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Strategic Partnership for Schools

A List of Vocabulary Terminologies Related to our Project Theme

Partner Schools:

Škola mezinárodních a veřejných vztahů Praha, CZ

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Multilingual List of Basic Words and Expressions on “Soft Skills”.

 <u>ENGLISH</u>	 <u>CZECH</u>	 <u>ITALIAN</u>	 <u>BULGARIAN</u>	 <u>ROMANIAN</u>
Entrepreneur	Podnikatel	Imprenditore	Predpriemach	Antreprenor
Active listening	Aktivni poslech	Ascolto attivo	Aktivno slushane	Ascultare activa
Business knowledge	Podnikatelske know-how	Conoscenza del business	Biznes poznaniya	Cunostinte in afacere
Investment	Investice	Investimento sicuro	Pravilno investirane	Investitii
Leadership	Vedeni	Comando	Liderstvo	Lider
Take a risk	Riskovat	Rischiare	Poemane na risk	Asumarea riscurilor
Reserved attitude	Netecnost	Atteggiamento riservato	Premereno povedenie	Atitudine rezervata
To be on time	Dochvilnost	Essere in orario	Na vreme	Punctual
Responsibility	Zodpovednost	Responsabilità	Otgovornost	Responsabilitate
Respect	Respekt	Rispetto	Uvajenie	Respect
Personality	Osobnost	Personalità	Lichnost	Personalitate
Team work	Tymova prace	Gruppo di lavoro	Rabota v ekip	Lucru in echipa
Grooming	Pečovati o zevnějšek	Crescere	Vunshen vid	Aspect exterior
Adaptability	Přizpůsobivost	Adattabilità	Adaptivnost	Adaptare
Friendliness	Přátelskost	Amichevole	Uslujliv	Prietenos
Empathy	Empatie	Empatia	Empatiq	Empatic
Behavior	Chovani	Comportamento	Povedenie	Comportament
Decision making	Rozhodovani se	Prendere una decisione	Vzemanie na resheniya	A face o decizie
Confidence	Sebevedomost	Confidenza	uverenost	Confidentialitate
Negotiation	Vyjednavani	Negoziazione	pregovori	Negociere
United skills	Ucelene schopnosti	Requisiti	Obedineni umeniya	Abilitati unite
Solving problems	Reseni problemu	Risolvere problemi	Reshavane na problemi	Rezolvarea de probleme
Flexibility	Flexibilita	Flessibilità	Guvkavost	Flexibilitate
Enthusiasm	Entusiasmus	Entusiasmo	Entuziazum	Entusiasm
Learning by working	Uceni v praxi	Imparare lavorando	Nauchavane chrez rabota	A invata prin munca
Help people	Pomahani lidem	Aiutare le persone	Pomagane na horata	A ajuta oamenii
Politeness	Slusnost	Politica	Uctivost	Politete
Financial resources	Financni zdroje	Risorse finanziarie	Finansovi sredstva	Resurse financiare
Obstacles	Prekazky	Ostacoli	Prechki	Obstacole
Satisfaction	Uspokojeni	Soddisfazione	Udovletvorenie	Satisfactie
Listening	Poslouchani	Ascolto	Slushane	Ascultare

