

ПРОГРАММА КУРСА «FINANCIAL ENGLISH»

Общая продолжительность курса – 21 занятие (63 академических часа)

UNIT 1. ACCOUNTING IN BUSINESS

- 1.1. Accountant, accountancy and bookkeeping
- 1.2. Company Law
- 1.3. GAAP and The IASB
- 1.4. International Issues

UNIT 2. FINANCIAL ACCOUNTING 1

- 2.1. Accounting polices and standards
- 2.2. Accounting assumption and principles

UNIT 3. FINANCIAL ACCOUNTING 2

- 3.1. The Balance Sheet Accounts – Assets

UNIT 4. FINANCIAL ACCOUNTING 3

- 4.1. The Balance Sheet Accounts - Liabilities

UNIT 5. FINANCIAL ACCOUNTING 4

- 5.1. Capital or shareholders' equity
- 5.2. Depreciation and amortization

UNIT 6. FINANCIAL ACCOUNTING 5

- 6.1. The Profit & Loss Account
- 6.2. The Cash Flow Statement

UNIT 7. FINANCIAL ACCOUNTING 6

- 7.1. Financial Instruments
- 7.2. Lease

UNIT 8. AUDITING

- 8.1. Internal and External Auditing
- 8.2. Irregularities
- 8.3. Insurance
 - 8.3.1. Insuring against risk
 - 8.3.2. Life insurance and saving
 - 8.3.3. Insurance companies

UNIT 9. MANAGEMENT ACCOUNTING 1

- 9.1. Describing Charts and Graphs
- 9.2. Cost Accounting
- 9.3. CVP Analysis

UNIT 10. MANAGEMENT ACCOUNTING 2

- 10.1 Cost Management Systems
- 10.2. Relevant Information and Decision Making
- 10.3. Accounting for Planning and Control

UNIT 11. MANAGEMENT ACCOUNTING 3

- 11.1. Product costing
- 11.2. Pricing

UNIT 12. TAXATION

- 12.1. Direct taxes
- 12.2. Indirect taxes

UNIT 13. FINANCIAL RATIOS

- 13.1 Liquidity and Solvency Ratios
- 13.2. Profitability
- 13.3. Earnings and Dividends
- 13.4. Leverage

UNIT 14. ASSETS MANAGEMENT

- 14.1. Allocating and Diversifying Assets
- 14.2. Types of Investors
- 14.3. Active and passive investment

UNIT 15. FINANCIAL PLANNING

- 15.1. Financing new investments
- 15.2. Discounted cash flow
- 15.3. Comparing investment returns

UNIT 16. COMPETITIVE STRATEGY

- 16.1. Strategic Thinking
- 16.2. Competition
- 16.3 Key Strategic Issues
- 16.4. Innovation
- 16.5. Preparing for the Future

UNIT 17. MARKETING

- 17.1. The four Ps and beyond
- 17.2. Customer satisfaction
- 17.3. Market research
- 17.4. Marketing plans

UNIT 18. BUSINESS PLANNING

- 18.1. The Structure of business plan
- 18.2. Marketing opportunities
- 18.3. The Financial analysis

UNIT 19. BANKING

- 19.1. Financial Institution
- 19.2. Commercial and Retail Banking
- 19.3. Investment banking
- 19.4. Interest Rates
- 19.5. MONEY MARKETS

UNIT 20. ECONOMICS AND TRADE

- 20.1. Financing International trade
- 20.2. Exchange rate
- 20.3. Incoterms

UNIT 21. CORPORATE RESPONSIBILITY

- 21.1. Corporate Governance
- 21.2. Corporate social responsibility

UNIT 22. BUSINESS WRITING

- 22.1 CV's
- 22.2. Business correspondence

TESTING