



Education Development for a Global Experience



ONLINE DISTANCE LEARNING PLATFORM
HOW TO STUDY USING THIS COURSE?



Dear student,

Welcome to your online Business English course at Cambridge Institute. Please, read the following instructions carefully so that you can fully understand how to use the platform and learn with it.

Our platform basically works alternating theory and practice. The course will be developed entirely in English; this has proved to be a much more effective method for students to get used to working in this language.

The course has been divided into 15 units, where you will find the following sections:

READING

Each unit has a text related to the topic studied. Their length and complexity vary as you go through the course. Reading sections include comprehension questions for you to test your understanding of the subject; you will find “multiple choice” exercises, where you need to choose the right answer out of the three possibilities suggested.



READING

STARTING A BUSINESS CAREER

It isn't the case 100% of the time, however most successful business careers begin sometime during university. While there are examples such as Bill Gates, founder of Microsoft, who didn't graduate from university, it certainly isn't the norm. Furthermore, Bill Gates dropped out of Harvard to start his company, working off the tools and resources readily available to him while he was still at school. The foundation of a potentially blossoming future begins by hitting the books.

What does Bill Gates help to represent?

Select one:

- a. Even dropouts have superior academic backgrounds
- b. It's much easier to make a business career without a degree
- c. There will never be another person like him

VOCABULARY

First of all, you will find a list of relevant vocabulary for each unit. After that, there will be a “fill in the blank” exercise, where you will have to complete some sentences with one of the words provided in the list.

IMPORTANT!

When you write a sentence in a gap, remember to use apostrophe (') and not accent mark (´). Also, do not use a period (.) at the end of words and sentences you write.



ACCOUNTING – recording and reporting of all financial transactions

Accounting students have a great opportunity to be hired right after graduation.

FINANCE – all matters within a business related to money

It goes without saying that finance people need to be good with numbers and math.

Fill in the blank with the correct vocabulary word.

1. After three different positions in my last ten years, my bosses are now promoting me to a new position.
2. She was excited beyond words when she got the _____ she had worked so hard for.
3. His _____ side created a lot of hope for their new small business, but he took a lot of risk as well.

LISTENING

Our courses have different recordings which will allow you to develop good listening skills for different business situations. The first thing to do here is click on the “Play” button to listen to the selected extract for each unit. After that, you will find several activities. Sometimes you will have to answer to some “multiple choice” questions; in other cases, you may be asked to decide which speaker a given statement refers to. The transcript for the recording is always provided; you just need to click the button “Hide the transcript” (although you should only do this after you have completed the exercise).



How specific was Speaker 3's university track?

Select one:

- a. Non-existent. There were just too many options at first
- b. Very. They knew what they were going to do before attending university
- c. Vaguely. Their career path became clearer after starting class

Which product is each speaker developing?

Speaker 1

Speaker 2

Speaker 3

Which speaker mentions the following:

Loving doing tasks involving numbers?

Select one:

- a. Speaker 1
- b. Speaker 3
- c. Speaker 2

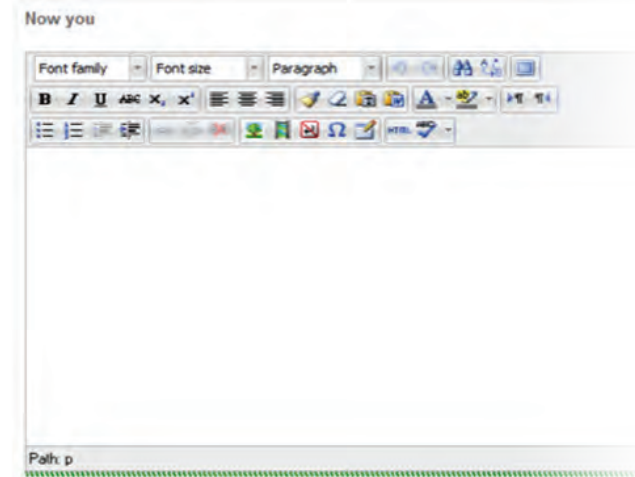
WRITING

You will be asked to write three texts responding to specific situations: a cover letter, a letter of complaint and a letter of resignation . Writing tips will always be provided in this section. After being submitted, your texts will be corrected by our teachers **within 48-72 hours**.



COVER LETTER EXERCISE

You have recently graduated from university with a degree in Accounting. You find a business that has an accounting position open. They are a medium-sized company with about 2,500 employees, and have been doing business for just over a decade. They are specifically looking for young employees with a lot of potential. Certificates are welcome, but not required. You find that it fits what you are looking for in an entry-level position and would like to apply. They are accepting CV's and cover letters. They just received your CV and you have informed them a cover letter is on the way. Make sure the cover letter is no longer than one page. The shorter, the better.



USEFUL LANGUAGE

In this section you will find a series of useful tips to help improve both your writing and speaking abilities. Some relevant examples will be provided, too. *You do not need to submit any exercises here.*



BUSINESS UNIT 1

USEFUL LANGUAGE

"What are you in charge of?" – to be in charge of something in a business is to have responsibility

EX. 1 – When they asked what I was in charge of, I told them I was responsible for all of the accounts on the East coast.

EX. 2 – 'What are you in charge of?'
'I oversee the marketing department.'

BUSINESS GRAMMAR

Here you will find an interesting grammar explanation related to the topics studied along the course. You will also have to complete a “fill in the blank” exercise.

IMPORTANT!

When you write a sentence in a gap, remember to use apostrophe (') **and not accent mark** (´). Also, **do not use a period** (.) at the end of words and sentences you write



BUSINESS GRAMMAR – MAKE/DO

In many languages, 'do' and 'make' are encompassed in the same verb. Do is used more to describe an action. Make is used more to describe a process.

I **DO** the laundry.

I **MAKE** dinner every night.

Do is used a lot with general ideas. Make is used more with things related to constructing or creating.

DO good/bad

MAKE choices/decisions

Finish the sentence with the correct form of *make* or *do*.

1. If you _____ the meal, I'll _____ the dishes after.
2. He wishes that he could _____ more money at his job.
3. Even though I try hard, it's difficult not to _____ any mistakes.
4. Oh my goodness! I have so many things to _____ today.
5. She said she would _____ the painting for me if I can _____ so.