



BUSINESS ENGLISH

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INTERNATIONAL TRADE & MARKETING

14 SESSIONS

ECONOMICS DEPARTMENT

THIRD YEAR

INTERNATIONAL MARKETS

International markets are the foundation of global commerce — the playground where businesses expand beyond borders, cultures collide, and opportunities multiply. Understanding how these markets work is the first step to becoming a true international trade expert!

The Lesson

International markets refer to the exchange of goods, services, and capital across national borders. They are shaped by factors like **cultural differences, economic conditions, political stability, legal frameworks**, and technological infrastructure. Companies must analyze market size, growth potential, and competition before entering a new market. Key concepts include **market segmentation, globalization, trade blocs** (like the EU or ASEAN), and emerging vs. developed markets. Understanding supply and demand on a global scale is essential for any future trade professional.

THE GAME: "MARKET EXPLORER"

Students receive cards with country profiles (GDP, population, main exports). In teams, they must **match each country to the best product to export** and justify their choice in 60 seconds. The team with the most convincing arguments wins!

VOCABULARY — 10 WORDS EACH SESSION

1. **Globalization** — Integration of economies worldwide
2. **Export** — Selling goods to foreign countries
3. **Import** — Buying goods from foreign countries
4. **Trade deficit** — Imports exceed exports
5. **Trade surplus** — Exports exceed imports
6. **Market segmentation** — Dividing markets into groups
7. **Emerging market** — Fast-growing developing economy
8. **Trade bloc** — Group of countries with free trade
9. **Comparative advantage** — Producing at lower opportunity cost
10. **Tariff** — Tax on imported goods

🚢 FOREIGN MARKET ENTRY METHODS

How does a company go from "local hero" to "global superstar"? The answer lies in choosing the right entry strategy. Each method comes with its own risks, costs, and rewards — and knowing which one to pick is a true skill!



Exporting

Selling products directly to foreign markets. Low risk, low investment. Great for beginners!



Licensing & Franchising

Granting rights to a foreign partner to use your brand or technology in exchange for royalties.



Joint Venture

Partnering with a local company to share risks, costs, and local market knowledge.



Foreign Direct Investment (FDI)

Building or buying facilities abroad. High risk, high reward — full control over operations.

🎮 THE GAME: "ENTRY STRATEGY CHALLENGE"

Each team draws a company profile (size, product, budget) and a target country. They must choose the best entry method and present a 2-minute pitch defending their choice against other teams' challenges!

