

Business English classes may be designed according to the student's needs, which shall include: specific vocabulary, role play situations, videos, theory and exercises. The material shall be given through Power Point Presentations!

1.- **Business Activity**

- Customers needs
- Added Value
- Sectors of industry
- Growth and measurement
- Objectives
- Stakeholders
- Private and public sector
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2.- **Marketing**

- Market research – Presentation of data
- Market segmentation
- Marketing mix – Product, Price, Place, Promotion
- Marketing strategy
- Marketing Budget
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3.- **Finance & Accounting**

- Sources of finance
- Cash and Cash flow
- Financial statements
- Ratios

4.- **Operations Management**

- Methods of production
- Efficiency
- Costs
- Break-even
- Quality control
- Location decisions

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5.- **External environment**

- Government influence
- Economic systems
- International trade
- Growth and measurement
- Exchange rate
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6.- **People at work**

- Financial and non-financial rewards
- Management styles
- Motivation methods
- Recruitment and selection
- Training
- Dismissal and redundancy

7.- **Business organization**

- Types of business organisations
- Control and responsibility
- Liabilities
- Communication

8.- **Negotiation**