B2

CALLAN FOR BUSINESS

COURSE CONTENTS

- Business Structures (1) p61
- Direct Cost, Indirect Cost And Total Cost p62
- Describing Change (1) p64
- Soar, Rocket, Plummet And Plunge p64
- Liquidate And Liquidation p66
- Exercise 4 p67
- Mail Order p68
- Loss Leader p71
- HR = Human Resources p72
- Talk Shop p73
- Due Dilligence p76
- Control (n) p76
- Business Structures (2) p77
- Dividend p78
- Describing Change p79
- Exercise 5 p82
- Solvent, Insolvent And Bankruptcy p84
- Give Someone A Heads-Up p86
- Customer Base p86
- Close A Deal p86
- Writing A Report p87-90
- In The Loop p91
- Follow Best Practice p92
- Mark-Up And Profit Margin p93
- Exercise 6 p97
- Go Bust p98
- Abbreviations (3) p98
- Equity p99
- Going Concern p100
- Bearish And Bullish p100
- Standardize p101
- State-Of-The-Art p101
- Gross Margin (Gross Profit Margin) And Net Margin (Net Profit Margin) p102
- Bring Forward And Put (Or Push) Back p103
- Intellectual Property p103
- Start-Up p105
- Product Life Cycle p106
- Report To p107
- Tangible And Intangible p107
- To Level The Playing Field p108
- Central Bank p108
- Patent Company p109
- Candidate And Shortlist p109
- AGM = Annual General Meeting And EGM = Extraordinary General Meeting p110
- Exercise 7 p111
- Middleman p113
- Business Structures (3) p114
- Corporation p114
- Lease (v + n) p115
- Writing A Business Memorandum (Memo) p116-19
- Core And Core Competency (Core Ability) p120
- Corporation Tax p121
- Show Somebody The Ropes p122
- Master's (Master's Degree) p123
- Goodwill p124
- Flag Up p124
- Stake And Stakeholder p125
- Exercise 8 p126

CALLAN SCHOOL OF ENGLISH

www.callan.es
www.callanschool.info
www.metodocallan.info

Via Augusta 6, baixos
Sèneca 33 baixos
Avda. Diagonal 472, 1a planta
08006 Barcelona
Tel1. 934 155 452
Tel2. 933 686 148
info@callanschool.info

© Callan School of English S.L.