

Питання для підготовки:

1. Share capital and debt.
2. Bankruptcy.
3. Loan capital.
4. Leverage.
5. Debt and debt problems.
6. Trading.
7. Market indexes.
8. Financial centres.
9. Stock markets.
10. Inflation and unemployment.
11. Successful advertising.
12. Good and bad advertisements.
13. Advertising media and methods.
14. Promotion and promotional activities.
15. The sales force.
16. Cultural awareness in business.
17. Features of doing business in different countries.
18. Important qualities for getting a job.
19. Retaining good staff Applying for a job.
20. Recruitment and selection.
21. Education and training..
22. Pay and benefits.
23. Employees and management.
24. Personnel and human resources
25. International Trade.
26. Fair trade
27. Negotiating techniques
28. Quality control and customer service.