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		Introduction: What is Business English?. The Changing World. IT, The Communications Revolution, The Internet, Globalization, Ways of Working. Business and Businesses. Industries and Sectors, Starting up, Corporate Structures and Legal Status, Business Strategy. Global Trading. International trade, World Economy, Competition, Global Brands, The International Marketing Mix. Sustainable Development. Ethical Consumerism, Corporate Responsibility, Business Environment, Fair Trade, Eco-tourism. Production. Manufacturing and Production, Product Development, Quality Control.Sales. Distribution, Orders and Stock Control, Sales Method.Business Performance. Boom and Bust, Stocks and Shares, Marketing Trends, Making Profit.Finance. Payment, Costs, Accounting, Owning Money, Financing Expansion.Marketing. Market Research, Product life Cycle, Global advertising, Branding..Increasing Sales. Sales Objectives, Relocating the Business.Services. Customer Care, The Service Industry, Markets, Staff Training Development, Services and Services Providers, Financial Services.Managers. People at the Top, Management and Leadership Styles, Organizational Culture, Entrepreneurs.Employees. Hiring and Firing, Remuneration, Industrial Relations, Increasing Productivity.	
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1		, English for business purposes, Utilia,	
2		Business Vocabulary in practice, Collins Cobuild, 2003.	
3		Business Communication Games, Oxford, 1996.	
4		Developing Business Contacts, Prentice Hall International (UK) Ltd, 1993.	
5		English Practice in Economics and Business, Beograd, 2000.	
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