

Spis treści

I. BUSINESS ENVIRONMENT	9
1.1. TEXTS	9
1.1.2. TYPES OF ECONOMY	9
1.1.3. STAGES OF A BUSINESS CYCLE	9
1.1.4. INTERNAL AND EXTERNAL BUSINESS ENVIRONMENT	10
1.1.5. PEST/SLEPT/STEEPLED ANALYSIS	11
1.1.6. COMPETITION	12
1.1.7. GLOBALISATION	13
1.2. BUSINESS WRITING	13
1.3. SPEAKING SECTION	15
1.4. GRAMMAR REVIEW	17
1.5. GLOSSARY	20
II. BUSINESS ORGANISATIONS	25
2.1. TEXTS	25
2.1.1. BUSINESS PLANNING AND START-UP	25
2.1.2. TYPES OF BUSINESS ORGANISATIONS	26
2.1.3. SHAREHOLDERS AND STAKEHOLDERS	27
2.1.4. ORGANISATIONAL STRUCTURE	27
2.1.5. BUSINESS DEVELOPMENT	29
2.1.6. BUSINESS STRATEGY	30
2.1.7. FORMALISATION AND BUREAUCRACY	31
2.2. BUSINESS WRITING	32
2.3. SPEAKING SECTION	35
2.4. GRAMMAR REVIEW	36
2.5. GLOSSARY	41
III. ENTREPRENEURS AND MANAGERS	47
3.1. TEXTS	47
3.1.1. WHO IS WHO IN A BUSINESS ORGANISATION	47
3.1.2. LEVELS OF MANAGEMENT	48
3.1.3. MANAGERIAL FUNCTIONS, ROLES, SKILLS AND QUALITIES	48
3.1.4. LEADERSHIP AND MANAGEMENT STYLES	50
3.1.5. PROJECT MANAGEMENT	52
3.1.6. CHANGE MANAGEMENT	52
3.1.7. COACHING AND MENTORING	53
3.2. BUSINESS WRITING	54
3.3. SPEAKING SECTION	56
3.4. GRAMMAR REVIEW	58
3.5. GLOSSARY	60

IV. HUMAN RESOURCES	64
4.1. TEXTS	64
4.1.1. FUNCTIONS OF HUMAN RESOURCES DEPARTMENTS	64
4.1.2. WORKFORCE SEGMENTATION	65
4.1.3. STAFF RECRUITMENT AND SELECTION	66
4.1.4. MOTIVATION	68
4.1.5. ORGANISING PEOPLE	68
4.1.6. REMUNERATION	69
4.1.7. CORPORATE CULTURE	70
4.1.8. DEVELOPING EMPLOYEES	73
4.1.9. PERFORMANCE APPRAISAL	74
4.1.10. TERMINATION OF EMPLOYMENT	76
4.1.11. UNEMPLOYMENT	76
4.2. BUSINESS WRITING	77
4.3. SPEAKING SECTION	79
4.4. GRAMMAR REVIEW	82
4.5. GLOSSARY	84
V. PRODUCTION AND OPERATIONS	90
5.1. TEXTS	90
5.1.1. MANUFACTURING	90
5.1.2. PRIMARY, SECONDARY AND TERTIARY PRODUCTION	91
5.1.3. RESEARCH AND DEVELOPMENT	92
5.1.4. JUST-IN-TIME PRODUCTION, AGILE MANUFACTURING, QUICK RESPONSE MANUFACTURING ...	92
5.1.5. OPERATIONS MANAGEMENT	94
5.1.6. SOURCING AND PROCUREMENT, SUPPLY CHAIN MANAGEMENT	94
5.1.7. OUTSOURCING AND OFFSHORING	96
5.1.8. THE BCG MATRIX	96
5.1.9. QUALITY	98
5.2. BUSINESS WRITING	98
5.3. SPEAKING SECTION	103
5.4. GRAMMAR REVIEW	105
5.5. GLOSSARY	109
VI. MARKETING	114
6.1. TEXTS	114
6.1.1. IDENTIFYING TARGET CUSTOMERS: MARKET SEGMENTATION	114
6.1.2. MARKETING RESEARCH	115
6.1.3. MARKETING MIX	116
6.1.4. SWOT ANALYSIS	118
6.1.5. ADVERTISING AND PROMOTION	118
6.1.6. BRANDS	119
6.1.7. BUILDING BRAND LOYALTY	121
6.1.8. INTEGRATED MARKETING COMMUNICATION	121
6.1.9. CUSTOMER FOCUS	122
6.2. BUSINESS WRITING	123
6.3. SPEAKING SECTION	128
6.4. GRAMMAR REVIEW	128
6.5. GLOSSARY	131
VII. SALES	136
7.1. TEXTS	136
7.1.1. DOMESTIC TRADE: RETAILING AND WHOLESALING	136
7.1.2. INTERNATIONAL TRADE	137
7.1.3. REGIONAL ECONOMIC INTEGRATION	139
7.1.4. PRICING	140
7.1.5. CONTRACT FOR SALE OF GOODS	141
7.1.6. ORDER PROCESSING	142

