

Subject: Welcome to English for Business and Finance! 📖 (Your Course Study Guide)

Dear Students,

Welcome to our course! This email contains your complete **Course Study Guide**. It is designed using simple English to help you learn and review key business, finance, and accounting concepts easily.

YOUR COURSE STUDY GUIDE

Part 1: Types of Businesses

- **Words to Learn:**
 - **Sole Proprietor:** A business with only *one* owner.
 - **Partner:** A person who shares a business ownership with *another* person.
- **Easy Example:** John opens a bakery alone. He is a **sole proprietor**. Later, Mary joins him to help run the shop. Now, Mary is his business **partner**.

Part 2: Risk and Business Laws

- **Words to Learn:**
 - **Liability:** Responsibility for business debts or money problems.
 - **Corporation:** A large company that protects the owner from losing personal money.
- **Easy Example:** If a bakery closes and owes \$5,000 to the bank, a sole proprietor must pay it back with his own money (**liability**). But if the bakery is registered as a large **corporation**, the bank can only take the shop's ovens, not the owner's personal car or savings.

Part 3: Doing the Right Thing

- **Words to Learn:**
 - **Ethics:** Rules about what is good or bad behavior at work.
 - **Bribe:** Giving secret money or gifts to someone to get an illegal favor.
- **Easy Example:** A builder wants a job to build a new school. He gives secret cash to the city boss so his company gets chosen. This secret money is a **bribe**. This is bad business **ethics**.

Part 4: International Rules

- **Words to Learn:**
 - **Accounting:** Counting and tracking all the money a business spends and earns.
 - **Standards:** Clear, official rules that everyone must follow.

- **Easy Example:** A car company in Japan and a food company in Brazil use the same global **standards** for their money. This makes their **accounting** files easy for international investors to read and compare.

Part 5: Financial Papers

- **Words to Learn:**
 - **Financial Statement:** An official paper report about a company's money.
 - **Balance Sheet:** A specific page that shows what a business has and what it owes on one exact day.
- **Easy Example:** At the end of the year, the manager prints out a **financial statement** packet. The most important page is the **balance sheet**, because it lists the company's current cash and its current debts.

Part 6: Assets and Liabilities

- **Words to Learn:**
 - **Asset:** Anything of value that a company owns (Good things / Plus +).
 - **Liability:** Money that a company owes to a bank or others (Debts / Minus -).
- **Easy Example:** A company owns a factory building worth \$80,000 (an **asset**). However, the company still owes \$30,000 to the bank for a business loan (a **liability**).

Part 7: Losing Value Over Time

- **Words to Learn:**
 - **Depreciation:** How a physical item (like a car or computer) loses value because it gets old and used.
 - **Useful Life:** The number of years a company expects to use an item.
- **Easy Example:** A company buys a new delivery truck for \$10,000. Its **useful life** is 5 years. Every year the truck gets older, it loses \$2,000 in financial value. This annual loss is called **depreciation**.

Part 8: Earnings and Costs

- **Words to Learn:**
 - **Revenue:** All the money that comes into a business from selling its items.
 - **Expense:** Money spent to run the business (like rent, electricity, or worker wages).
 - **Net Profit:** The actual money left over at the end after paying everything.
- **Easy Example:** You run a lemonade stand. You sell lemonade and collect \$10 (**revenue**). You spent \$3 on lemons and sugar (**expense**). Your **net profit** is \$7 (\$10 - \$3 = \$7).

Part 9: Going Up and Down

- **Words to Learn:**
 - **Increase:** To go up (numbers or charts get bigger).
 - **Decrease:** To go down (numbers or charts get smaller).

- **Easy Example:** In May, a shop sold 100 boxes. In June, sales went up to 150 boxes (an **increase**). In July, summer sales dropped down to 80 boxes (a **decrease**).

Part 10: Speed of Change

- **Words to Learn:**
 - **Sharply:** Changing very fast and by a very big amount.
 - **Steadily:** Changing slowly, smoothly, and continuously over time.
- **Easy Example:** The price of gas went from \$2 to \$5 in just one day (it rose **sharply**). The price of bread went up 5 cents every month for a whole year (it rose **steadily**).

Part 11: Tables and Diagrams

- **Words to Learn:**
 - **Table:** A grid box of numbers arranged in straight lines.
 - **Diagram:** A simple drawing or map that explains how a process works.
- **Easy Example:** A calendar is a **table** with boxes for days and weeks. A drawing with arrows that shows how milk moves from a farm, to a factory, and then to a grocery store is a **diagram**.

Part 12: Summarizing Data

- **Words to Learn:**
 - **Overview:** A very short summary of the main facts without small details.
 - **Trend:** The general direction that numbers are moving over time.
 - **Easy Example:** Saying "*Sales are doing great this year*" is a quick **overview**. Seeing that a sales line on a graph moves upward for six months in a row is a positive **trend**.
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