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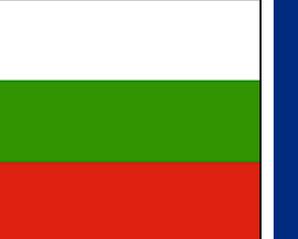
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Multilingual List of Basic Words and Expressions on “Soft Skills”.

|  <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 decisie |
| 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 |

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|----------------------------|-------------------------------|-------------------------------------|--------------------------|---------------------------------|
| 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 | Spolupracovnik | 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 |

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| 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 | Analtic |
| Assertiveness | Asertivita | Sicuro di se | Otstoqvine | 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. |

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| 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

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| 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. |

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| 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

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| 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. |

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| 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. |

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| 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

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| 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 |

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| 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

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| 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. |

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| 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. |
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| 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

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| 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. |

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| 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

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| 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. |

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| 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. |

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| 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

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| 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. |
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| 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. |

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| 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). |

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| Multiracial | an individual that comes from more than one race; an individual whose parent's 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 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. |

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| 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. |

