



**Advanced**  
**120 hours course**

## Business Benchmark, BEC (Higher)

Business Benchmark “Higher” is the third level of a three level course for professionals that want to get ahead with their Business English vocabulary and skills. For this level, it is required that the students have an advanced level (C1) of English. This course helps students prepare for the internationally recognized Cambridge ESOL BEC Higher exam.

The Business Benchmark Student’s Book used for the course consists of 24 short units, which cover important vocabulary, grammar, reading, writing, listening and speaking skills for business. In addition there are six Grammar Workshops that provide extra grammar practice in business contexts. More importantly there are “Exam practice” and “Exam Skills” sections, which show model exam papers, and exam-type tasks, which give students, detailed preparation for the papers in the BEC Higher exam.

The course has up-to-date contents and business language, which keeps students motivated to learn more as there are authentic interviews with real business people. This practical course is great for an Advanced English Speaker who wants to improve their level in their professional sector.

## Course Contents

### Module 1: Management

- Unit 1: Corporate Culture
- Unit 2: Leaders and Managers
- Unit 3: International Communications
- Unit 4: Chairing Meetings

### Module 2: Competitive Advantage

- Unit 5: Customer Relationships
- Unit 6: Competitive Advantage
- Unit 7: A Proposal
- Unit 8: Presenting and Meetings

### Module 3: Advertising and Sales

- Unit 9: Advertising and Customers
- Unit 10: Advertising and the Internet
- Unit 11: Sales Reports
- Unit 12: The Sales Pitch

### Module 4: Finance

- Unit 13: Forecasts and Results
- Unit 14: Financing the Arts
- Unit 15: Late Payers
- Unit 16: Negotiating a Lease

### Module 5: The Work Environment

- Unit 17: Workplace Atmosphere
- Unit 18: The workforce of the Future
- Unit 19: Productivity
- Unit 20: Staff Negotiations

### Module 6: Corporate Relationships

- Unit 21: Corporate Ethics
- Unit 22: Expanding Abroad
- Unit 23: An Overseas Partnership
- Unit 24: A Planning conference

### Module 7: BEC Exam Preparation

- About Cambridge English: Business Certificate
- Exam Skills
- Exam Practice Exercises
- Useful Examination Techniques

