INGLÉS EMPRESARIAL

UNIT 10	Income statement	24 Nov. 2016
	APELLIDOS: NOMBRE: DNI / PASAPORTE: CORREO ELECTRÓNICO:	**Strategy** **Personal brand** HOJA: 1 /

The end of the semester is approaching. Keep reviewing. “Champions keep playing until they get it right.” Billie Jean King.

10.1. After watching the video, outline the structure of an income statement.

10.2. The income statement “helps you determine how well the business is doing” (7). Which are the top ten tips you would give to someone who asked you for advice on how to make a business profitable?

10.3. Read Elizabeth Bogner’s article on *The Art of War.*

a) Summarize how the teachings of this ancient Chinese military treatise apply to modern business.

b) What is the difference between strategy and tactics?

c) Two frequently used strategic planning methods are SWOT analysis and PEST analysis. Describe them and compare their advantages and disadvantages.

10.4. According to the video “Five easy steps to create your personal brand,” you need values, attitude, passion, and purpose to position yourself and your career.

a) Check one of the lists of values available on the Internet. Which are the ten most important values for you?

b) If you had to describe yourself in six words, which ones would they be? Would your friends and family agree?

c) In your opinion, how important is it to take care of your personal and professional reputation?

d) Which social networking sites do you use? Do you show yourself there as you really are? Aren’t you afraid of posting potentially embarrassing information? (If you don’t use any of those popular sites, explain why.)

10.5. By the end of this week your glossary should already have 350-500 terms.