Executive English Achievement Scale and Interpretation

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| Level | Course Name | Grade Scale: 4 = Excellent, 3 = Good, 2 = Satisfactory, 1 = Poor, 0 = UnacceptableAchievement Scale Interpretation | Entrance exam score |
| 1 | A1 | Elementary | By the end of this course, students will be able to:* Use basic grammar to introduce themselves and others, check information, use *wh*-questions with “*be*”
* Discuss and decide on the successful candidate for a job in a role-play
* List the missing parts of a chart after reading an article to show comprehension
* Generate a basic email for a job fair
* Discuss what people want from work
* Use adverbs and expressions of frequency
* Describe their routine using the simple present after reading the article
* Define working and relaxing after listening to the recorded conversation
* Demonstrate talking on the telephone using set expressions to state a problem, apologize, get details, give details, find solutions and finish a conversation
* Use *too/enough* to describe typical work problems after listening and reading the material
* Express ideas by using simple present negatives and questions forms
* Arrange bookings and check arrangements for a role-play situation
* Discuss business travel plans after listening to the recording
* Use can/can’t, there is/there are in a discussion after reading the article
* Propose suggestions using some/any and countable/ uncountable nouns
* Explain their opinions after listening to the recording
* Express their idea by agreeing and disagreeing using basic level appropriate grammar after reading the article
* Describe a product by using the target vocabulary
* Demonstrate a role-play at a trade fair
* Use the simple past in a discussion after reading the article
* Illustrate a timeline after listening to the recording
* Propose advice on problems at work using basic question forms
* Describe people’s appearance by using the target vocabulary
* Identify the main issues after listening to an interview with a management consultant
* Restate the main point of an article after reading it
* Create an advertising campaign by using the target vocabulary
* Plan and write a mock product launch plan
* Use comparatives and superlatives to express your ideas after reading an article
* Discuss the difference between good and bad advertising after listening to the recording
* Use much/ a lot/ a little/ a bit in a group discussion
* Prepare an introduction for a presentation
* Create a profile of a company for the company website by using the target vocabulary
* Use the simple present and present continuous to discuss the article after reading it
* Describe a favorite company using the present continuous after listening to the recording
* Arrange a meeting by using the target vocabulary
* Use the appropriate vocabulary to decline a meeting time and suggest a different time
* Use the future tense to discuss networking online after listening to the recording
* Identify the future tense in the article about technology
* Analyze and respond to suggestions after listening to the recording
* Generate and write action minutes after reading the case study
* Prepare and manage a meeting
* Use could/would in a discussion after reading the article
* Arrange and demonstrate a mock interview by using the target vocabulary
* Discuss how a professional networking site can be useful
* Use the present perfect to discuss an ideal job after listening to the recording
* Compare the simple past and present perfect after reading the article
 | 10%-29% |
| 2 | A2  | Pre-Intermediate | By the end of this course, students will be able to: * Generate appropriate vocabulary to make and receive basic telephone calls
* Write an email explaining the strengths of a new candidate
* Prepare and give a presentation about their company using appropriate vocabulary and sentence structure
* Write a proposal using the target vocabulary
* Discuss investment plans by using the target vocabulary
* Demonstrate understanding of the vocabulary and expressions to negotiate an agreement
* Write a letter summarizing a negotiation agreement
* Discuss business ideas by using brainstorming
* Generate vocabulary and appropriate level sentence structure by role-playing a meeting
* Write a short report by using the appropriate vocabulary and sentence structure
* Demonstrate understanding in discussions by using the language of suggestions, giving opinions, agreeing & disagreeing
* Write the recommendations section of a report by using the language of suggestions
* Generate small talk when socializing at business events
* Write an email to invite overseas sales managers to a conference
* Organize a conference by creating a chart with details listed
* Clearly pronounce numbers for the purpose of conveying information which includes numbers
* Discuss new business and business sectors by using the target vocabulary
* Write an email to suggest meeting for presenting a proposal
* Discuss the marketing mix and marketing campaigns by using the target vocabulary
* Exchange information over the phone by using the target vocabulary
* Demonstrate understanding by holding a meeting to present your marketing ideas
* Discuss future plans by using level appropriate sentence tenses
* Generate appropriate level vocabulary by demonstrating participation in a meeting by politely interrupting and clarifying
* Discuss the qualities of a good manager by using the target vocabulary
* Demonstrate vocabulary knowledge by role-playing a meeting with a business contact in a foreign country
* Propose solutions to an issue with staff problems by using the target vocabulary
* Discuss conflict management by using the target vocabulary
* Demonstrate understanding by brainstorming vocabulary for dealing with conflict during a negotiation
