market research report about toothpaste	Write a market research report about soft drinks	Listening A speech about research findings of a new soft drink Reading Companies are making use of data

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Unit 8 Advertise a product	Natalie Gao, an assistant director in Bella & Flora, is asked to write an advertisement for a magazine to promote the new seasonal wear.	Listening A conversation about the features of the company's wear Reading A brochure about the company's new wear Structuring Explanation of the structure of an advertising copy A sample of an advertising copy of tea	Write an advertising copy for the company's new seasonal wear	Listening A conversation about the choice of advertising media Reading Language in advertising
Unit 9 Negotiate price	Lisa Wu, an assistant director in U-office Manufacturing, is asked to negotiate the price of standing desks with a customer and close the deal successfully.	Listening A conversation about whether to grant a discount or not Reading The customer's email of counteroffer Structuring Explanation of the structure of an email in reply to a counteroffer A sample of an email in reply to a counteroffer about toys	Reply to the customer's counteroffer about standing desks	Listening A conversation to arrange a date to sign the contract Reading Critical skills during negotiation
Unit 10 Process claims	Sarah Han, a sales director in JX Global Trading, is asked to reply to a claim about sports shoes.	Listening A conversation about the solution to the claim Reading A passage about a cyclone Structuring Explanation of the structure of an email rejecting a claim A sample of an email rejecting a claim about backpack	Write an email in reply to the claim about sports shoes	Listening A conversation about how the claim is processed Reading Turning an unhappy customer into a happy one