7.1.7. DISTRIBUTION, TRANSPORT, LOGISTICS	142
7.1.8. CUSTOMER ATTENDANCE	143
7.1.9. AFTER-SALES SERVICE	144
7.1.10. COMPLAINTS HANDLING	144
7.1.11. PRODUCT LIFE CYCLE	145
7.2. BUSINESS WRITING	146
7.3. SPEAKING SECTION	148
7.4. GRAMMAR REVIEW	149
7.5. GLOSSARY	151
VIII. CORPORATE FINANCE	159
8.1. TEXTS	159
8.1.1. INTRODUCTION	159
8.1.2. SOURCES OF FINANCE	159
8.1.3. MANAGEMENT ACCOUNTING	160
8.1.4. BUDGETING AND COST ANALYSIS	160
8.1.5. FINANCIAL STATEMENTS	161
8.1.6. CORPORATE TAXES	162
8.2. BUSINESS WRITING	163
8.3. SPEAKING SECTION	168
8.4. GRAMMAR REVIEW	169
8.5. GLOSSARY	169
IX. BUSINESS COMMUNICATION	175
9.1. TEXTS	175
9.1.1. INTRODUCTION TO COMMUNICATION	175
9.1.2. BASIC COMMUNICATION SKILLS	176
9.1.3. CREATING AND COMMUNICATING PERSONAL BRANDS	177
9.1.4. ROLE OF FACE-TO-FACE COMMUNICATION IN BUSINESS	178
9.1.5. BUSINESS ETIQUETTE	179
9.1.6. BUSINESS WRITING	180
9.1.7. SOCIAL MEDIA, NETWORKING AND BUSINESS COMMUNICATION	181
9.2. BUSINESS WRITING	182
9.3. SPEAKING SECTION	183
9.4. GRAMMAR REVIEW	185
9.5. GLOSSARY	188
X. NEW MODELS OF BUSINESS	192
10.1. TEXTS	192
10.1.1. THE TRIPLE BOTTOM LINE	192
10.1.2. THE CHANGING WORKPLACE	193
10.1.3. CORPORATE PHILANTHROPY AND CSR	194
10.1.4. SUSTAINABILITY AND ENVIRONMENTALISM	196
10.1.5. CONSCIOUS CAPITALISM	196
10.1.6. REINVENTING MANAGEMENT AND LEADERSHIP	197
10.1.7. THE AGE OF CUSTOMER CAPITALISM	199
10.1.8. BUSINESS ETHICS	201
10.2. BUSINESS WRITING	202
10.3. SPEAKING SECTION	203
10.4. GRAMMAR REVIEW	206
10.5. GLOSSARY	207
XI. REVISION SECTION	213
KEY	231