## Intermediate B1+

### Quality and customer service
- Understand the RATER dimensions for service quality
- See how the Basic transformation model can be applied to any organisation
- Understand how the EFQM Excellence model can be used to analyse quality
- Think about what quality means for organisations
- Think about the processes organisations have to maintain quality
- Listen to a lecture and make notes
- Learn new words and phrases related to quality in organisations
- Apply business models to analyse quality in organisations

### Interview skills
- Understand approaches to recruitment and selection
- Understand how to prepare for an interview
- Understand the skills necessary for managers to select the best candidates
- Identify some questions for interviews
- Reflect on previous interviews and how to improve interview skills
- Analyse and assess your approach to interviews both as interviewer and interviewee
- Listen to a lecture and make notes on interviews
- Learn new words and phrases to use for interviews
- Use interview skills to select the best candidate for a job

### Appraisals and coaching
- Understand the importance of performance appraisals
- Understand how a control loop can manage performance
- Learn business language for discussing performance
- Understand how management coaching is used
- Reflect on the need for performance management
- Identify skills needed for management coaching
- Listen to a lecture and make notes
- Identify key indicators to monitor performance
- Use a control loop to make a decision about performance
- Apply the GROW model for coaching to a professional situation

### Marketing
- Understand the concept of segmentation
- Find out how the 7 Ps can be used in marketing plans
- Learn about modern-day market research techniques
- Understand how recent marketing techniques have affected marketing strategy
- Reflect on marketing and how it affects you as a customer
- Think about the most effective types of advertising for different customer segments
- Listen to a lecture and make notes
- Learn new words and phrases related to marketing
- Identify factors and categorise them within a marketing framework
- Focus on a customer segment to complete a marketing plan

### Business reports
- Understand important factors for writing a report
- Learn about the structure of a business report
- Appreciate the importance of performance management
- Understand how the balanced scorecard is used as a starting point for many reports
- Reflect on the importance of business reports within an organisation
- Identify key information needed in reports
- Consider the importance of managing performance
- Listen to a lecture and make notes
- Identify useful words and phrases for different sections of a report
- Use the balanced scorecard to set objectives