السداسي : الرابع

المادة : لغة أجنبية(انجليزية

القسم : السنة الثانية تسيير

This syllabus is for **Intermediate ESL students**. It uses very easy words to explain big business ideas. It focuses on the most important words for fields like **Economics, Finance, and Management.**

🏛️ Unit 1: Company Structure (The Business Map)

Definition: This is the plan that shows who the boss is and how the work is split into different groups. Every person in a company has a "place" on this map.

- **Expanded Definition:** A company needs a structure so everyone knows their job. Without a map, people might do the same work twice or forget to do something important.
- **Real-Life Example:** Imagine a giant car company like **Toyota**. They have a "Marketing Department" to make ads, a "Finance Department" to count the money, and an "Engineering Department" to build the cars.
- **Key Vocabulary Definitions:**
    - **Department:** A small group of people who do one specific type of work (Example: The Accounting Department).
    - **CEO:** The "Big Boss" or the person at the very top of the company map.
    - **Staff:** All the people who work for the company.
    - **Hierarchy:** The ladder of power. People at the top have more power than people at the bottom.
    - **Reporting To:** This means who your boss is. If you "report to" the manager, you must tell them what you are doing.

🤝 Unit 2: Leadership and Group Dynamics (Working as a Team)

Definition: Leadership is how a boss helps the workers. **Group Dynamics** is how the workers act when they are together in a room.

- **Expanded Definition:** A good leader makes the team feel strong. Group dynamics can be "positive" (everyone is happy and works fast) or "negative" (people are angry and work slowly).
- **Real-Life Example:** Think of a football team. The coach is the **leader**. If the players trust the coach and each other, the **group dynamics** are great, and they win the game.

- **Key Vocabulary Definitions:**
  - **To Delegate:** To give some of your work to another person so the job gets done faster.
  - **Motivation:** The "energy" or reason why people want to work hard (like a bonus or a "thank you").
  - **Conflict:** When two or more people disagree or have a fight.
  - **Teamwork:** When everyone helps each other to reach one goal.
  - **Role:** The specific "part" you play in a team (Example: "My role is to check for mistakes").

⚖️ Unit 3: Business Ethics (Being a Good Company)

Definition: This is about being "right" and "fair." It is about making money without hurting people or the planet.

- **Expanded Definition:** Sometimes a company can make more money by lying or being mean. **Ethics** are the rules that say, "No, we must be honest even if it costs us money."
- **Real-Life Example:** A clothing company finds out their factory is dirty and dangerous. An **ethical** company spends money to fix the factory because they care about the workers' safety.
- **Key Vocabulary Definitions:**
  - **Transparency:** Being like a clear window. No secrets. The company tells the truth to the public.
  - **Bribe:** Giving a secret gift (like money) to someone to get them to do something wrong. (This is bad/illegal).
  - **Fair Trade:** Paying a good, honest price to the people who grow things like coffee or cocoa.
  - **Sustainability:** Working in a way that does not hurt the trees, water, or air.
  - **Integrity:** Being honest and having strong "good rules" for yourself.

📈 Unit 4: Describing Charts, Diagrams, and Tables (The Story of Numbers)

Definition: These are pictures that show facts. We use them to see if a business is growing or shrinking.

- **Expanded Definition:** Instead of reading 100 pages of numbers, we look at a **chart**. It shows us the "trend" (the direction things are going).
- **Real-Life Example:** A bank manager looks at a **line graph**. If the line is going up, it means people are saving more money. If the line is going down, it means people are spending.
- **Key Vocabulary Definitions:**

- ○ **Increase / Rise:** When a number or a line goes up (📈).
- ○ **Decrease / Fall:** When a number or a line goes down (📉).
- ○ **Fluctuate:** When a line goes up and down, up and down, like a wave.
- ○ **Steady:** When the line stays flat and does not change much.
- ○ **Peak:** The highest point on the chart.
- ○ **Plummet:** To fall very, very fast.

🧠 Unit 5: Decision Making (Choosing the Best Path)

Definition: This is the process of looking at many choices and picking the best one for the future.

- **Expanded Definition:** Making a decision is like a puzzle. You look at the "Pros" (Good things) and the "Cons" (Bad things) before you say "Yes."
- **Real-Life Example:** A manager wants to buy new computers. They compare three different brands. They look at the price and the speed. Finally, they **decide** which one to buy.
- **Key Vocabulary Definitions:**
  - **Option / Alternative:** A choice you have (Example: "We have three options").
  - **Pros and Cons:** A list of the good points and the bad points of a choice.
  - **To Evaluate:** To look at something very carefully to see if it is good or bad.
  - **Risk:** The chance that something bad might happen.
  - **Outcome:** The final result of a decision.

🛠 Unit 6: SWOT Analysis (The Business Health Check)

Definition: A tool to check the "Strengths, Weaknesses, Opportunities, and Threats" of a business.

- **Expanded Definition:** We use SWOT to make a plan. We look **inside** the company (what we are good or bad at) and **outside** the company (what is happening in the world).
- **Real-Life Example:** For a new **Pizza Restaurant**:
  - **Strength:** Our chef is amazing.
  - **Weakness:** We don't have enough tables.
  - **Opportunity:** A new school is opening nearby (more hungry kids!).
  - **Threat:** A big burger place is opening across the street.
- **Key Vocabulary Definitions:**
  - **Internal:** Things *inside* the company that you can control.
  - **External:** Things *outside* the company that you cannot control (like the weather or laws).

○ **Competitor:** Another company that is trying to sell to your customers. ○ **Strategy:** A long-term plan to win or be successful.