📖 VOCABULARY — 10 WORDS

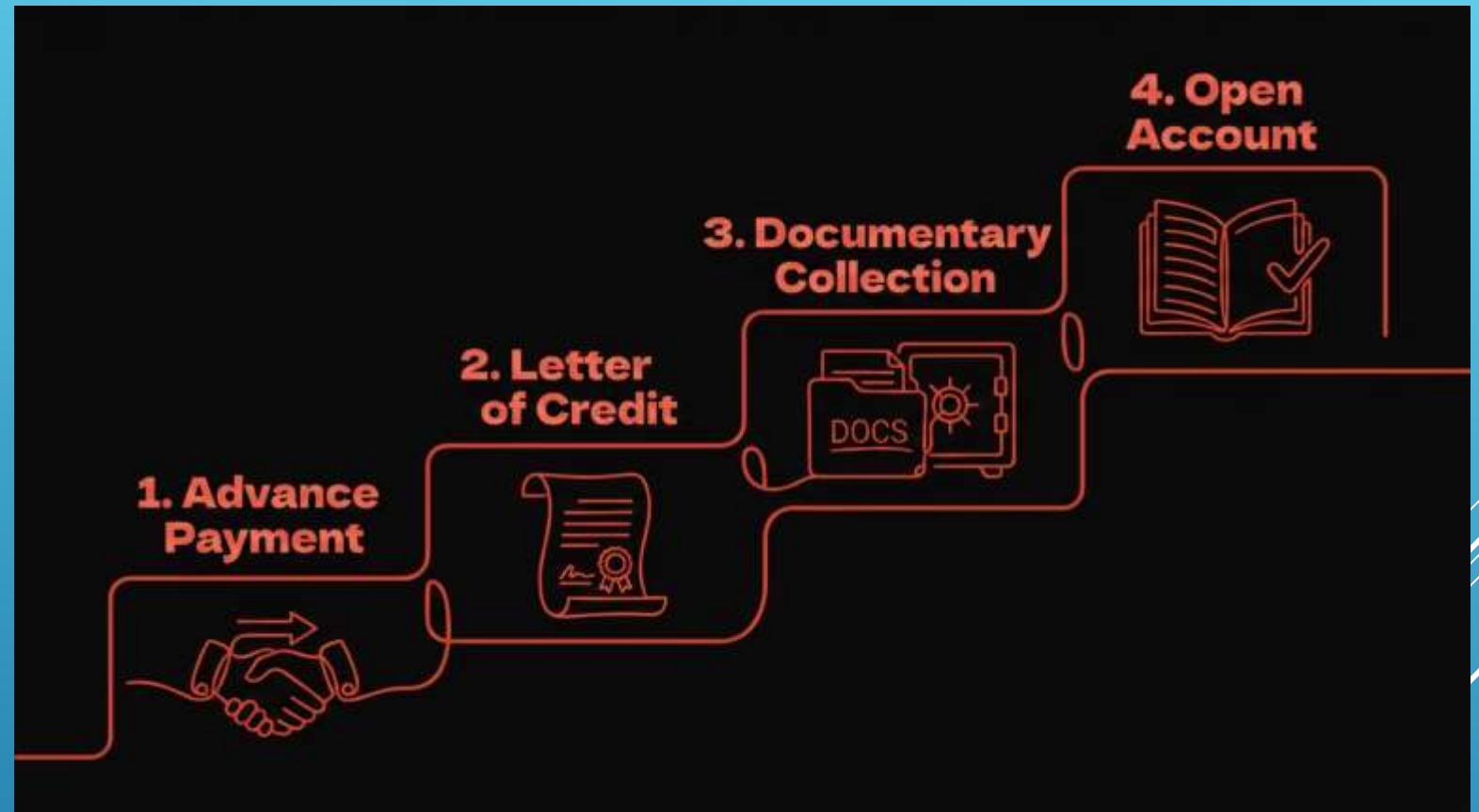
1. Foreign Direct Investment (FDI) — Investing directly abroad
2. Joint venture — Shared business with a local partner
3. Licensing — Granting rights to use IP abroad
4. Franchising — Business model replication abroad
5. Subsidiary — Company owned by a parent firm
6. Strategic alliance — Cooperation between companies
7. Countertrade — Barter-based international trade
8. Turnkey project — Fully built facility handed over
9. Greenfield investment — Building new facilities abroad
10. Acquisition — Buying an existing foreign company

■ PAYMENT METHODS IN INTERNATIONAL TRADE

Money talks — but in international trade, it speaks many languages! From the safest to the riskiest, payment methods determine who trusts whom and how much risk each party carries. Mastering these is crucial for any trade professional.

🎮 The Game: "Payment Risk Roulette"

Students play as either **exporter** or **importer**. They draw scenario cards (new partner, large order, unstable country) and must choose the best payment method. Points are awarded for minimizing risk while keeping the deal alive. Bonus points for creative negotiation!



■ VOCABULARY — 10 WORDS

- 1. Letter of Credit (L/C)** — Bank guarantee of payment
- 2. Bill of Exchange** — Written order to pay a sum
- 3. Advance payment** — Buyer pays before shipment
- 4. Open account** — Buyer pays after delivery
- 5. Documentary collection** — Bank handles trade documents
- 6. Incoterms** — International commercial terms
- 7. SWIFT** — Global banking messaging system
- 8. Currency exchange** — Converting one currency to another
- 9. Hedge** — Protecting against currency risk
- 10. Wire transfer** — Electronic international payment

ALGERIA'S NATIONAL EXPORT STRATEGY

Algeria is more than oil and gas! The national export strategy aims to diversify the economy, reduce dependency on hydrocarbons, and position Algeria as a competitive player in African and Mediterranean markets. Let's explore what makes Algeria tick on the global stage!

Hydrocarbons

Oil and gas still dominate exports (~90%). Strategy: maximize value through refining and petrochemicals rather than raw exports.

Agriculture & Food

Dates, olive oil, cereals, and seafood are growing export sectors. Algeria aims to become a regional food hub.

Industry

Cement, steel, fertilizers, and pharmaceuticals are targeted for export growth through industrial modernization programs.

Regional Trade

Focus on African markets through AfCFTA, Mediterranean partnerships, and Arab trade agreements to boost non-hydrocarbon exports.

THE GAME: "EXPORT ALGERIA!"

