

## ENGLISH VOCABULARY FOR THE WRITTEN EXAM

### BUSINESS VOCABULARY (*INTELLIGENT BUSINESS* – Intermediate)

#### UNIT 1: “COMPANIES”

##### Vocabulary 1 – types of companies

Company (UK) / corporation (US); dotcoms; holding; Inc (Incorporated – US) = Plc; joint-venture; limited company (UK); merger; multinational; partnership; Plc (Public limited company – UK); sole trader (UK); subsidiary; takeover.

##### Vocabulary 2

Acquisitions; assets; (to) be in charge of; (to) be responsible for; bidder; bureaucratic / bureaucracy; capitalism; consumer; (to) entail (involve); entrepreneurs; freelance worker/freelancer; high-value; high-volume; hierarchical / hierarchy; joint-stock; lease; (to) report to; shareholders; stability; standard / standardize; tangible asset; venture capitalist; warehouse; (to) work for/under.

#### UNIT 2: “LEADERSHIP”

##### Vocabulary 1 – management styles

Authority; autocratic/paternalistic/democratic/*laissez faire* leadership styles; coach; (to) control; (to) delegate; director; dismissal; emotional kick; employee; employer; fragile egos; harassment; inspire / inspiration / inspirer; (to) lose one's temper; management style; manager; motivate / motivation / motivated; neurotic; (to) soar; staff; subordinate; (to) terrorise; upswing; worker

##### Vocabulary 2 – business collocations

To make (a mistake, a judgment, a profit, a loss); to meet (a deadline, a need, an objective, the cost, expectation); to set (a precedent, an example, an objective, a limit); to take (a chance, an opportunity, a position, a point).

#### UNIT 3: “STRATEGY”

##### Vocabulary 1

Achieve; competition; economic forecasts; financial resources; human resources (HR); market; opportunity; planning process; strategic objective; strategy / strategic; threat; trends; vital.

##### Vocabulary 2

Achille's heel; apparel; approach; core attribute; founder; leader; retail; SWOT (Strengths, Weaknesses, Opportunities, Threats); turnover.

#### UNIT 4: “PAY”

##### Vocabulary 1

“Fat cats”; advise; appointment; average; benchmarking; Board (of directors); bonus; CEO: Chief Executive Officer; compensation; corporate performance; criticism; golden hello; golden parachute; (to) hire/employ; job advert; legal action; make a fuss; outrageous; pay deal; pay package; pension; recruit/recruitment; reject; Remuneration committee (UK)/ Compensation committee (US);

remuneration; reward; salary; severance deal; share/stock option; tenure; top senior manager; turnover; vacancy; wage.

### **Vocabulary 2 – phrasal verbs (with synonyms)**

Break down (interrupt); buy up (buy); call off (cancel); call on (ask, visit, seek help); catch up (compensate for time lost); get ahead (be successful); go under (fail, go bankrupt); hand back (return, give back); look after (be in charge of, manage); point out (observe, remark, notice); run into (have/face); set up (establish, found); shut down (close, switch off, cease to operate); sink in (be absorbed/assimilated); step down (resign); turn up (arrive, be present, attend).

## **UNIT 6: “MARKETING”**

Advertisement (advert, ad); advertising agency; appeal; aspiration; brand (ambassador; image; management, name); celebrity endorsement; (TV) commercial; competition; competitive advantage; consumer; customer; cynical; distribution; feature; logo; marketer; marketing mix (product, price, place, promotion); pitch; premium; rival; slogan; value for money.

## **UNIT 7: “OUTSOURCING”**

### **Vocabulary 1**

Back-office operations; cost savings; facilities; globalise/globalisation; labour cost; layoff; offshore; outsource; reduce operating costs; redundancy/(to make) redundant.

### **Vocabulary 2**

Backlash; corporate downsizing; credit record; (to) fire/dismiss; (to) flee; graduate; investor-friendly; manufacturing jobs; outbid; overheads; overseas; phase; pilot project; reshape; rival; (to) slash; service work/ knowledge work; surplus; trained/untrained worker; (trade) unions; white collar/blue collar.

## **UNIT 9: “RECRUITMENT”**

Advert/ad; application; (to) apply for; candidate/applicant; curriculum vitae (CV) / resumé (AmE); (to) dismiss / fire / make redundant /sack; (to) employ / hire (BE) / appoint / recruit; interview (n); job; qualifications; occupation; payroll; personnel; post/position; requirements; (to) select; shortlist; vacancy; work (n).