Organizing	Organizace	Organizzazione	Organizirane	Organizare
Discipline	Disciplina	Disciplina	Disciplina	Disciplina
Self control	Sebe kontrola	Autocontrollo	Samokontrol	Autocontrol
Team cooperation	Tymova kooperace	Collaborazione del team	Otborna pomosht	Cooperare in echipa
Innovational thinking	Inovacni mysleni	Idee innovative	Inovativno mislene	Gandire inovativa
Conflict control	Ovladani konfliktu	Controllo dei conflitti	Kontrolirane na konflikt	Controlul conflictelor
Punctuality	Dochvilnost	Puntualità	Tochnost	Punctualitate
Stress tolerance	Odolnost proti stresu	Tolleranza dello stress	Tolerirane na stres	Tolerant la stres
Sharing skills	Sdileni dovednosti	Condivisione delle qualità	Spodelqne na umeniq	A impartasi abilitatile
Communication	Komunikace	Comunicazione	obshtuvane	Comunicare
Ups and downs	Klady a zapory	Alti e bassi	Vuzhodi i spadove	Sus si jos
Self sacrifice	Sebeobetovani	Auto sacrificio	samojertva	Sacrificare
Manners	Chovani	Maniere	Obnoski	Maniere
Company statement	Vyjaadreni společnosti	Comando dell'azienda	Otchet	Declaratie de companie
Face to face communication	Z oci do oci	Comunicazione faccia a faccia	Obshtuvane lice v lice	Comunicare fata in fata
Limited liability company	Společnost s ručením omezeným	Compagnia a responsabilità limitata	EOD	Companie cu raspundere limitata
Limited partnership	Komanditni společnost	Partnership limitata	OOD	Parteneri limitati
Workbook	Pracovni prirucka	Lavoro	Uchebnik	Carte de munca
Self-improvement	Sebezlepsovani	Migliorarsi	Samousuvurshens tvane	Autoperfectionare
Planning in advance	Planovani na pred	Programmare in anticipo	Predvaritelno planuvane	A face planuri in avans
Commerce	Propagace	Commercio	Turgoviq	Comert
Sponsorship	Sponsorstvi	Sponsor	Sponsorstvo	Sponsor
Capital	Kapital	Capitale	Kapital	Capital
Co-worker	Spolupracovník	Collaboratori	Kolegi	Colegi de munca
Workplace	Pracoviste	Posto di lavoro (ufficio)	Rabotno mqsto	Loc de munca
Hospitality	Pohostinnost	Ospitalità	Gostopriemnost	Ospitalitate
Meeting	Setkani	Incontro	Sreshta	Intalnire
Branch office	Pobočka	Filiale	Klon na firma	Filiala
Hard work	Tvrda prace	Lavoro duro	Usilena rabota	Munca grea
Persuasion	Presvedceni	Persuadere	Ubejdavane	Convingere
Compromise	Kompromis	Compromesso	Prave kompromis	Compromis
Resolving	Vyreseni	Risolvendo	Razreshavane	Rezolvare
Reason	Důvod	Ragione	Prichina	Sens
Loyalty	Lojalita	Lealtà	Loqlnost	Loialitate
Successful	Úspěšný	Successo	Uspeshen	Succes
Language matters	Jazykové záležitosti	Questione linguistica	Vuprosi na ezika	Probleme lingvistice
Eye contact	Oční kontakt	Contatto visivo	Ochen kontakt	Contact vizual
Honesty	Uprimnost	Onestà	Iskrenost	Onestitate
Impulsive	Impulzivni	Impulsivo	Impulsiven	Impulsiv
Helpful	Pomocny	Utile	Polezen	De ajutor
Equipment	Vybaveni	Equipaggio	Ekipirovka	Echipament
Health care	Zdravotnictvi	Cura di se stessi	Grija za zdraveto	Sanatate
Suggestion	Navrh	Suggerimenti	predlojeniq	Sugestii

Cultural expectations	Kulturni ocekavani	Culturali aspettative	Kulturni ochakvaniq	Experienta culturala
Market	Trh	Mercato	Pazar	Piata
Sector	Sektor	Settore	Oblast	Sector
Expertise	Specializovat se	Perizia	Ekspertiza	Expertiza
Superior	Nadrizeny	Superiore	Nachalnik	Superior
Culmination	Kulminace	Culmine	Kulminaciq	Culminant
First impression	První dojem	Prima impressione	Purvo vpechatlenie	Prima impresie
Ambitions	Ambice	Ambizione	ambiciya	Ambitie
Infrastructure	Infrastruktura	Infrastruttura	Infrastruktura	Infrastructura
Perfectionism	Perfekcionismus	Perfezionismo	Perfekcionizum	Perfetonism
Attention	Pozornost	Attenzione	Vnimanie	Atentie
Optimism	Optimismus	Ottimismo	Optimizum	Optimism
Persistence	Vytrvalost	Persistenza	Postoqnost	Persistenta
Work for yourself	Pracovat pro sebe	Lavorare da soli	Rabota za sebe si	Sa lucrezi pentru tine
Posture	Postoj	Postura	Osanka	Postura
Mimics	Mimika	Copiare	Mimiki	Mimica
Handshake	Podání ruky	Stretta di mano	Zdravisvane	Strangere de mana
Gestures	Gesta	Gesto	Jestove	Gesturi
Haptics	Haptika	Del tatto	Obshtuvane chrez dokosvane	Haptice
Volunteering	Dobrovolnictví	Volontariato	Dobrovolstvane	Voluntariat
Analytic	Analytický	Analisi	Analitichnen	Analitic
Assertiveness	Asertivita	Sicuro di se	Otstoqvane	Asertivitate
Inquisitiveness	Zvědavý	Curiosità	Lyuboznatelnost	Curiozitate
Introvert	Introvert	Introverso	Introvert	Introvertit
Career	Kariéra	Carriera	Kariera	Cariera
Team skills	Týmové dovednosti	Requisiti del gruppo	Otborni umeniq	Abilitati de echipa
Safety	Bezpecnost	Sicurezza	Bezopasnost	Singuranta
Make it real	Zrealizovani	Rendendolo vero	Realizirane na neshto	Fa-l real
Using information	užívání informací	Uso di informazioni	Polzvane na danni	Afolosi informatia
Habit	Zvyk, návyk	Abitudini	Navici	Habitat
Members	Clenove	Membri	Chlenove	Membri
Nice atmosphere	Prijemna atmosfera	Area	Priqtna atmosfera	Atmosfera placuta
Areas	Oblasti	Bella atmosfera	Zoni	Spatiu
Propper speaking	Spravne vyjadrovani	Linguaggio corretto	Pravilno izkazvane	Vorbire corecta
Manager	Manazer	Manager	Menidjur	Meneger

