

CM_E unit overview

Unit	Macro aims	Language Functions
<p>1. Training in the work place</p>  <p>Unit 1</p>	<p>Becoming familiar with the language of job interviews and professional contexts.</p>	<ul style="list-style-type: none"> • Enquiring about a company and job opportunities • Participating in job interviews effectively • Understanding and describing job responsibilities • Designing and delivering presentations effectively • Socializing at work
<p>2. Administration</p>  <p>Unit 2</p>	<p>Coping with administrative issues</p>	<ul style="list-style-type: none"> • Enquiring about call for tenders • Understanding and describing the structure of a company • Dealing with administrative documents • Solving problems • Planning and organizing a meeting
<p>3. Business and Finance</p>  <p>Unit 3</p>	<p>Setting up new business relationships</p>	<ul style="list-style-type: none"> • Contacting an entrepreneur abroad • Drawing up a business plan • Understanding figures • Dealing with banks • Socializing with a business partner
<p>4. Marketing</p>  <p>Unit 4</p>	<p>Developing strategies for promoting a company and its products</p>	<ul style="list-style-type: none"> • Enquiring about an exhibition • Placing an order for a stand at an exhibition • Writing a short description of a company and a product • Dealing with enquiries about a product • Socializing with visitors at an exhibition
<p>5. Technology and Environment</p>  <p>Unit 5</p>	<p>Becoming familiar with new environmentally-friendly technologies</p>	<ul style="list-style-type: none"> • Enquiring about environmentally friendly technologies • Understanding EU and national regulations concerning technology and the environment • Describing new technologies • Presenting a patent • Understanding and giving instructions