

**IWI Business English Summary:
Course material to be covered on final exam - February, 2007**

Unit in <u>Intelligent Business</u>	<h1>Topics</h1>
U. 1	Companies - departments; describing companies; hierarchy; talking about jobs/careers/responsibilities
U. 2	Leadership - management, management styles; getting things done
U. 3	Strategy - corporate strategy; strategic planning; short presentations
U. 4	Pay - executive salaries; evaluating performance; pressure
U. 5	Development - OECD; environment
U. 6	Marketing - the „4 Ps“; brands
U. 7	Outsourcing - offshoring
U. 8	Finance - corporate governance; profit + loss accounts; balance sheets; describing change
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U. 9	Recruitment - human resources; job adverts, applications, CVs, interviews
<i>U. 10</i>	<i>Counterfeiting</i> - giving reasons
<i>U. 11</i>	<i>Markets</i> - auctions; e-commerce; making and responding to offers
<i>U. 12</i>	<i>Lobbies</i> - trade and lobbies, celebrities; making a case
U. 13	Communication - infoglut, information overload; summarising
U. 14	Logistics - supply chain management; dealing with questions
U. 15	Innovation - product development; reviewing achievement