VOCABULARY (List of words and their definitions)

1. Business

Asset	any item of economic value, owned by a company or individual.
Attentive	someone caring about other people's ideas.
Balance sheet	a document showing the value of a company.
Basic price	a document showing the value of a company.
Benchmarking	a method of investigating a successful technique in an industry and implementing it in your own business.
Bid	a proposal to do something in a certain amount of time and budget.
A brand	the name and identity of a product.
Business incubator	a non-profit organization for helping and developing small companies.
To capitalize on something	to use a situation to your advantage.
Capital accessibility	the ease to reach capital.
A competitive benchmark	a comparison of similar practices among companies in the same industry.
Conflict control	to avoid or solve conflicts quickly and efficiently.
Contract	a voluntary, deliberate, and legally binding agreement between two or more competent parties.
Core values	good qualities, which the establishment wants to maintain.
Debt	amount of money, which is owned to another people.
A deduction	amount taken away from a figure.
Depreciation	a loss in value of something over time.
Detractor	a person who disparages someone or something, a critic.
Distribution channel	the way of making your product available to customers.
Downturn	a period of time when the economic activity is low.
Economic output	the amount of goods and services, produced by a company.
Emotional intelligence	to interpret the spirit of emotion.
Entrepreneurship	to start a new business (For those, who knew, here's a cake)
Esteemed	respected by others.
Etiquette	rules of proper behavior.
Expenditure	amount of money spent.

To flop	to fail completely.
A focus group	random people giving their opinion on a product.
To foster	to help something grow.
Functional benchmark	comparison of practices across industries.
A gaffe	mistake in social situations.
To gel	to work really well together.
A grant	money given to help a specific project.
Gross	to earn a certain amount of money before paying taxes.
GDP	Gross Domestic Product - Overall output of a state.
A host	person welcoming you at a new place.
An incentive	something that motivates an individual to perform an action.
Incurred	A charge for a product or service received or delivered.
Interdependence	the act of relying on mutual support.
Internal benchmark	comparison of techniques inside the company.
ISO	International Organization for Standardization.
Lean manufacturing	the art of production of goods at cheapest price.
Liability	debt which must be paid by a company.
To liaise	to talk in order to share crucial information.
Management strategy	a plan for control and coordination of staff and resources.
Market	a real or virtual place to sell goods.
Non-profit organization	an organization offering services for free.
Output	a finished product from an industry.
A perk	benefit, received from your job.
A pitfall	unexpected difficulty.
Quotas	limit of quantity.
A range	group of things, which are a part of a set.
A recall	the return of faulty products to the company.
Market research	study of the thoughts of people about services and goods.
Scrutinize	to look at something very close.

2. Business Organizations

Annual general meeting	a formal meeting of members, shareholders and directors of a company held by law each year to consider the accounts and directors' and auditors' reports, decide the amount of dividend and appoint the directors and auditors.
Articles of Association	a document recording the way in which the company shall be managed and giving the rules by which its internal affairs shall be dealt with.
Auditor	a member of an officially recognized body of professional accountants stating the true financial position of a company.
Body corporate	a group of people who have formed themselves by law into a corporation.
Certificate of Incorporation	a document issued by the Registrar of companies declaring that all the provisions of the Companies Acts have been met and the company has been incorporated.
Debenture	an acknowledgment of a debt, usually in the form of a deed by a company or a public organization.
Dissolve	to wind up; bring to an end, e. g. a partnership/ a company.
Franchise	a license to authorize others to use a company's name and sell its goods go public (of a private company) to become a public limited company by selling shares to the public.
Incorporate	to form and register a company.
Joint venture	a legal entity created by two or more businesses joining together to conduct a specific business enterprise with both parties sharing profits and losses.
Limited Liability Company (LLC)	a legal entity that is not taxable itself and distributes the profits to its owners, but shields personal assets from business debt like a corporation.
Limited Partnership	a business arrangement in which the day-to-day operations are controlled by one or more general partners and funded by limited or silent partners who are legally responsible for losses based on the amount of their investment.
Listed	being included in a list of companies whose shares are traded on the Stock Exchange.
Memorandum of Association	a document in which the object of the company, its name, seat, etc. are set down.
Pool	to pay the money received from sales into a common fund so that they could be later paid out to the members in agreed proportions; to put money, resources, etc into a common fund.
Merger	the combining of two or more organizations, "usually to share costs, increase efficiency and avoid competition.

Share	one of many portions into which a company's capital is divided.
Sleeping partner	one, who only invests money in a partnership business, shares the profit but takes no active part in the management.
Stock	quantity of raw materials or goods for sale; to hold goods for sale in a warehouse or store; a portion of the capital of a company that has converted its fully paid shares into units.
Subsidiary company	a company of which more than half the share capital is owned by another company, called a holding company or a parent company.
Winding-up	the process of bringing to an end the existence of a company or a partnership and the settling of its affairs, e.g. the sale of its assets, the payment of its debts, etc.