Teams act as Algerian export consultants. They receive a product (dates, cement, pharmaceuticals) and must build a 3-point export plan: target market, competitive advantage, and entry method. Best plan wins government approval! 🏆

VOCABULARY — 10 WORDS

1. **Diversification** — Reducing dependency on one sector
2. **Hydrocarbons** — Oil and gas products
3. **Non-oil exports** — Goods other than petroleum
4. **Trade agreement** — Pact between countries on trade rules
5. **Export promotion** — Government support for exporters
6. **Competitiveness** — Ability to compete in global markets
7. **AfCFTA** — African Continental Free Trade Area
8. **Value chain** — Full process of producing and selling
9. **Subsidy** — Government financial support
10. **Trade balance** — Difference between exports and imports

COMPANY STRUCTURE & LEADERSHIP

Every great company has a backbone — its structure — and a brain — its leadership. Understanding how organizations are built and how leaders inspire teams is essential for navigating the corporate world, whether you're joining a startup or a multinational giant!

COMPANY STRUCTURE

Organizational structure defines who reports to whom and how decisions flow. Key types include: hierarchical (traditional pyramid), flat (fewer levels, more autonomy), matrix (dual reporting), and network (flexible partnerships). Each structure suits different company sizes and strategies. Understanding org charts helps you navigate any workplace!

Vocabulary – 10 Words

1. Hierarchy — Levels of authority in an organization
2. Department — Division of a company by function
3. CEO — Chief Executive Officer
4. Board of Directors — Governing body of a company
5. Subsidiary — Company controlled by another
6. HQ (Headquarters) — Main office of a company
7. Stakeholder — Anyone affected by a company
8. Organizational chart — Visual map of company structure
9. Decentralization — Distributing decision-making power
10. Chain of command — Order of authority

LEADERSHIP & GROUP DYNAMICS

Leadership is the art of inspiring people toward a common goal. Key styles include: autocratic (leader decides all), democratic (team participates), transformational (inspires change), and laissez-faire (hands-off). Group dynamics explores how teams form, storm, norm, and perform — understanding these phases helps manage conflict and boost productivity!

THE GAME: "BUILD YOUR DREAM TEAM"

Students receive role cards (CEO, HR, Marketing, Finance, Operations). They must solve a business crisis together, practicing leadership styles and group decision-making. The best team collaboration wins!

⚖️📖 BUSINESS ETHICS

In the world of business, doing the right thing isn't always the easy thing — but it's always the smart thing. Business ethics shapes company reputation, customer trust, and long-term success. From corruption to corporate social responsibility, this session tackles the big questions!

📌 Corporate Social Responsibility (CSR)

Companies have obligations beyond profit — to employees, communities, and the environment. CSR initiatives include sustainability programs, fair labor practices, and community investment.

🚫 Corruption & Bribery

Corruption costs the global economy trillions annually. Understanding anti-bribery laws (like the FCPA) and ethical decision-making frameworks is critical for international business professionals.

🌱 Sustainability & Green Business

Modern businesses must balance profit with environmental responsibility. Concepts like the circular economy, carbon footprint reduction, and ESG (Environmental, Social, Governance) criteria are reshaping global trade.

🎮 THE GAME: "ETHICS DILEMMA COURT"

Students are presented with real-world ethical dilemmas (bribe offer, environmental violation, unfair labor). Teams argue as "prosecution" or "defense" and a jury decides the ethical verdict. Great for critical thinking!

📖 Vocabulary – 10 Words

1. **Ethics** — Moral principles guiding behavior
2. **CSR** — Corporate Social Responsibility
3. **Bribery** — Offering money for unfair advantage
4. **Corruption** — Dishonest conduct by those in power
5. **Whistleblower** — Person who reports wrongdoing
6. **Compliance** — Following laws and regulations
7. **Transparency** — Openness in business practices
8. **Accountability** — Taking responsibility for actions
9. **ESG** — Environmental, Social, Governance criteria
10. **Code of conduct** — Written ethical guidelines

DESCRIBING CHARTS, DIAGRAMS & TABLES

Data tells a story — but only if you know how to read it and present it! Whether you're analyzing sales trends, market research, or economic indicators, mastering the language of charts and graphs is a superpower in international business.

