

BUSINESS ENGLISH Book6 Syllabus

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5
TOPIC▶	Communication Skills	Market Research	Sales & Negotiation	Customer Service	Project Management
Lesson 1	Work Overload	Market Research	Networking	Customer Service	Kickoff Meeting
Lesson 2	Stress Management	Outsourcing	A Warm Call	Retailing Customer Service	Work Breakdown Structure
Lesson 3	Time Management	Marketing Analysis	Requesting for Information	Gathering Feedback by Survey	Task Arrangement
Lesson 4	Flexible Working	Product	Giving Information	Gathering Feedback by Call	Timeline and Feasibility
Lesson 5	Workplace Intervention 1	Price	Asking for Better Terms	Responding To A Complaint	Cost and Budget
Lesson 6	Workplace Intervention 2	Place	Replying to Order Requests	Giving A Polite Complaint	Risk Management
Lesson 7	Stand Up Meetings	Promotion	Placing an Order	Follow Up On Complaints	Track Work Progress
Lesson 8	Teamwork	Advertising	Acknowledging an Order	Dealing With Demanding Customers	Perform Quality Control
Lesson 9	Staff Turnover	Publicity	Asking for Payment	Customer Loyalty	Respond To Changes
Lesson 10	Business Event Program	Branding	After sales Follow up	Initiate the Project	Project Debrief