

Ramowy program nauczania Business English na poziomach B1 i B2 przygotowujący do egzaminu programowego i certyfikatów z terminologią ekonomiczną

Proponowane podręczniki: Intelligent Business, (New) Market Leader Intermediate, New Insights into Business, business briefs

COMPANIES

1. Types of business organizations

KEY VOCABULARY – EXAMPLES

- **Sole trader**
- **Partnerships**
- **Multinationals**
- **Listed companies**
- **Shareholders**
- **Stock markets**
- **Parent companies**
- **Branches and subsidiaries**
- **Entrepreneurial businesses**
- **Corporate alliances and acquisitions**
- **Assets and liabilities**
- **Head office**
- **HQ**

2. Company structures

KEY VOCABULARY – EXAMPLES

- **Hierarchical company**
- **Flat company**
- **Flexibility (flexitime, hot desking, freelancing, etc.)**
- **Management board**
- **CEO**

- HR, R&D, PR, etc.

3. Corporate Identity

KEY VOCABULARY – EXAMPLES

- Corporate culture
- Mission statement
- Philosophy
- Dress code
- Interiors
- Management styles
- PR activities
- Logo

GLOBALIZATION

- 1. Definition of globalization in business context*
- 2. Key contributors to globalization*
- 3. Advantages and disadvantages of globalization from the point of view of a company, country's economy and ordinary citizens*

ETHICS

- 1. Bribery and corruption*
- 2. The corporation as good citizen*
- 3. Codes of ethics and mission statements*
- 4. Copyright and trademark infringements*

INTERNATIONAL BUSINESS STYLES AND LEADERSHIP

- 1. Chosen examples of business styles*

2. The management style of leaders

1. Change in organizations (downsizing and delayering, empowerment)

STRATEGY

1. A successful strategy as a vital part of the planning process for all business organizations

2. Role of SWOT analysis

3. Start-ups or emerging industries in confrontation with key players

4. Mission statements

BRANDS AND MARKETING

1. The importance of creating brands

2. The marketing mix

3. Product and corporate advertising

FINANCE

1. Company performance (annual report, balance sheet, profit and loss account)

2. Auditing and creative accounting]

3. Stock Exchange

TRADE

1. Open markets vs. protected markets

2. Import, export

LOGISTICS (the management of the flow of products)

- 1. Distribution channels*
- 2. Retail logistics*

EMPLOYMENT

- 1. Recruitment process*
- 2. Forms of employment and organization of work*
- 3. Outsourcing and offshoring*

INTERCULTURAL ISSUES IN GLOBAL BUSINESS

SKILLS

- 1. Speaking*
 - a) meeting business partners
 - b) making arrangements and dealing with problems on the phone
 - c) small talk in a business meeting
 - d) presentations (company profile, company performance, new business, new product, etc.)
 - e) business meetings
 - f) business negotiations
- 2. Writing*
 - a) e-mails
 - b) short factual reports
 - c) memos
 - d) faxes

e) formal letters

3. *Listening*

4. *Reading*