3. Entrepreneurship

Angel investor	an affluent individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity.
Business incubator	an enterprise for the development and growth of small ventures, by giving them access to crucial facilities.
Business	is an organizational entity involved in the provision of goods and services to consumers.
Business operations	the activities involved in the running of a business for the purpose of producing value for the stakeholder.
Communications	the act of conveying intended meaning to another entity through the use of mutually understood signs and semiotic rules.
Company background	the history of the company.
Competitor analysis	Identifying your competitors and evaluating their strategies to determine their strengths and weaknesses relative to those of your own product or service.
Conflicts	a clash of opposing targets, a battle of different viewpoints.
Content marketing	using objects such as pens, e-books and etc. to attract more clients.
Conversion	the act of marketing with the intention of increasing conversions, that is, site visitors who are paying customers.
Conversion optimization	the process of optimizing the conversion rate.
Conversion rate	the percentage of potential customers who actually buy something.
Creative destruction	a process of industrial mutation that incessantly revolutionizes the economic structure from within, incessantly destroying the old one, and creating a new one.

Deal	take part in commercial trading of a particular commodity.
Data	Individual pieces of information, facts.
Egalitarian	the principle of all people being equal.
Entrepreneur	a person who sets up a business or businesses, taking on financial risks in the hope of profit.
Entrepreneurship	the capacity and willingness to develop, organize run and manage a business venture along with any of its risks in order to make a profit.
Executive summary	brief but comprehensive synopsis of a business plan or an investment proposal, which highlights its key points and is generally adapted for the external audience.
Ethics	the basic concepts and principles of moral or good behavior.
Feasibility study	an assessment of the practicality of a proposed project.
Financial self-sufficiency	being able to finance yourself, without help from institutions or friends.
Franchise	the practice of the right to use a firm's business model and brand for a prescribed period of time.
Global economy	the international marketplace, where products and services compete with all other countries and companies.
Incubator	a place, especially with support staff and equipment, made available at low rent to new small businesses.
Innovation	A new idea, device or method.
Labour force	number of workers working in a firm.
Leadership	the ability to make a team successfully achieves its goal.
Manager	a person responsible for controlling or administering an organization or group of staff.
Market niche	an opportunity to provide a product or service that no other company provides.
Marketing	the action or business of promoting and selling products or services, including market research and advertising.
Negotiations	A dialogue between two or more people or parties intended to reach a beneficial outcome.
One-stop shop entity	A single almighty service for small companies.
Personal branding	using oneself as a public face of an entrepreneurship.
Risk	The probability that injury, damage, or loss will occur.
Sales	the exchange of a commodity for money; the action of selling something.

Soft business skills	character traits and interpersonal skills that characterize a person's relationships with other people, or which are about how you approach life and work.
Spinout enterprise	a new business enterprise created from a larger organization to exploit an aspect of its research.
Stakeholder	an individual or group of people who have an interest in a business.
Start-up capital	the money used to start a new business.
Swot analysis	a study undertaken by an organization to identify its internal strengths, weaknesses, as well as its external opportunities and threats.

4. Economy

Economy	an organized system for the production, distribution and consumption of wealth, e.g. a free market / mixed economy.
Economics	the science of the production, distribution and consumption of wealth; the condition of a country etc. as regards material prosperity.
Economic	careful in the spending of money, time etc. and the use of goods, not wasteful, e.g. economical housewife / production / process.
Economical	careful in the spending of money, time etc. and the use of goods, not wasteful, e.g. economical housewife / production / process.
Economist	a social scientist with special knowledge of economics.
Market	a place where buyers and sellers come together to trade in goods
Competition	rivalry between business concerns in the same market, usually in selling at the lowest price or in giving better quality.
Competitive	comparing favourably in price and quality with other products of the same kind and able to attract buyers away from rival products in the market.
Commodity	an article or raw material that can be bought and sold, esp. a product as opposed to a service, an article of trade, e. g. commodity market.
Goods	all personal movable property other than money; any article or commodity that is the subject of manufacture or trade, e.g. leather goods.
Merchandise	goods, esp. manufactured articles that are intended for sale, not for the personal use of the present owner, e.g. goods imported as merchandise.
Entrepreneur/enterpriser	a person who organizes the factors of production, land, labour and capital to produce and sell goods with the chance of profit or loss.
Profit	financial gain, the difference between business income and expenses

Enterprise	the quality, e.g. in a businessman, of commercial energy and willingness to take financial risk; an industrial or commercial organization; an economic system which allows a degree of freedom to the private businessman.
Business	a person, firm or other organization which makes or produces a product, buys and sells goods or provides some kind of service, buying and selling, trade.
Commerce	financial transactions, esp. buying and selling merchandise, on a large scale; it includes all the various business operations, such as banking, insurance, transport and communications, etc.
Trade	the business of buying and selling goods; the persons and organizations carrying on business in the some kind of commodity.
Labour	work, esp. human work needing the use of strength of body or skill, usually done for gain; the whole class of persons who work for their living, skilled and unskilled, e.g. labour force
Tax	contribution to state revenue imposed on individuals, property or business.

