

IGCSE Business Studies

Glossary · · every term in the course, A–Z

English	Pinyin
 absenteeism /ˌæbsən'ti:ɪzəm/	quē qín
 acid test ratio /ˈæsɪd test 'reɪʃiəʊ/	sù dòng bǐ lǚ
 added value /ˈædɪd 'vælju:/	zēng zhí
 advertising /ˈædvətaɪzɪŋ/	guǎng gào
 application form /ˌæplɪ'keɪʃn fɔ:m/	shēn qǐng biǎo
 assets /ˈæsɛts/	zī chǎn
 autocratic /ˌɔ:təʊ'krætɪk/	zhuān zhì xíng
 automation /ˌɔ:tə'meɪʃn/	zì dòng huà
 autonomy /ɔ:'tɒnəmi/	zì zhǔ quán
 average cost /ˈævərɪdʒ kɒst/	píng jūn chéng běn
 batch production /bætʃ prə'dʌkʃn/	pī liàng shēng chǎn
 bonus /ˈbɒnəs/	jiǎng jīn
 boom /bu:m/	fán róng
 brand /brænd/	pǐn pái
 break-even /breɪk 'i:vən/	yíng kuī píng héng
 break-even chart /breɪk 'i:vən tʃɑ:t/	yíng kuī píng héng tú
 break-even point /breɪk 'i:vən pɔɪnt/	yíng kuī píng héng diǎn
 business /ˈbɪznəs/	qǐ yè

English	Pinyin
 business cycle /'biznəs 'saɪkl/	jīng jì zhōu qī
 business plan /'biznəs plæn/	shāng yè jì huà shū
 capital /'kæpɪtl/	zī běn
 capital employed /'kæpɪtl em'plɔɪd/	suǒ yòng zī běn
 cash /kæʃ/	xiàn jīn
 cash-flow /kæʃ fləʊ/	xiàn jīn liú
 cash-flow forecast /kæʃ fləʊ 'fɔ:kæst/	xiàn jīn liú yù cè
 chain of command /tʃeɪn ɒv kə'mænd/	zhǐ huī liàn
 channel of distribution /'tʃænl ɒv ,dɪstrɪ'bju:ʃn/	fēn xiāo qú dào
 closing balance /'kləʊzɪŋ 'bæləns/	qī mò yú é
 commanding /kə'mændɪŋ/	zhǐ huī
 commission /kə'mɪʃn/	yòng jīn
 communication /kə,mju:nɪ'keɪʃn/	gōu tōng
 communication barrier /kə,mju:nɪ'keɪʃn 'bæriə/	gōu tōng zhàng ài
 competition /kəm'petɪʃn/	jìng zhēng
 competitive pricing /kəm'petɪtɪv 'praɪsɪŋ/	jìng zhēng dìng jià
 conflict /'kɒnflikt/	chōng tū
 conglomerate integration /kən'glɒməreɪt ,ɪntɪ'greɪʃn/	hùn hé yī tǐ huà
 consumer protection /kən'su:mə prə'tekʃn/	xiāo fèi zhě bǎo hù

