

a.a. 2019-2020**Business English Certificate Higher****BEC Higher (C1 business)****Corso preparatorio****Codice 20640**

Conoscenze pregresse consigliate

Per una proficua partecipazione alle attività didattiche è consigliato un livello di ingresso pari almeno a B2 (intermedio superiore) business o C1 (avanzato) generale.

Mission

Fornire le conoscenze e competenze previste per il livello C1 (avanzato) business del quadro di riferimento europeo (CEFR) necessarie ai fini del sostenimento del test internazionale BEC Higher (Business English Certificate) C1.

Programma dettagliato

L'insegnamento è semestrale (1° o 2° semestre) e non prevede esame interno Bocconi.

1. Management (pp 10 - 25)		
Topics	Skills Focus	Assignment
<ul style="list-style-type: none">- Corporate culture- Leaders and managers- Internal communications- Chairing meetings	<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.26 - 27)- Material supplied by the teacher
2. Competitive Advantage (pp. 28-43)		
Topics	Skills Focus	Assignment

<ul style="list-style-type: none"> - Customer relationships - Competitive advantage - A proposal - Presenting at meetings 	<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. 44-45) - Material supplied by the teacher
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3. Advertising and Sales (pp. 46-61)

Topics	Skills Focus	Assignment
<ul style="list-style-type: none"> - Advertising and customers - Advertising and the internet - Sales reports - The sales pitch 	<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. 62 – 63) - Material supplied by the teacher

4. Finance (pp. 64-79)

Topics	Skills Focus	Assignment
<ul style="list-style-type: none"> - Forecasts and results - Financing the arts - Late payers - Negotiating a lease 	<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. 80 – 81) - Practice Test 3

5. The Work Environment (pp. 82 – 97)

Topics	Skills Focus	Assignment
<ul style="list-style-type: none"> - Workplace atmosphere - The workforce of the future - Productivity - Staff negotiations 	<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. 98 – 99) - Exam Skills and Exam Practice (pp. 121 – 153)

6. Corporate Relationships (pp.100-115)

Topics	Skills Focus	Assignment
<ul style="list-style-type: none"> - Corporate ethics - Expanding abroad - An overseas partnership - A planning conference 	<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 Workshop 6 (pp. 116 – 117) - 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 Advanced Student's Book*, Pearson – Cambridge University Press
- *Cambridge English BEC Higher 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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