

a.a. 2019-2020**Business English Certificate Vantage****BEC Vantage (B2 business)****Corso preparatorio****Codice 20640**

Conoscenze pregresse consigliate

Per una proficua partecipazione alle attività didattiche è consigliato un livello di ingresso pari almeno a B1 (intermedio) business o B2 (intermedio superiore) generale.

Mission

Fornire le conoscenze e competenze previste per il livello B2 (intermedio superiore) business del quadro di riferimento europeo (CEFR) necessarie ai fini del sostenimento del test internazionale BEC Vantage (Business English Certificate) B2.

Programma dettagliato

L'insegnamento è semestrale (2° semestre) e non prevede esame interno Bocconi.

1. Human Resources (pp 8 – 23)		
Topics	Skills Focus	Assignment
<ul style="list-style-type: none">- Staff development & training- Job descriptions & satisfaction- Getting the right job- Making contact	<ul style="list-style-type: none">- Vocabulary Development Skills- Language Skills- Reading Skills- Listening Skills- Writing Skills- Speaking Skills- Practice Exam 1	<ul style="list-style-type: none">- Grammar Workshop 1 (pp.24-25)- Material supplied by the teacher
2. Marketing (pp. 26-41)		
Topics	Skills Focus	Assignment

<ul style="list-style-type: none"> - Breaking into the market - Launching a product - A stand at a trade fair - Being persuasive 	<ul style="list-style-type: none"> - Vocabulary Development Skills - Language Skills - Reading Skills - Listening Skills - Writing Skills - Speaking Skills - Exam Skills 	<ul style="list-style-type: none"> - Grammar Workshop 2 (pp. 42-43) - Material supplied by the teacher
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3. Entrepreneurship (pp. 44-59)

Topics	Skills Focus	Assignment
<ul style="list-style-type: none"> - Starting a business - Financing a start-up - Expanding into Europe - Presenting your business idea 	<ul style="list-style-type: none"> - Vocabulary Development Skills - Language Skills - Reading Skills - Listening Skills - Writing Skills - Speaking Skills - Practice Exam 2 	<ul style="list-style-type: none"> - Grammar Workshop 3 (pp. 60 – 61) - Material supplied by the teacher

4. Business Abroad (pp. 62-77)

Topics	Skills Focus	Assignment
<ul style="list-style-type: none"> - Arranging business travel - Business conferences - Business meetings - Spending the sales budget 	<ul style="list-style-type: none"> - Vocabulary Development Skills - Language Skills - Reading Skills - Listening Skills - Writing Skills - Speaking Skills - Exam Skills 	<ul style="list-style-type: none"> - Grammar Workshop 4 (pp. 78 – 79) - Practice Test 3

5. Change (pp. 80 – 95)

Topics	Skills Focus	Assignment
<ul style="list-style-type: none"> - Social media & business - Business & the environment - A staff survey - Offshoring & outsourcing 	<ul style="list-style-type: none"> - Vocabulary Development Skills - Language Skills - Reading Skills - Listening Skills - Writing Skills - Speaking Skills - Exam Skills 	<ul style="list-style-type: none"> - Grammar Workshop 5 (pp. 96 – 97) - Exam Skills and Exam Practice (pp. 121 – 153)

6. Customer Relations (pp. 98-113)

Topics	Skills Focus	Assignment
<ul style="list-style-type: none"> - Customer satisfaction & loyalty - Communication with customers - Corresponding with customers - Business across cultures 	<ul style="list-style-type: none"> - Vocabulary Development Skills - Language Skills - Reading Skills - Listening Skills - Writing Skills - Speaking Skills - Practice Exam 4 	<ul style="list-style-type: none"> - Grammar Workshop6 (pp. 114 – 115) - Material supplied by the teacher

Metodi di valutazione dell'apprendimento

La valutazione dell'apprendimento non è effettuata da Bocconi ma dall'ente certificatore attraverso un esame che prevede una parte scritta (a computer) ed una parte orale. Bocconi è sede d'esame per la certificazione BEC. Per informazioni di dettaglio, [cliccare qui](#).

Materiali didattici

Testi adottati

- Brook-Hart, *Business Benchmark Upper Intermediate Student's Book*, Pearson – Cambridge University Press
- *Cambridge English BEC Vantage 5*, Cambridge University Press

Si ricorda che il Centro Linguistico offre a tutti gli studenti interessati un servizio di informazione e di consulenza per lo studio delle lingue e propone presso il proprio [laboratorio linguistico](#) (biblioteca multimediale) e online diversi materiali per la preparazione alle [certificazioni internazionali riconosciute](#) e all'esame Bocconi (vedi www.unibocconi.it/centrolinguistico, in Laboratorio Linguistico).

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