

ESSAYS

es should be 200 - 250 words long and submitted by 30 October; they relate to what we go through in the book, so you can use it for inspiration if you want to (pages are given)

Topics:

- 1 **Write a short summary of your opinions regarding big and small companies, explaining which you would prefer to work for.** (page 27)
- 2 **Why are there so few women in senior managerial positions? Should this situation change? If so, do you think it *will* change? How? When?** (page 46)
- 3 **Do some research and write a history of unions in your country.** (page 52)
- 4 **Imagine that you are responsible for promoting one of the given products/services and that you have a generous budget to be able to employ several different tactics. Describe your promotional strategy, the ways and tools you would use to promote it.** (page 77)
- 5 **Imagine that a relative, who knows very little about finance, asks you to invest \$10,000 for her in a portfolio of investments, but insists that she only wants her money invested in “wholly ethical companies”. Using the list of activities in your course book try to rule out a company as a possible investment.** (page 95)