* Describe products by using the target vocabulary
* Explain how to launch a product using the target vocabulary
* Prepare and give a presentation introducing a product
 | 30%-49% |
| 3 | B1  | Intermediate | By the end of this course, students will be able to:* Generate appropriate vocabulary and structure to take part in meetings by asking for opinions, giving opinions, making suggestions, agreeing and disagreeing
* Use appropriate level vocabulary and structure to write an email summarizing the actions which were agreed on during a meeting
* Demonstrate understanding of the target vocabulary by making arrangements over the phone
* Summarise a problem and brainstorm a solution
* Write an email using level appropriate language for apologising for an inconvenience
* Generate level appropriate structure to manage a meeting by setting and listing objectives, dealing with interruptions, speeding up and summarising
* Use level appropriate vocabulary to role-play ideas to resolve employee issues
* Demonstrate understanding of the topic by writing action minutes
* Generate level appropriate vocabulary and sentence structure to introduce yourself and others
* Use the vocabulary of arguing in favour of or against an issue
* Explain a business decision by writing in an email format
* Summarize the topic by writing a summary of a campaign concept
* Describe trends by using the target vocabulary
* Use the language of persuasion to make a pitch for an investment project
* Prepare and present an informal speech about the business culture of a country
* Generate the level appropriate vocabulary and sentence structure to write a short report summarising interesting information about a culture
* Demonstrate understanding of the topic by role-playing job interviews using the target vocabulary and structure
* Listen to interview extracts to make a decision about who to hire
* Generate level appropriate vocabulary to write a letter offering employment to a successful candidate
* Generate appropriate level vocabulary and structure to make offers and concessions during a negotiation
* Use the language of accepting or refusing an offer in a negotiation
* Discuss questions of ethics at work by using the target vocabulary
* Use an agenda to guide a discussion
* Generate level appropriate vocabulary to write a report summarising the decisions reached at a meeting
* Prepare and present a formal presentation using the level appropriate language
* Present different strategies to a role-play board for the purpose of using the vocabulary
* Use diplomatic expressions during a difficult negotiation
* Prepare a short presentation about culture, customs and etiquette
 | 50%-69% |
| 4 | B2  | Upper Intermediate | By the end of this course, students will be able to:* Use level appropriate structure to ask for clarification
* Analyse information for the purpose of clarifying details
* Prepare the objectives for a meeting by creating an agenda
* Write action minutes by using the level appropriate sentence structure and vocabulary
* Use the language of networking to illustrate and establish business relationships
* Demonstrate understanding of topic by discussing a plan for improving customer satisfaction using the level appropriate vocabulary
* Evaluate business motivational factors using the passive voice
* Dramatize a role-play for a cold-calling situation to demonstrate understanding of the vocabulary
* Generate a list of guidelines by writing them in the appropriate format
* Discuss different aspects of risk using the appropriate vocabulary
* Generate complex question structures to ask for opinions, make suggestions, add a condition and emphasize your point during a meeting.
* Write a report using the level appropriate vocabulary and sentence structure.
* Discuss different aspects of management style using the level appropriate vocabulary.
* Use the language of persuasion to give a persuasive presentation.
* Use the language of recommendation by writing a short report of recommendation.
* Discuss the advantages and disadvantages of working in teams using level appropriate sentence structures.
* Use level appropriate expressions to resolve conflicts by role-playing a meeting for resolving a company’s teambuilding problems.
* Listen for the purpose of discussing the main ideas on how and where finance can be raised.
* Demonstrate understanding by using five listed techniques for effective negotiation.
* Write a summary using the unit financial terms.
 | 70%-89% |
| 5 | C1  | Advanced  | By the end of this course, students will be able to:* Discuss different aspects of customer relationship management using appropriate level sentence structure and vocabulary
* Debate and explain ideas in role-play negotiations
* Prepare and give short specific topic presentations
* Use new vocabulary in brainstorming sessions
* Use question sentence structure to ask complex questions
* Discuss the importance of energy sources using appropriate level vocabulary
* Dramatize an interview about marketing methods
* Appraise a press release summarising the outcomes
* List and summarise decisions made in a case study
* Prepare formal and semi-formal emails, action minutes, reports, and summaries
* Use the appropriate sentence structure to lead and participate in a meeting
* Listen and summarize main points of negotiations, and interviews
* Brainstorm solutions to common business problems
* Use the appropriate sentence structure and vocabulary to give a well-organized and effectively delivered presentation
* Use the vocabulary of making recommendations for the purpose of expressing well-justified recommendations and compare alternatives
* Write informal/formal emails, memos, short reports, agendas and meeting minutes
 | 90%-94% |