5. Business incubator

Advertising	it is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.
Angel Investors	is an affluent individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity.
Bandwidth	refers to the amount of information that something, like a connection to the internet, can handle at a given time.
Barter	to trade by exchange of commodities rather than by the use of money.
Brand	the distinctive identity of a company or its product.
Business development	business function focused on strategy, creating strategic partnerships and long-term relationships with suppliers and customers.
Business-to-business	also referred to by <i>B2B</i> ; describes marketing and selling a company's products or services to other businesses.
Business-to-consumer	also referred to by <i>B2C</i> ; describes marketing and selling a company's products or services to individual consumers.
Business Incubator	provides workspace, coaching and support services to entrepreneurs and early-stage businesses.
Business Valuation	is a process and a set of procedures used to estimate the economic value of an owner's interest in a business.

Capital	specifically refers to funds contributed by investors or lenders to a company for the purpose of funding (<i>capitalizing</i>) the infrastructure and growth needs of the business.
Cash flow	referring to the amount of cash that “flows” in and out of a business over a period of time.
Competitive analysis	the art of analyzing an industry, sector or niche to determine the identity, size, market share, growth rates and competitive dynamics of all the businesses competing in that space.
Copyright	the legal protection of the works of authors or artists which gives the originators the exclusive right to publish or benefit from their works, or to determine who else may do so.
Competition	a situation in which someone is trying to win something or be more successful than someone else.
Corporation	a legal form of business organization that shields its individual principals (shareholders) from personal liability.
Credit	the capacity to borrow, the act of borrowing.
Credit risk	finance term; from a lender’s perspective, the degree of risk (i.e., the likelihood, or probability) that a borrower will fail to repay the principal and interest of his/her loan according to the schedule stipulated in the loan agreement.
Debt	borrowed funds; money, goods or services owed by one person or organization to another.
Demand	economics/marketing term; the extent to which customers buy, or wish to buy, a company’s product or service.
Discount rate	finance/accounting term; rate used to discount cash flows to determine the present value of future expected cash flows.
Distribution	the act of distributing, or moving a business’s goods (products) to market for ultimate sale to end-user customers. In some industries, distribution means the same as sales.
Entrepreneur	an individual who starts, or participates in the founding and launch, of a new company; a <i>founder</i> or <i>cofounder</i> .
Equity	financial term; ownership in a corporation, generally in the form of common stock or preferred stock; in a business.
Financial investor	an investor (individual or firm) who makes investment decisions primarily based on the prospect for financial gain.
Financial risk	the likelihood that a new venture or young business will fail to raise sufficient capital financing (all <i>rounds</i>) to fund the startup to a self-financing, self-sustaining, cash flow-positive operating state.

Founder	an individual who, either by her or himself or in contacts with others, starts a new company from scratch; if there are multiple founders of a given business, they can be referred to as either <i>founders</i> or <i>co-founders</i> .
Grant	a type of funding typically provided by government agencies or non-profit foundation.
Gross profit	finance/accounting term; equal to the selling price minus the <i>cost of goods sold (COGS)</i> .
Income	finance/accounting term; revenues minus expenses.
Income statement	finance/accounting term; the <i>profit-and-loss statement</i> of a company.
Incorporation	the act of incorporating, or creating a new corporation by making a legal filing with the Secretary of State of a given state.
Insolvency	financial condition in which a person or company is unable to meet its near term financial obligations.
Influencer	is a form of marketing in which focus is placed on influential people rather than the target market as a whole.
Intrapreneurs	are internal employees who use entrepreneurial skills and thinking to seek out initiatives that could benefit the organization financially.
Investment	an asset or item that is purchased with the hope that it will generate income or appreciate in the future.
Incorporation	is the legal process used to form a corporate entity or company.
Iteration	the action or a process of repeating: such as a procedure in which repetition of a sequence of operations yields results successively closer to a desired result.
Joint Venture	a joint venture is a temporary partnership set up for a specific purpose and for a short period of time.
Partnership	a legal organization structure in which multiple individuals, called <i>general partners</i> , manage the business and are <i>liable</i> for its debts based on their <i>pro rata</i> ownership shares.
Profit	pecuniary gain resulting from the employment of capital in any transaction.
Trademark	is a protected sign that distinguishes a company's products or services from those of other companies.
Turnover	the annual sales volume net of all discounts and sales taxes; the number of times an asset (such as cash, inventory, raw materials) is replaced or revolves during an accounting period.
Venture	a business enterprise or speculation in which something is risked in the hope of profit; a commercial or other speculation.
Venture Capital	is money provided by investors to startup firms with long-term growth potential. Typically entails high risk for the investor, but also above-average returns.

