

**Unit 1 Management**

(co-)founder
consultant
market value
objective
performance
promotion
public sector
resources
revenue
shareholder
skill
staff
subordinate
target
to accomplish
to allocate
to execute
to invest, investor
to measure
to resign
to supervise, supervisor

**Unit 2 Work and Motivation**

(un)skilled worker
benefits
bonus
career training
commission
corporate culture
early retirement
efficiency
fixed salary
hourly wage
incentive
job rotation
job security
labor relations
manufacturing
pay rise
pension
perk
professionals
profit sharing
promotion
remuneration
salary
sick pay
to supervise
vacation
wage
working conditions
working relations
working week

**Unit 3 Company Structure**

(flat/steep) hierarchy
accounting
administration
boss
budget
capacity
chain of command
chief executive officer (CEO)
colleagues
department
employee
employer
finance
function
functional structure
human resources (HR)
in-house
inventory
line authority
line authority
line manager
line structure
market share
marketing
matrix management
operating division
outsourcing
production
profit margin
reorganization
research and development (R&D)
sales
sales force
subordinate
superior
supplier
to be responsible for
to collaborate
to cut back
to delegate
to report to

**Unit 4 Managing Across Cultures**

collectivist
competition
cultural diversity
foreign markets
globalization
glocalization
individualist
localization
Master of Business Administration (MBA)
multinational company
particularist
pay-for-performance
sales rep(resentative)
stereotype
universalist

**Unit 5 Recruitment**

(job) vacancy
a self-starter
a team player
a/to challenge
candidate
career
contract
covering letter
CV/resume
employment agency
experience
headhunter
job description
job interview
junior/senior position
negotiation skills
position/post
professional growth
qualifications
recruiter
reference
to apply/application/applicant
to be adaptable
to be committed
to be results oriented
to hire
to promote
to resign
to/a shortlist

**Unit 6 Women in Business**

(compulsory/voluntary) quota
accountability
affirmative action
apprentice
board of directors
business leader
compliance
consumer spending
leadership ranks
non-executive director
return on equity
senior management
shareholder
talent pool
to outperform
trainee

**Unit 7 Sectors of the Economy**

added value
advanced country
agriculture
commercial services
delocalize
healthcare
heavy industry
lawyer/law firm
less-developed country
low-cost country
maintenance
manufacturing
packaging
primary sector
quaternary sector
raw materials
real estate
secondary sector
tertiary sector
to distribute
to extract

**Unit 8 Production**

supply chain
production department
production manager
inventory/stock
component
plant
location
capacity
output
outsourcing
economies of scale
lead time
facility
factory
fixed cost
industrial relations
depreciation
opportunity costs
obsolescence
supply and demand
a/to discount
just-in-time delivery
procurement
prosperity
risk premium



**Unit 9 Logistics**

a/to forecast
agile manufacturing
cashier
checkout counter
consignment
consumption
conveyor belt
current
customer
customer service
delivery
distribution center
lean
lean production
merchandise
pull/push strategy
purchasing (department)
retail business
to despatch
to order
to replenish
to/an estimate
transport company
warehouse

**Unit 10 Quality**

complaint
defect
durability
product returns
regulation
reliability
repurchase rate
staff morale
staff turnover
to rework
to scrap
warranty
waste

**Unit 11 Products**

(in)tangible assets
B2B
B2C
book value
brand
brand recognition
brand-loyal
brand-switcher
competition, competitive, competitor
corporate branding
logo
market share
market share
multi-brand strategy
outlet
pricing
product life cycle
product line
product mix
to cannibalize

**Unit 12 Marketing**

customer driven
distribution channel
market driven
market opportunity
market penetration
market segmentation
market skimming
price elasticity
price sensitive
price war
product differentiation
product features
sales driven
sales rep(resentative)
wholesaler

**Unit 13 Advertising**

word-of-mouth advertising
ad(vertisement)
campaign
brief
target customer
budget
media plan
comparative-parity method
to launch
sales promotion
viral marketing
advertising agency
free sample