Executive English Achievement Scale and Interpretation

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| Level | | Course Name | Grade Scale: 4 = Excellent, 3 = Good, 2 = Satisfactory, 1 = Poor, 0 = Unacceptable  Achievement 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% |