✓ TYPES OF VISUALS & HOW TO DESCRIBE THEM

- **Line charts** — Show trends over time. Use: "increase," "decrease," "fluctuate," "peak," "plummet."
- **Bar charts** — Compare categories. Use: "highest," "lowest," "twice as much as," "accounted for."
- **Pie charts** — Show proportions. Use: "represents," "makes up," "the largest share," "a quarter of."
- **Tables** — Present exact figures. Use: "according to," "as shown in," "the data indicates."
- **Diagrams** — Explain processes. Use: "the first step," "leads to," "results in," "followed by."

🎮 THE GAME: "DATA DETECTIVE"

Students receive mystery charts with no labels. They must write a 5-sentence description and guess what the data represents. Most accurate description wins! Bonus: present it orally like a real analyst.

📖 Vocabulary – 10 Words

1. **Trend** — General direction of data over time
2. **Fluctuate** — Rise and fall irregularly
3. **Peak** — The highest point reached
4. **Plummet** — Fall sharply and quickly
5. **Surge** — Sudden powerful increase
6. **Stable** — Not changing significantly
7. **Proportion** — Part relative to the whole
8. **Account for** — Represent a percentage of
9. **Forecast** — Prediction of future data
10. **Correlation** — Relationship between two variables

💡 **tip: Always start chart descriptions with "The chart shows..." or "According to the data..."**

☑ DECISION MAKING & SWOT ANALYSIS

Great businesses aren't built on luck — they're built on smart decisions. Learning structured decision-making frameworks and the legendary SWOT analysis will give you the tools to tackle any business challenge with confidence!

🔍 DECISION MAKING PROCESS

Effective decision-making follows a clear path: 1) Identify the problem → 2) Gather information → 3) Evaluate alternatives → 4) Choose → 5) Implement → 6) Review results. Tools like decision trees, cost-benefit analysis, and the PDCA cycle (Plan-Do-Check-Act) help structure complex choices under uncertainty.

🎮 SWOT ANALYSIS

SWOT is the **most powerful strategic tool** in business! It examines: **Strengths** (internal advantages), **Weaknesses** (internal limitations), **Opportunities** (external possibilities), and **Threats** (external challenges). Used by Apple, Google, and startups worldwide!

🎮 THE GAME: "SWOT BATTLE"

Teams pick a famous company (or their own startup idea!) and build a full SWOT matrix in 10 minutes. Then they present it and **defend their analysis** against other teams' challenges. Best strategic thinking wins! 🏆



📖 Vocabulary – 10 Words

1. **Decision-making** — Process of choosing between options
2. **Alternative** — Another possible option
3. **Trade-off** — Giving up one thing for another
4. **Risk assessment** — Evaluating potential dangers
5. **Opportunity cost** — Value of the next best option
6. **Brainstorming** — Generating ideas in a group
7. **Consensus** — General agreement among a group
8. **Critical thinking** — Analyzing facts objectively
9. **Scenario planning** — Preparing for multiple futures
10. **Cost-benefit analysis** — Weighing pros and cons

🎯 STP MARKETING & BRAND STRATEGY

Not every product is for everyone — and that's okay! STP (Segmentation, Targeting, Positioning) is the secret weapon of successful marketers. Combined with powerful branding and smart packaging, it's how companies win hearts and wallets worldwide!

🎯 STP MARKETING FRAMEWORK

- Segmentation — Divide the market into groups (demographic, geographic, psychographic, behavioral)
- Targeting — Choose which segment(s) to serve based on attractiveness and fit
- Positioning — Define how your product is perceived relative to competitors in the customer's mind

📖 Vocabulary – 10 Words

1. Segmentation — Dividing a market into groups
2. Target market — The group you aim to serve
3. Positioning — How customers perceive your brand
4. Brand equity — Value of a brand name
5. Packaging — Product container and design
6. Logo — Visual symbol of a brand
7. Slogan — Memorable brand phrase
8. Product line — Group of related products
9. Brand loyalty — Customer commitment to a brand
10. USP — Unique Selling Proposition

📦 BRANDS, PRODUCTS & PACKAGING

A brand is more than a logo — it's a **promise, an emotion, and an experience**. Packaging is the "silent salesman" on the shelf. Great brands like Nike, Coca-Cola, and Apple invest billions in building identity, trust, and emotional connection with consumers across cultures.

🎮 THE GAME: "REBRAND CHALLENGE"

Teams receive a boring product (e.g., "plain bottled water") and must **create a brand identity**: name, logo concept, slogan, target segment, and packaging idea. Best pitch wins investor funding!

THANK YOU