



**HANOI UNIVERSITY OF INDUSTRY**  
FACULTY OF FOREIGN LANGUAGES

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# BUSINESS ENGLISH 5

Student's book



SCIENCE AND TECHNICS PUBLISHING HOUSE



HANOI UNIVERSITY OF INDUSTRY  
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# BUSINESS ENGLISH

## Student's Book 5



SCIENCE AND TECHNICS PUBLISHING HOUSE

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## UNIT CONTENTS

UNIT	ONLINE MATERIALS		
	Vocabulary	Language focus	Listening
<b>UNIT 1</b> <b>Business</b> <b>Conversations</b> <b>p. 14</b>	Business conversations	<ul style="list-style-type: none"> <li>- Modal verbs: <i>should</i>, <i>must</i>, <i>have to</i></li> <li>- Useful expressions for conversations at workplace</li> </ul>	Listen to talks and telephone conversations
<b>UNIT 2 Business</b> <b>Correspondence</b> <b>p. 30</b>	Emails and letters	Useful expressions for correspondence	Listen to talks and conversations about emails and letters
<b>UNIT 3 Business</b> <b>Meetings</b> <b>p. 49</b>	Business meetings	<ul style="list-style-type: none"> <li>- Useful expressions for presentation</li> <li>- Numbers in English</li> </ul>	Listen to talks and conversations about meeting agenda and presentations in business meetings
<b>UNIT 4 Marketing</b> <b>p. 67</b>	Advertising	Comparisons	Listen to talks about advertising, marketing and SWOT



		FACE-TO-FACE CLASS MATERIALS	
Reading	Writing	Speaking	Test yourself
Read articles about business conversations	Write about etiquette for first day of work	<ul style="list-style-type: none"> <li>- Make day-to-day conversations in a workplace setting</li> <li>- Talk about the first day at work</li> <li>- Make business telephone conversations in a workplace setting</li> </ul>	Self-assessment
Read emails/ letters	Write a formal/ informal email/letter	<ul style="list-style-type: none"> <li>- Talk about email habits</li> <li>- Describe experiences of using letters</li> </ul>	Self-assessment
Read email, meeting agenda and articles about business meetings and presentation	Write an agenda of a business meeting	<ul style="list-style-type: none"> <li>- Make a conversation about a meeting agenda</li> <li>- Talk about meeting etiquette rules</li> <li>- Make a presentation in business meetings</li> </ul>	Self-assessment
Read an advertisement and articles about advertising and SWOT	Write about a favourite type of advertising	<ul style="list-style-type: none"> <li>- Discuss an advertising plan for a product</li> <li>- Talk about a favourite type of advertising</li> <li>- Talk about the SWOT of a company</li> <li>- Apply SWOT to choose an appropriate strategy or market</li> </ul>	Self-assessment



UNIT	ONLINE MATERIALS		
	Vocabulary	Language focus	Listening
<b>UNIT 5</b> <b>Customer Service</b> <b>p. 83</b>	Customer service	<ul style="list-style-type: none"> <li>- Indirect questions</li> <li>- Useful expressions for enquiry or responding to an enquiry</li> <li>- Useful expressions for complaints</li> </ul>	Listen to talks and conversations about customer service
<b>UNIT 6</b> <b>Negotiation</b> <b>p. 101</b>	Negotiation	<ul style="list-style-type: none"> <li>- Modal verbs: <i>may, might, can</i></li> <li>- First conditional sentences</li> <li>- “<i>Unless</i>” and “<i>Provided that</i>”</li> <li>- Useful expressions for negotiation</li> </ul>	Listen to talks and conversations about negotiation tips and process
<b>UNIT 7</b> <b>Human resources</b> <b>p. 117</b>	Human resources	<ul style="list-style-type: none"> <li>- Useful expressions for job interviews</li> <li>- Structures for giving advice</li> </ul>	Listen to talks and conversations about job interviews and conflicts at workplace
<b>UNIT 8</b> <b>Business plan</b> <b>p. 134</b>	Start-up and business plan	<ul style="list-style-type: none"> <li>- Useful expressions for discussing plans</li> <li>- Giving opinions and making decisions</li> <li>- “<i>Be going to</i>” and “<i>Will</i>”</li> <li>- Prepositions of time: <i>in, on, at, by</i></li> </ul>	Listen to talks and conversations about business sectors, start-up and business plan



