

INTRODUCTION

Significance of the manual lies in the most central concepts and business and entrepreneurship frameworks in English Business Communication. As globalization is the tendency for the world economy to work as one unit, such business notions as global business mobility (featuring the ability of a multinational corporation to move its employees to offices in different countries and what it involves for both the company and its employees), business associations, risk management and decision-making are considered in Part 2 of the course.

Business communication and negotiation, drafting documents and business correspondence, conducting presentations; reporting on business performance, generating an accident report and discussing innovative ideas – all these business area features are involved in these eight themes aiming at enhancing business communication skills and enriching key business terminology. The concept of secondment, its purpose and types are specified in Theme 1. Tips for a successful secondment role and the most typical Q&A concerning secondment as a global mobility phenomenon will be also provided in the following theme. In Theme 2 we will focus on the comprehension of the concept of relocation. Its benefits as well constraints and costs are considered. The most typical question and answer section concerning relocation as a part of global mobility will be regarded as well.

In Theme 3 we aim at dealing with the concept of strategic alliances as the common use of resources and core competences by the enterprises in the production, distribution and development of goods and services in order to gain a competitive advantage in the sector, their predominant objectives to achieve and strategic collaboration application. Theme 4 is based on the concept of conflict and trust, which represent the critical foundation characterizing the inter-firm relationship of cooperation and competition, and their co-existence as competition within an alliance partnership. The issue of conflict–trust interactions as cooperation is tackled. Positive and negative patterns of

competition and performance based on hypotheses development in terms of business alliances are discussed.

Risk management applies to many fields, from Finance to Healthcare, and to many processes, from new product development to IT projects. Product development projects in particular are exercises in reducing risk to an acceptably low level. The concept of risk mitigation is revealed in Theme 5. Here, types of risks as well as the difference between risk analysis and risk management are considered. The attention is mainly drawn to the classification of traditional and enterprise risk management. Benefits and challenges of risk management process are overall discussed. Tools to operationalize the risk management process are of importance in terms of this theme as well. It is important for the entrepreneur to be aware of the risk that he or she confronts in his or her business and prioritize them appropriately since some level of risk is inherent in every business. Apart from risk management, it is vital to emphasize on such notion as assessment of risks in start-ups in Theme 6. Strategies for mitigating risks in start-ups and effective principle of the latter (based on the example of Dropbox) are introduced in the mentioned theme.

The cognitive revolution in psychology made significant progress toward explaining ways that human behavior departs from the predictions of economic models. In Theme 7 we will discuss such concept as decision-making and its process in business. The concept of emotion as well as emotional impact on judgment and decision making will be distinguished.

When employees are allowed to remain in a role they are not suited for or do not care about, they can negatively impact those around them and quickly damage the team's culture. In the final theme the concept of difficult conversation and tough decisions as well as PIN model and SING tool to achieve excellence in managing such type of conversation will be featured.

Each theme is accompanied with a practice section in order to immediately refresh one's knowledge after a short paragraph or

practice tasks for mastering each item of the plan and questions for self-control, discussion topics, list of questions for preparation for seminars; list of references for the course, which aims to help students understand and master the theoretical material. Multiple-choice tests and individual tasks in a form of a set of vocabulary and grammar exercises contribute to the assimilation of material during classes and self-check on the theoretical and practical parts of the course. Performing training exercises helps to intensify the use of business terminological vocabulary, grammatically correct construction of personal statements. In order to apprehend the thematic material, questions are presented in a form to serve as a plan for discussing a certain topic and encourage students to participate in a discussion that consolidates the skills of business communication.

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