6. Marketing

Marketing	The process of researching, promoting, selling and distributing a product or service. Marketing covers a broad range of practices, including advertising, publicity, promotion, pricing, and overall packaging of the goods or services.
Affiliate Marketing	a way for a company to sell its products by signing up individuals or companies who market the company 's products for a commission.
Expeditionary Marketing	Involves creating markets and developing innovative products. Companies act as leaders rather than followers.
One to One Marketing	customers are marketed to as individuals. All marketing efforts are personalized.
Real Time Marketing	Uses the power of technology to interact with a customer in a real time.
Guerrilla Marketing	It is a low budget marketing. It aims to attract maximum of the target audience through creative and fancy promotions. Its execution is mostly done efficiently by surprise.
Viral Marketing	Places marketing messages on the Internet so they can be shared and expanded on by customers.
Digital Marketing	leverages the power of Internet tools like email and social networking to support marketing efforts
Market research	the work of finding out what kind of goods consumers want, what they are willing to spend and how to persuade them to buy. This information is used by manufactures before producing a new product and putting it on the market.
Marketing mix	the marketing variables which a company may skillfully use in order to strengthen demand for its products. These are usually stated as product, price, promotion and place and are often referred to as The Four Ps.
Market segments	consist of large groups of consumers who have similar tastes in consumer goods because they are like each other in some ways, such as age, sex, income, jobs, leisure interests, life style and household structure.
Network Marketing	a business in which a distributor network is needed to build the business. Usually, such businesses are also MLM.
Relationship Marketing	focuses on creating a strong link between the brand and the customer.
Niche Marketing	a portion of a market that you 've identified as having some special characteristic and that 's worth marketing to.

Sales promotion	the work of selling a product by all useful methods such as: powerful advertising, personal persuasion of possible customers by visit, phone or letter; exhibitions, displays and demonstrations; competitions for prizes; free samples; free gifts, etc.
Loss-leader	a pricing strategy where a product is sold below its price.
Trading stamp	a small piece of printed paper similar to a postage stamp, bearing a value and given by traders to their customers as a means of allowing a discount on the amount they spend.
Brand name	a makers name, trade-mark or sign, usu. officially registered and protected, put on goods to make it easy for buyers to recognize the make or quality.
Copy	the words used in an advertisement.
Copywriter	person writing material for advertisements
Code of practice	code of Practice for Advertisers, a guiding document issued by the Advertising Standards Authority.
To launch a product	to put a new product on the market.
To set up	to establish or to create something.
Target audience	the group of people whom the advertiser is trying to reach.
Packaging	the work of putting goods into the wrappers or containers in which they will be sold to the public.

7. WORLD TRADE/BUSINESS OWNERSHIP

Balance of payments	the relationship between the flow of money into and out of a country.
Embargo	a complete ban on importing certain products.
Tariff	is a tax or surcharge on imports.
Exporting	selling domestically produced products abroad.
Exchange rate	based on the rate at which its currency is valued against other currencies.
Balance of trade	the relationship between a country's exports and imports.
Devaluation.	the reduction in value of a country's currency.

Quota	limits the number of products in certain categories that can be imported.
Importing	buying foreign goods and raw materials.
Brand	the set of attributes – positive or negative – that people associate with an organization.
North American Free Trade Agreement (NAFTA)	the accord that removes trade barriers among Canada, Mexico, and the United States.
Franchise	contractual agreement in which a wholesaler or retailer gains the right to sell another company's products under that firm's brand name in compliance with that firm's operating requirements, common with fast-food firms.
Subcontracting	when a firm hires a local company to produce, distribute, or sell a good or service in a foreign market.
Foreign licensing agreement	a contractual agreement in which one firm allows another to produce or sell its product or use its trademark, patent, or manufacturing processes in a specific geographic area in exchange for royalties.
General Agreement on Trade and Tariffs (GATT)	an international trade accord to reduce tariffs and standardize trading rules worldwide.
World Bank	makes long-term loans for economic development projects.
Countertrade.	International bartering agreements used to facilitate trade.
European Union (EU).	the federation of European countries that seeks to protect and promote trade among them.
World Trade Organization (WTO)	the institution that succeeded GATT in monitoring and enforcing trade agreements.
Joint venture	cooperative agreement that allows a company to share risks, costs, profits, and management responsibilities with one or more partners in the host country.
Infrastructure.	A country's basic system of communication, transportation, energy and other utility resources is collectively.
Franchisors	companies that sell franchises to independent business people.
Limited liability company (LLC)	firm is governed under an operating agreement resembling a partnership, except that each partner's liability for the actions of the other owners is limited.
Acquisition	occurs when one company buys the assets and assumes the liabilities of another firm.
Micro loans	small-business loans often used to buy equipment or operate a business.
Franchisee	The purchaser of a franchise.
Employee ownership	type of business ownership in which workers buy shares of stock in the company that employs them.

