

## TABLE OF CONTENTS

1 BASICS OF MACROECONOMICS (Eva Maierová) .....	11
1.1 Sectors of the Economy .....	11
1.2 The Business Cycle .....	13
1.3 Fiscal Policy .....	16
1.4 Monetary Policy .....	20
1.5 English Idioms I. ....	23
2 MANAGING THE BUSINESS ORGANISATION (Zuzana Hrdličková) .....	47
2.1 Business Organisation Management .....	47
2.2 Business Organisation Structure .....	50
2.3 Legal Forms of Business Organisation .....	55
2.4 Human Resources Management.....	57
2.5 Leadership in Management .....	61
2.6 English Idioms II.....	67
3 MARKETING (Eva Maierová).....	97
3.1 Marketing .....	97
3.2 Advertising .....	101
3.3 English Idioms III. ....	106
4 BANKING AND CORPORATE FINANCE (Zuzana Hrdličková) .....	115
4.1 Financial Institutions .....	115
4.2 Raising Capital .....	119
4.3 Stocks and Shares.....	124
4.4 Bonds.....	128
4.5 Mergers and Acquisitions .....	130
4.6 English Idioms IV. ....	133
5 BUSINESS IN THE INTERNATIONAL ENVIRONMENT (Jarmila Rusiňáková)	165
5.1 Market Structure and Competition.....	165
5.2 International Trade and International Relations.....	169
5.3 International Context and Cultural Differences .....	174
5.4 Diplomacy .....	179
5.5 Diplomatic Language .....	182
5.6 English Idioms V.....	184
KEY TO EXERCISES .....	203
CONCLUSION .....	205
REFERENCES .....	207