		FACE-TO-FACE CLASS MATERIALS	
Reading	Writing	Speaking	Test yourself
Read passages and emails about customer service	Write a responding email/ letter	<ul style="list-style-type: none"> <li>- Make conversations about making and handling enquiries and requests</li> <li>- Make a conversation about making and handling complaints</li> <li>- Talk about their customer service experience in which they made a complaint</li> </ul>	Self-assessment
Read emails and articles about negotiation	Write an email about negotiation	<ul style="list-style-type: none"> <li>- Make a conversation to prepare for a negotiation</li> <li>- Make a conversation to negotiate an order or a contract</li> </ul>	Self-assessment
Read a CV, cover letters and articles about human resources	Write a CV and a cover letter	<ul style="list-style-type: none"> <li>- Perform a job interview</li> <li>- Talk about preparations for a job interview</li> <li>- Resolve conflicts at workplace</li> <li>- Give advice on resolving conflicts at workplace</li> </ul>	Self-assessment
Read articles about business plan and a business plan sample	Write about business plan	<ul style="list-style-type: none"> <li>- Make a conversation to discuss ideas and plans for a new business</li> <li>- Talk about a business plan</li> </ul>	Self-assessment



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In spite of all the assistance which we have received, there may remain errors and shortcomings in the book. All these are, of course, solely ours.



## PREFACE

**Business English series** are specifically designed for students majoring in Accounting and Auditing, Business Administration, Finance and Banking, Marketing, Human Resources and Office Management, and Investment Economy at Hanoi University of Industry. Aiming to help the students develop the English language competence needed to work effectively after graduation, the topics and activities designed in the series have been selected to address the industry needs and requirements for English language at work meanwhile taking individual students' interests, needs and restricted learning time in full consideration. Following blended learning approach, the students are required to study in both face-to-face and online learning environments. In particular, vocabulary, grammar, listening comprehension, reading comprehension and writing are placed online for students' self-study and face-to-face sessions are designed to help students develop communicative skills and consolidate the online learning. To address the diversity in the students' interests, English proficiency levels and learning styles, excessive care has been taken to allow flexibility in selecting and adapting face-to-face classroom activities in response to students' current learning needs with high priority placed on speaking skills. A nice mixture of pair, group and individual activities with authentic materials and close-to-real-life situations are intended to stimulate and maintain students' learning motivation throughout the courses.

This textbook, **Business English 5**, is the fifth book in the series which has been developed for the third year students, who have completed the first 4 books in the series. This book consists of 8 units covering essential topics of the fields: Unit 1 - *Business Conversations*, Unit 2 - *Business Correspondence*, Unit 3 - *Business*



*Meetings*, Unit 4 - *Marketing*, Unit 5 - *Customer Service*, Unit 6 - *Negotiation*, Unit 7 - *Human Resources* and Unit 8 - *Business Plan*. Each unit starts with an agenda covering all the key information of the unit, then the overall objectives, key language knowledge including vocabulary and grammar, online learning checklist and face-to-face class materials are also mentioned respectively. The face-to-face class materials of each unit consist of two lessons, in each of which, there is a warm-up activity and 3 or 4 other activities, conducted in pairs, in groups or individually. The check list at the end of each lesson facilitates students' learning reflection and develops their ability to monitor their own learning. Supplementary materials such as teacher and tutor handouts are also provided to facilitate students' self-study. By the end of the course, students are expected to develop not only English language skills but also exploratory, argumentative, analytical, problem solving, and teamwork skills which are indispensable for their success in study at university and their work after graduation.

With all the burning enthusiasm and all-out effort spent on designing this book, we, the editor and authors, hope that teachers and students will be using it with full enjoyment and gaining great success in mastering Business English.

*Hanoi, June 2020*



# How to Use the Book

The course book material package includes Student's book, Teacher's book, face-to-face class CD and online learning tasks. Supplementary materials such as teacher and tutor handouts are also provided to facilitate students' self-study. Before face-to-face lessons, students are required to complete all the related online learning tasks which help develop necessary language knowledge (vocabulary and structures) and skills for oral interactions and language practices in face-to-face classes. After fulfilling the online learning tasks, students need to go through the online learning checklist to mark all the tasks they have done online and note down any questions or challenges they coped with while doing the tasks. Based on the information collected from online learning report before the face-to-face lessons and the students' checklist, the class teachers design and select appropriate activities to carry out in the face-to-face lessons. At the end of each unit, students are given time to self-assess their learning, checking whether they have achieved the learning objectives set out for each unit. Such results from the students' self-reflection are also used by the class teachers to evaluate and improve their teaching to meet the students' learning needs. The design of the course is rather flexible since the students can undertake the online learning tasks as many times as they desire and the teachers enable to monitor students' learning to design or select suitable activities to scaffold their learning. By the end of the course, students are expected to develop not only English language skills but also exploratory, argumentative, analytical, problem solving, and teamwork skills which are indispensable for their success in study at university and their future work.