Common stock	shares that give the owners voting rights but only residual claims on the firm's assets and income distribution.
Home-based business	operated from the residence of the business owner, is a widely used and low cost option for new firms.
Small Business Administration (SBA)	the principal federal government agency that aids, counsels, and assists small businesses.
Conglomerate merger	merger between firms whose businesses are unrelated.
Horizontal merger	one firm combines with another firm in the same industry.
Corporation	legal organization whose assets and liabilities are separate from those of its owner(s).
Sole proprietorship.	A business that is owned by one person.
Small business	generally defined as any firm that is independently owned and operated, that is not dominant in its market, and that meets a variety of size standards for income and number of employees.
Preferred stock	shares that give the owners limited voting rights, and the right to receive dividends or assets before the owners of common stock.
Board of directors	the governing authority of a corporation, elected by the common stockholders.
S corporations	can elect to be taxed as partnership while maintaining the advantages of corporations.
Partnership	two or more persons who operate a business as co-owners.
Venture capital	money invested in a business by another business firm or group of individuals in exchange for an ownership share.
Business plan	a written document that provides an orderly statement of a company's goals, the methods by which it intends to achieve those goals, and the standards by which it will measure achievements.
Stockholders.	Owners of a corporation due to their purchase of stock in the corporation.
Franchising	a contractual business agreement between a manufacturer or supplier and a dealer.
Merger	When two or more firms combine to make one company.
Vertical merger	When firms at different levels in the production and/or marketing process decide to combine into one company.
Business incubator	an organization that provides low-cost common facilities and services to small, start-up businesses.
Joint venture.	A partnership between companies formed for a specific undertaking.
Not-for-profit corporation.	An organization whose goals do not include pursuing a profit.

8. TOLERANCE, COMMUNICATION, DISCRIMINATION

Ableism	prejudiced thoughts and discriminatory actions based on differences in physical, mental, and/or emotional ability;
Accessibility	the extent to which a facility is readily approachable and usable by individuals with disabilities, particularly such areas as the personnel office, worksite and public areas.
Adultism	prejudiced based on age, especially against against young people, in favor of older person(s).
Ageism	prejudiced thoughts and discriminatory actions based on differences in age; usually that of younger persons against older.
Androgynous	someone who reflects an appearance that is both masculine and feminine, or who appears to be neither or both a boy and a girl.
Anti-Semitism	the fear or hatred of Jews, Judaism, and related symbols.
Assimilation	a policy that aims to combine human communities, different in ethnic origin, language, religion, coexisting on a territory. Assimilation is often carried out as a process of voluntary absorption of the majority population of some national minorities through taxation measures, thus being the expression of a policy of de-nationalization.
Bias	prejudice; an inclination or preference, especially one that interferes with impartial judgment.
Barbar	a name given by Greeks and Romans to populations that did not know the language; at the beginning of the Middle Ages, the term was given to migrants who settled in Europe.
Biphobia	the fear or hatred of homosexuality (and other non-heterosexual identities), and persons perceived to be bisexual.
Bigendered/Dual Gendered (v)	a person who possesses and expresses a distinctly masculine persona and a distinctly feminine persona. Is comfortable in and enjoys presenting in both gender roles.
Bi-racial	person who identifies coming from two races. A person who's biological parents are of two different races.
Border	line or surface that divides a state's territory from another state or the high seas; the contact area between the populations of these states; they can be: ethnopolitical - between 2 or more states; geopolitical - delimit the spheres of great powers.
Classism	prejudiced thoughts and discriminatory actions based on difference in socio- economic status, income, class; usually by upper classes against lower.

Culture	the ensemble of material and spiritual values created by human society throughout history, including customs, norms, institutions, social organizations. Also level of education, conscience and morality of a person or population.
Civic culture	it is externalized by knowledge, mentalities about the rights and duties of citizens, social behavior norms, decision making mechanisms.
Citizen	the quality of a person who is a native or naturalized member of a state and enjoys all the political rights, privileges and protection afforded by the laws of that state.
Citizenship	is attributed and not acquired; is defined today from the perspective of citizens' rights and obligations.
Dialogue	communication that creates and recreates multiple understandings; it is bi-directional, not zero-sum and may or may not end in agreement; it can be emotional and uncomfortable, but is safe, respectful and has greater understanding as its goal.
Discrimination	unequal treatment of individuals or groups in relation to some categorical traits: ethnic, racial, religious, sexual class. The term describes the action of a dominant majority and involves damage to a person or group.
Diversity	the wide variety of shared and different personal and group characteristics among human beings.
Dominant culture	the cultural values, beliefs, and practices that are assumed to be the most common and influential within a given society.
Empathy	cognitive and affective approach to a concrete subject (person, situation) going to the identification and substitution of the role;
Ethnicity (Ethnos-People)	populations that are delimited by a common origin through common physical and cultural traits (race, language, culture, religion, history, economy) within geographical boundaries. Under the conditions of capitalism, some ethnicities have developed into nations, but there are nations in which many ethnicities live.
Ethnic group	members differ by majority and by specific cultural traits: language, religion, customs, clothing, behaviors. Essential is their sense of identity and self-perception as being different from other members of society.
Ethnocentrism	the attitude of an ethnic community to overstate their own capacities and values in relation to others, generating racial prejudices, manifestations of intolerance, based on ignoring the differences in economic, political, spiritual conditions of different ethnicities that should not be inferred in inferiority or superiority to others.
Gender Bending	dressing or behaving in such a way as to question the traditional feminine or masculine qualities assigned to articles of clothing, jewelry, or mannerisms.

