INGLÉS EMPRESARIAL

UNIT 8	Balance sheet (assets)	10 Nov. 2016
	APELLIDOS: NOMBRE: DNI / PASAPORTE: CORREO ELECTRÓNICO:	**Mission statement** **Meeting** HOJA: 1 /

"A person who makes few mistakes makes little progress." Bryant McGill.

8.1. Watch the video "The balance sheet (part 1)" and then answer the following questions:

a) What is the accounting equation?

b) Describe each of the entries that the video includes in the Assets area.

c) What characteristics make a market liquid or illiquid?

d) "Accounts Receivable is money that is owed to you by creditors" (30). Is this statement true? Why?

e) Find some information about collection agencies and their practices.

f) Explain the straight-line depreciation method.

8.2. Watch the video "How to write a mission statement that doesn't suck."

a) What is the most frequent problem with mission statements? What two tips does Dan Heath give?

b) Copy the mission statements of at least three different companies not mentioned in the video.

c) Comment on them bearing in mind the aspects discussed in question 8.2*a.*

8.3. If you are starting a new business, how important is choosing the right name for the company? Find some advice on how to name your business. What mistakes should be avoided?

8.4. Watch the video "How to run a meeting." Outline its content. Can you think of alternative ways to reduce the need of meetings in a company?

8.5. By the end of this week your glossary should already have 280-400 terms.