

Market Leader Interactive Scope & Sequence

Market Leader Interactive strengthens your English skills for authentic business world situations. Explore critical topics such as globalisation, international trade, advertising, and organisational management.

Learn vocabulary for a variety of business contexts.

Practice listening skills to increase comprehension.

Improve reading skills necessary for everyday documents.

Discuss contemporary business issues.

Analyze case studies based on authentic situations.

Unit	Discuss	Key Words/Phrases	Recognise	Analyse	Write
Unit 1: Globalisation	Discuss ideas about globalisation	Use key words and phrases for managing telephone calls	Recognise and use comparisons	Analyse and discuss a case study: Facing the challenges of a global company	Write an email describing meeting decisions
Unit 2: Brands	Discuss brand management and product promotions	Use key words and phrases for participating in meetings	Recognise and use verbs in simple past and present perfect	Analyse and discuss a case study: Solving the problems of a leading brand	Write an action memo
Unit 3: Travel	Discuss likes and dislikes of traveling	Use key words and phrases for arranging appointments by telephone	Recognise and use the future tenses with <i>will</i>	Analyse and discuss a case study: Planning and arranging a team-building seminar	Write a confirmation email
Unit 4: Advertising	Discuss authentic advertisements and media methods	Use key words and phrases for starting presentations	Recognise and use articles (<i>a, an, the</i>)	Analyse and discuss a case study: Creating and presenting an advertising campaign	Write a meeting summary
Unit 5: Employment	Discuss qualities and requirements for successful job candidates	Use key words and phrases for managing meetings	Recognise and use question forms	Analyse and discuss a case study: Choosing the best candidate for a job	Design and write a promotional leaflet
Unit 6: Trade	Discuss the topic of international trade	Use key words and phrases for negotiating	Recognise and use the present real conditional	Analyse and discuss a case study: Negotiating a deal	Write a fax summarising negotiation points

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Unit 7: Innovation	Discuss real inventions and innovations	Use key words and phrases for giving presentations	Recognise and use the passive tense	Analyse and discuss a case study: Preparing a product presentation	Write a professional article
Unit 8: Organisation	Discuss the role of status in an organisation	Use key words and phrases for introductions, socialising, and leave-taking	Recognise and use noun combinations	Analyse and discuss a case study: Reorganizing and expanding a business	Write a brief report