

## Smart Communication through Management Ideas: Brief Content List

- For Intermediate to Advanced Learners.
- 134 Study Units. 514 Lessons. Customisable to the learner's level.
- Over 24,000 example Sentences using the theme.
- Over 4000 Audio Sessions (in UK & US Accents each) in each theme.
- Spoken English Simulation (in Video) with over 3000 random questions in 300 unique sessions.
- Over 600 real life tests (Intermediate, Advanced & Random).
- Spoken English Simulation (in Audio) with over 3000 random questions in 300 unique sessions in UK English, US English, Australian English, French English, German English, Chinese English, Welsh English etc.

**In your day-to-day professional interactions, your language is the most important weapon in your armoury.**

Through 125 most important management concepts currently applied in industry, you can develop language skills industry look for!

**Also included are thousands of success stories, anecdotes & apt quotations to help you develop cutting edge skills to to inspire others, build teams, negotiate deals, sell ideas, prove points, and counter your opponents' arguments.**

**Brief Content Description spread over 134 study units and 514 lessons:**

**01.** Activity-based costing, Attribution theory, Authority, Balanced scorecard, Barriers to entry and exit, Benchmarking, Brainstorming, Brand Personality, Branding, Bridging Epistemologies, Business cycle, Business modeling, Business plan,

**02.** Cannibalisation, Cash cow, Championing, Change management, Chaos Theory, Cherry picking, Clustering, Competitive advantage, Contingency Theory, Convergence, Core competence, Corporate governance,



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**03.** Corporate social responsibility, Cost of complexity, Cost-benefit analysis, Crisis management, Critical path analysis, Cross-selling, Culture, Customer Relationship Management,

**04.** Decentralisation, Deming Cycle, Differentiation, Diversification, Double-loop learning, Downsizing, E-commerce, Economies of scale, Economies of scope, Empowerment, Enterprise resource planning, Entrepreneurship, Excellence, Expectancy Theory, Experience curve,

**05.** Family firm, Five Forces, Flexible Manufacturing, Force Field Analysis, Franchising, Game theory, Glass ceiling, Globalisation, Growth share matrix, **06.** Astute responses to absurd questions: Imagination stretched beyond limits. Next time you face a tricky situation, address an employee open house, participate in an interview, these come handy.

**06.** The Hawthorne effect, Hierarchy of needs, Intrapreneurship, Just-in-time, Kaizen, Keiretsu, Knowledge management, Leadership, Lean production, Learning organization,

**07.** Management by objectives, Management by walking about, Mass customization, Mass production, Matrix management, Mentoring, Mind Mapping, Niche market,

**08.** Open book management, Operational research, Organizational learning, Outsourcing, Pareto Principle, Performance-related pay, Peter Principle, Portfolio working, Post-merger integration, Process improvement, Product life-cycle, Quality circle, Re-engineering,

**09.** Satisficing, Scenario planning, Scientific management, Segmentation, Seven Ss, Six Sigma, Six Change Approaches, Small is beautiful, Span of control, Strategic alliance, Strategic planning, Structure, Succession planning, SWOT analysis, Synergy, Technology transfer, Theories X and Y, Total quality management, True and fair,

**10.** Unbundling , Unique selling Proposition, Value chain, Value creation, Vertical integration, The virtual organization, Vision, Zero-base budgeting