Ghetto	a neighborhood where the Middle Ages were constrained to live the Jews, and later the countries occupied by German fascists; - today refers to discriminated populations located in peripheral areas of major cities.
Gypsies	an ethnic group that is part of a native population of India from where it spread throughout most European countries, living in some places in a state of mind.
Globalization	concept with different ideological-political orientations but having a common denominator - analysis of the planetary dimensions on which they have gotten the political, technological, economic and social problems faced by mankind today. In this perspective, scientists address the issues of population, water, food as global issues.
Intolerance	is the tendency to eliminate behavior that we disagree with by means of coercion or persecution. It can also manifest itself in relations with minority groups (moral, religious, social, ethnic).
Indifference	is a passive attitude that contracted with tolerance that is an active attitude; they often wear the form of folly, neither rejection nor approval
In-group (favoritism)	the tendency for groups to "favor" themselves by rewarding group members economically, socially, psychologically, and emotionally in order to uplift one group over an other.
Intergroup conflict	tension and conflict which exists between social groups.; and which may be enacted by individual memnbers of these groups.
Marginalized:	excluded, ignored, or relegated to the outer edge of a group/society/ community.
Minorities	racial, religious, ethnic, political groups, smaller in number and different from the larger communities in which they are comprised and controlling them.
Minority rights	are included in the UN Charter and the Charter of DEMOCRACY, which specifies ways to ensure fundamental freedoms without discrimination and full equality before the law with all the citizens in whose midst they live.
Model minority	refers to a minority ethnic, racial, or religious group whose members achieve a higher degree of success than the population average; this success is typically measured in income, education, and related factors such as low crime rate and high family stability.
Multiplicity	the quality of having multiple, simultaneous social identities (e.g., being male and Buddhist and working class).

Multiracial	an individual that comes from more than one race; an individual whose parents are born from more than one race. In a multi-racial society, trust, understanding and tolerance are the cornerstones of peace and order.
Multiethnic	an individual that comes from more than one ethnicity; an individual whose parents are born from more than one ethnicity.
National origin	the political state from which an individual hails; may or may not be the same as that of the person's current location or citizenship.
Oppression	oppression is the use of power and the effects of domination.
People of Color	a collective term for men and women of Asian, African Latin and Native American backgrounds; as opposed to the collective "White" for those of European ancestry.
Personal Identity	our identities as individuals including our personal characteristics, history, personality, name, etc., that make us unique and different from other individuals.
Prejudice	a preconceived judgment about a person or group of people; usually indicating negative bias;
Privilege:	a right, license, or exemption from duty or liability granted as a special benefit, advantage, or favor.
Racism	the policy of racial discrimination, asserting the superiority of one race over others. Classification of discriminatory races from the lower to the highest is based on various criteria - biological, in particular. In democratic regimes, racist theories are forbidden by protecting citizens' equality of rights, regardless of their ethnic origin, color, political beliefs, or religious beliefs.
Silencing	the conscious or unconscious processes by which the voice or participation of particular social identities is excluded or inhibited.
Social Identity	It involves the ways in which one characterizes oneself, the affinities one has with other people, the ways one has learned to behave in stereotyped social settings, the things one values in oneself and in the world, and the norms that one recognizes or accepts governing everyday behavior.
Social Identity Development	the stages or phases that a person's group identity follows as it matures or develops.

Social Justice	"exist when one social group, whether knowingly or unconsciously, exploits another group for its own benefit".
Social Oppression	the stages or phases that a person's group identity follows as it matures or develops.
Social Self-Esteem	the degree of positive-negative evaluation an individual holds about his/her particular situation in regards to his/her social identities.
Social Self-View	an individual's perception of to which social identity groups he/she belongs.
Stereotype	blanket beliefs and expectations about members of certain groups that present an oversimplified opinion, prejudiced attitude, or uncritical judgment; they go beyond necessary and useful categorizations and generalizations in that they are typically negative, are based on little information, and are highly generalized.
System of Oppression	conscious and unconscious, non-random, and organized harassment, discrimination, , exploitation, prejudice and other forms of unequal treatment that impact different groups.
Tolerance	respect for people; freedom of choice; respecting each person's lifestyle; the responsibility towards the others; reciprocity in the relationships between people.
Worldview	the perspective through which individuals view the world; comprised of their history, experiences, culture, family, history and other influences.
Xenophobia	(xenos-strain, phobos-fear); the attitude of rejection and / or hatred towards foreigners; suspicion, rejection of behaviors, cultural forms (language, ideas, customs) considered foreign to what is native.

