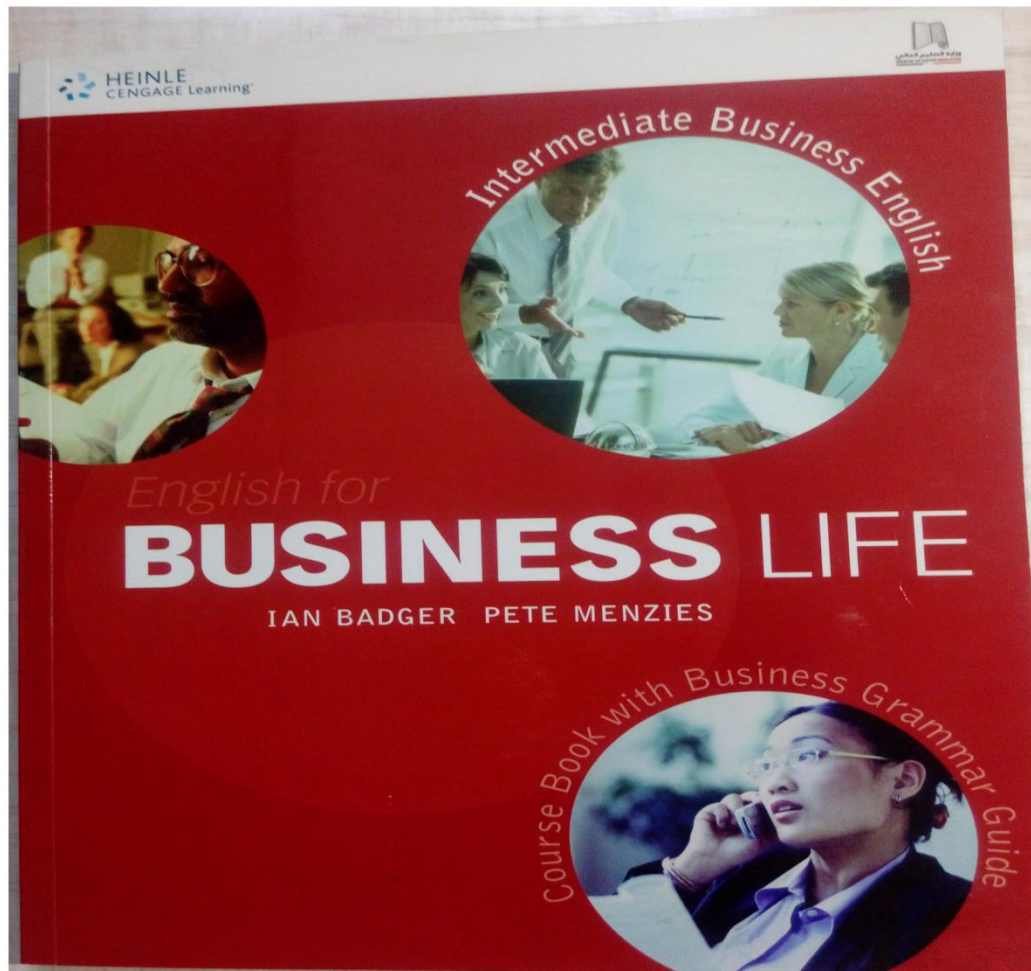


# Book



## مفردات مقرر



<b>Hama University</b> Faculty of Economics	<b>اللغة الإنكليزية ٤</b> الفصل الثاني ٢٠١٩ - ٢٠٢٠	<b>الجامعة الحامية</b> كلية الاقتصاد
--	---	---

*English for Business Life: Intermediate*

عنوان الكتاب:

المطلوب:

Unit	Part الجزء	Exercise التمرين	Page
16	3 Language Focus	1, 5 Application (Do, Don't)	74, 75
	Language Reference	mustn't ...	76
	Useful Phrases	It's an informal ... We mustn't be late	76
	Guide	7.4, 7.5	13
17	3 Language Focus	2 say, tell ...	78
	Language Reference	say, tell ...	80
	Guide	17.10, 17.12	30 – 31
18	3 Language Focus	1, 2	82
	Language Reference	All	84
	Guide	12.2 (Table), 12.3, 12.4, 12.5, 12.6	22 – 23
19	4 Language Focus	1 (be able to), 3 Punctuation Marks	86
	Language Reference	'be able to'	88
	Useful Phrases	All except last three sentences	88
	Guide	7.2, 21.2	12 – 13, 38
20	3 Language Focus	1 Second Conditional, 2 Agreement and Disagreement	90
	Language Reference	Second Conditional	92
	Guide	3 (3.1, 3.2, 3.3) + 18.5	8, 34
21	4 Language Focus	2 (V+ Inf)	94
	Language Reference	Verbs followed by the infinitive	96
	Guide	6.1 (All)	11
22	3 Language Focus	4 (while, during, for)	98
	4 Reading	1, 2	99
	Guide	17.16	32
23	3 Language Focus	3 (easy to, difficult to)	102
	Language Reference	Easy to, difficult to	104
	Guide	6.1	11
24	3 Language Focus	1, 2, 3	106
	Language Reference	In case, Points of the Compass	108
	Guide	3.4 (in case)	8 – 9
25	4 Language Focus	3 (Some Financial Vocabulary)	110
26	2 Reading	1 The Balance Sheet	113
27	Language Reference	Numbers and Mathematical Terms	120
	Guide	21.2, 21.2 + Answers (Unit 10, 3 Language Focus)	37 – 38, 48 – 49
Glossary	English – English + English - Arabic		158 – 160
بالإضافة إلى ما يتم إعطاؤه أثناء المحاضرات			

Dr. M. Al-Ali

# The Business World

## Terms and Concepts

### Business:

- the activity of making, buying, selling or supplying goods or services for money:

*business activities/affairs/  
dealings/interests/meeting/  
partner/relationships/trip*

*You need to be flexible in  
today's highly competitive  
business world*

*We do a lot of business  
with China.*

### Economics:

- the science and study of the principles of the production, distribution and use of goods, services and wealth; the study of how a society organizes its money, trade and industry:

*She is studying economics  
(not economy)*

**Note:** *economy* means economic system, condition or state: *free-market economy* ♦ *The Chinese economy is growing fast.*

### Finance:

- the activity of managing money, especially by a commercial organization or a government:

*finance chief/director* ♦ *She works in the finance department* ♦ *banking and finance*

#### *financial market:*

the activity of buying and selling shares, bonds, currencies, etc.; the organized structure for doing this or the place where it happens:

*a single financial market for Europe* ♦ *Financial markets reacted positively to the cut in interest rates*

### Banking:

- the business activity of banks the banking:

*banking industry / sector* ♦ *banking services*

*This software is used in banking.*

*The collapse of the bank is a sign of the weakness of the world's banking system*

*International trade needs a better legal framework in the field of banking* ♦ *A crisis rocked the banking industry in the 1980s* ♦ *Banks offer different types of banking: they offer personal banking, commercial banking, etc.*

**Over to you**

**Do you prefer to go to the local branch of your bank or to use the Internet?**

# The Business World

## Real Language

BA: Business Administration BM: Business Management

Ministry of Economy and Foreign Trade / Ministry of Finance /  
Ministry of Internal Trade and Consumer Protection

### Accounting:

- the activity of keeping detailed records of the amounts of money a person or a company receives and spends; the principles and practice of recording, presenting and writing reports on financial accounts

*accounting methods ♦ Nowadays companies use accounting software for calculating taxes and salaries ♦ Accounting has always been a popular career for men ♦ The purpose of accounting is to provide records of all financial operations, so that the financial position of a business can be determined.*

### Management:

- the act of running and controlling a business organization:

*good / bad management ♦ management methods / skills.*

*Top management people are called directors / managers.*

*There is an increased use of computers for information management.*

*Software companies have developed information management systems for manufacturers.*

*He is chief executive of a new company that offers investment management services.*

## Over to you

**Do you agree that accounting has always been a popular career for men?**

## Real Language

*Accounting also means the education you need to become an accountant*

*As a countable noun, the word **business** means a commercial organization, a company:  
a small business ♦ small businesses*



