

# **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***