



Business Benchmark, BEC (Vantage)

Business Benchmark “Vantage” is an Intermediate to upper-intermediate business course for professionals that have a B1-B2 level of English and wish to improve their professional communicative skills. The course prepares students for the Cambridge ESOL Business Vantage Exam (BEC: Vantage), where students can achieve their official certification in Professional Business English, recognized by companies all over the globe.

The course is a pacey-topic-based course that has a comprehensive coverage of language and business communicative skills. As well, it is a motivating course because the topics are up-to-date and relative to the students’ professional needs for the workforce. The Business Vantage students’ Book contains authentic listening and reading materials, including interviews with business people and as well provides models for up-to-date business language.

This professional business English course is topic-based so students can choose to take the entire course or study and practice their language skills by modules. Although, the course is motivating and keeps learners interested in the course because it is useful for their day-to-day work life. In addition, learners can take the official certification exam to obtain their official Professional English degree.



Intermediate to Upper Intermediate
120 hours course

Course Contents

Module 1: Human Resources

- Unit 1: Staff Development and Training
- Unit 2: Job Descriptions and Jobs Satisfaction
- Unit 3: Getting the Right Job
- Unit 4: Making Contact

Module 2: Marketing & Advertising

- Unit 5: Breaking into the Market
- Unit 6: Launching a product
- Unit 7: A Stand at a Trade Fair
- Unit 8: Being Persuasive

Module 3: Starting your own business

- Unit 9: Starting a Business
- Unit 10: Financing a Start-Up
- Unit 11: Expanding into Europe
- Unit 12: Presenting your Business Idea

Module 4: Business Abroad

- Unit 13: Arranging Business Travel
- Unit 14: Business Conferences
- Unit 15: Business Meetings
- Unit 16: Spending the Sale Budget

Module 5: Innovation in Business

- Unit 17: Social Media and Business
- Unit 18: Business and the Environment
- Unit 19: A Staff Survey
- Unit 20: Offshoring and Outsourcing

Module 6: Customer Relations

- Unit 21: Customer Satisfaction and Loyalty
- Unit 22: Communication with Customers
- Unit 23: Corresponding with Customers
- Unit 24: Business Across Cultures

Module 7: BEC Exam Preparation

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

