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Unit	Scenario	Set the task	Prepare for the task
<b>Unit 1</b> Make an event proposal <b>P1</b>	Li Han, HR supervisor at a garment manufacturer, is asked to make an event proposal for a skills competition.	A conversation about the plan for the skills competition	<b>Reading</b> An article about craftsmanship spirit  <b>Listening</b> A conversation about some ideas for the skills competition
<b>Unit 2</b> Make a contingency plan <b>P17</b>	Zhang Lei, office director at an Internet company, is asked to make a work-from-home plan.	A conversation about the reason for making the work-from-home plan	<b>Reading</b> An article about how to create a perfect work-from-home policy  <b>Listening</b> A conversation about possible problems with working from home
<b>Unit 3</b> Report a product upgrade plan <b>P33</b>	Hanson Chen, manager of the Research Department at a kitchenware manufacturer, is asked to make a product upgrade plan for a grill.	A conversation about the background for upgrading the grill	<b>Reading</b> A product profile of the grill  <b>Listening</b> Four customers' comments on the grill
<b>Unit 4</b> Make a product development proposal <b>P49</b>	Liu Hong, senior product manager at an electronics company, is asked to make a product development proposal for a smart audio device.	A conversation about the reason for developing the smart audio device	<b>Reading</b> An article about how AI can transform a speaker  <b>Listening</b> A conversation about some ideas of developing the smart audio device
<b>Unit 5</b> Respond to a complaint letter <b>P65</b>	Karan Brown, manager of the Customer Service Department at a travel agency, is asked to respond to a joint complaint letter.	A conversation about some basic information about the customer complaint	<b>Reading</b> The joint complaint letter  <b>Listening</b> A conversation about more details of the customer complaint

	Develop the strategies	Fulfil the task	To extend
	Structure of an event proposal	Make the event proposal for the skills competition	Tradition goes modern: About Chinese <i>hanfu</i>
	Structure of a contingency plan	Make the work-from-home plan	How to establish a perfect time and attendance policy
	Structure of a product upgrade plan	Report the product upgrade plan for the grill	The history of grills
	Structure of a product development proposal	Make the product development proposal for the smart audio device	Digital assistants in daily life
	Structure of a letter of apology Useful expressions of a letter of apology	Respond to the joint complaint letter	What are professional ethics?

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<b>Unit 6</b> Report a customer loyalty programme <b>P81</b>	Kevin Wang, customer service supervisor at a fitness centre, is asked to report a VIP customer loyalty programme.	A conversation about the recent business performance of the fitness centre	<b>Reading</b> A gym customer loyalty programme <b>Listening</b> A report on the background information about the customers
<b>Unit 7</b> Write a marketing plan <b>P97</b>	Jennifer Li, marketing manager at a dance training institution, is asked to write a marketing plan for a dance course.	A conversation about the plan to expand the overseas market	<b>Reading</b> An article about the 4Ps of marketing <b>Listening</b> A conversation about some suggestions for the marketing plan
<b>Unit 8</b> Do a livestream promotion <b>P113</b>	Wang Yan, supervisor of the Marketing Department at an outdoor sports gear company, is asked to do a livestream promotion of a hiking backpack.	A conversation about the plan for the livestream promotion	<b>Reading</b> The product specifications of and customer feedback on the hiking backpack <b>Listening</b> A conversation about the preparation work for the livestream promotion
<b>Unit 9</b> Conduct a business negotiation <b>P129</b>	Jim Zhang, sales representative at a food production company, is asked to conduct a business negotiation with a supermarket chain.	A conversation about the possible co-operation with the supermarket chain	<b>Reading</b> A report of the food production company and its new products <b>Listening</b> A conversation about the business of the supermarket chain
<b>Unit 10</b> Write a crisis statement <b>P145</b>	Helen Wang, supervisor of the Public Relations Department at a tech start-up company, is asked to write a crisis statement.	A conversation about some basic information about the phone explosion incidents	<b>Reading</b> An editorial about the phone explosion incidents <b>Listening</b> A conversation about the causes of the phone explosion incidents

Develop the strategies	Fulfil the task	To extend
Structure of a customer loyalty programme	Report the VIP customer loyalty programme	Five fitness industry technology trends to boost your business
Structure of a marketing plan	Write the marketing plan for the dance course	Chinese classical dance
Useful expressions of a livestream promotion	Do the livestream promotion of the hiking backpack	Livestreams in China
Structure of a business negotiation Useful expressions of a business negotiation	Conduct the business negotiation with the supermarket chain	Five tips on how to improve your negotiation skills
Structure of a crisis statement	Write the crisis statement for the phone explosion incidents	What you should know about the latest smartphone trends