# The Business World

## E-Commerce:

- *Commerce* means the business of buying and selling things; trade:

*More and more commerce is moving to the Internet.*

*E-Commerce (Electronic Commerce)* is the business of buying and selling things on the Internet:

*E-Commerce has changed the way we buy goods and services.*

*E-Commerce sales have increased significantly.*

## Marketing:

- the activity of presenting, advertising and selling a company's products in the best possible way:

*She works in sales and marketing.*

*The company is developing a marketing plan for a new product.*

*Relationship marketing concentrates on developing good relationships with customers.*

*Global marketing covers the whole world.*

## Company:

- a business organization that makes or sells goods or services.

*computer/oil company*

*international company (=with offices in different countries)*

*private company (=not owned by the government)*

*public company (=offering its shares for sale on the stock exchange)*

*limited company (=one whose owners only have to pay a limited amount—to the extent of the amount they invested—if it gets into debt)*

*parent company (=the one that owns or controls a smaller one)*

## Corporation:

- a large company that often includes several smaller companies; a business organization that has been officially created (incorporated) and is owned by shareholders:

*IBM is one of the biggest corporations in the world.*

*The company has joined with two others to form a new corporation.*

*Corporations are dominant in modern capitalist societies.*

*Corporations are not owned by their managers.*

# The Business World

Over to you

*Do you know how modern companies are structured?  
The following diagram will give you an idea.*



Real Language

*What is the difference between **trade** and **commerce**?*

*Trade is the general term, and it simply means buying and selling of goods and services. The scope of commerce is wider than that of trade: it includes the exchange of goods and services and all those activities that are needed for the completion of that exchange. These activities may include advertising, banking, insurance, transporting, etc.*

*Do you know the meaning of **IBM**?  
**IBM** means **International Business Machines**, an American computer manufacturer.*

*Abbreviations like **Corp.** (Corporation), **Inc.** (Incorporated) and **PLC** (Public Limited Company) often appear after the names of corporations.*

# The Business World

## Stock Exchange

- a place where shares in companies are bought and sold; all of the business activity involved in doing this

*The technology firm will start trading on the Stock Exchange next month ♦ The company is listed on the Malaysian Stock Exchange ♦ The stock exchange closes/opens ...*

==>> Securities Market

## Securities Market

- securities [ pl ]  
a financial asset such as a share or bond; the certificate that shows you own this

securities market, also securities exchange (Stock Exchange):

a place where shares, bonds, etc are bought and sold; the business activity involved in this.

*The NYSE and the NASDAQ are two of the world's biggest stock markets / securities markets*

Real Language

NYSE: New York Stock Exchange

NASDAQ: 'National Association of Securities Dealers Automated Quotations'; an electronic system for buying and selling shares

Knowledge Database



A stock exchange, formally opened for trading in Damascus in 2009.

# The Business World

## Banks in Syria

### The Central Bank of Syria



### Commercial Bank of Syria



### Real Estate Bank



### Industrial Bank



### Agricultural Cooperative Bank



المصرف الزراعي التعاوني



# The Business World

---

## The Central Bank

The Central Bank issues the national currency; finances trade, markets agricultural products; and carries out foreign-exchange operations.

## The Real Estate Bank

The Real Estate Bank finances the building industry and carries out all ordinary banking operations.

## The Industrial Bank

The Industrial Bank finances the private industrial sector,

## The Agricultural Bank

The Agricultural Bank extends loans to farmers and agricultural cooperatives.

## ***Syria's Trade***

### **Imports:**

Major import items include industrial and agricultural machinery, motor vehicles and accessories, pharmaceutical products, food, and fabric.

### **Exports:**

These include petroleum, phosphates, ginned cotton, cotton seeds, barley, lentils, cotton and woolen fabrics, dried fruit, vegetables, skins, and raw wool. Other major purchasers of exports include Egypt, Jordan, and Iraq.

\*\*\*\*\*

*Note*

ملاحظة

مفردات المقرر تؤكد في نهاية الفصل

\*\*\*\*\*

انتهت المحاضرة الأولى