English	Pinyin
 contract of employment <i>/ˈkɒntrækt ɒv emˈplɔɪmənt/</i>	gù yōng hé tóng
 contribution <i>/ˌkɒntriˈbjʊːʃn/</i>	gòng xiàn
 controlling <i>/kənˈtrəʊlɪŋ/</i>	kòng zhì
 coordinating <i>/kəvˈɔːdɪneɪtɪŋ/</i>	xié tiáo
 cost <i>/kɒst/</i>	chéng běn
 cost of sales <i>/kɒst ɒv seɪlz/</i>	xiāo shòu chéng běn
 cost-plus pricing <i>/kɒst plʌs ˈpraɪsɪŋ/</i>	chéng běn jiā chéng dīng jià
 crowdfunding <i>/ˈkraʊdfʌndɪŋ/</i>	zhòng chóu
 current assets <i>/ˈkʌrənt ˈæsets/</i>	liú dòng zī chǎn
 current liabilities <i>/ˈkʌrənt ˌlaɪəˈbɪlɪtɪz/</i>	liú dòng fù zhài
 current ratio <i>/ˈkʌrənt ˈreɪʃjəv/</i>	liú dòng bǐ lǚ
 customer loyalty <i>/ˈkʌstəmə ˈlɔɪəlti/</i>	gù kè zhōng chéng dù
 customer service <i>/ˈkʌstəmə ˈsɜːvɪs/</i>	gù kè fú wù
 customers <i>/ˈkʌstəməz/</i>	gù kè
 CV <i>/ˌsiː ˈviː/</i>	jiǎn lì
 data <i>/ˈdeɪtə/</i>	shù jù
 de-industrialisation <i>/də ɪnˌdʌstriəlaɪˈzeɪʃn/</i>	qù gōng yè huà
 debentures <i>/deˈbentʃəz/</i>	zhài quàn
 debts <i>/dets/</i>	zhài wù
 delaying <i>/dɪˈleɪərɪŋ/</i>	biǎn píng huà

English	Pinyin
 democratic /ˌdeməˈkrætɪk/	mín zhǔ xíng
 developed economy /dɪˈveləpt ɪˈkɒnəmi/	fā dá jīng jì tǐ
 developing economy /dɪˈveləpɪŋ ɪˈkɒnəmi/	fā zhǎn zhōng jīng jì tǐ
 direct selling /daɪˈrekt ˈselɪŋ/	zhí xiāo
 diseconomies of scale /ˌdɪsɪˈkɒnəmɪz ɒv skeɪl/	guī mó bù jīng jì
 dismissal /dɪˈsmɪsl/	jiě gù
 dividend /ˈdɪvɪdend/	gǔ xī
 dynamic pricing /daɪˈnæmɪk ˈpraɪsɪŋ/	dòng tài dìng jià
 e-commerce /iː ˈkɒmɜːs/	diàn zi shāng wù
 economic problem /ˌiːkəˈnɒmɪk ˈprɒbləm/	jīng jì wèn tí
 economies of scale /ɪˈkɒnəmɪz ɒv skeɪl/	guī mó jīng jì
 employees /emˈplɔɪiːz/	yuán gōng
 employment laws /emˈplɔɪmənt lɔːz/	láo dòng fǎ
 enterprise /ˈentəpraɪz/	qǐ yè jiā cái néng
 entrepreneur /ˌɒntrɪprəˈnjuː/	qǐ yè jiā
 environment /enˈvaɪrənmənt/	huán jìng
 ethical behaviour /ˈeθɪkl bɪˈheɪvjə/	dào dé xíng wéi
 exchange rates /eksˈtʃeɪndʒ reɪts/	huì lǜ
 expansion /ekˈspænjən/	kuò zhāng
 expenses /ekˈspensɪz/	fèi yòng

English	Pinyin
 export /ˈeksɒt/	chū kǒu
 extension strategy /ek'stenʃn 'strætədʒi/	yán cháng cè lüè
 external benefits /ek'stɜːnl 'benɪfɪts/	wài bù shōu yì
 external communication /ek'stɜːnl kə'mjuːnɪ'keɪʃn/	wài bù gōu tōng
 external costs /ek'stɜːnl kɒsts/	wài bù chéng běn
 external growth /ek'stɜːnl grəʊθ/	wài bù zēng zhǎng
 external influences /ek'stɜːnl 'ɪnfluːənsɪz/	wài bù yǐng xiǎng
 external recruitment /ek'stɜːnl rɪ'kruːtmənt/	wài bù zhāo pìn
 factors of production /'fæktəz ɒv prə'dʌkʃn/	shēng chǎn yào sù
 feedback /'fiːdbæk/	fǎn kuì
 finance /'faɪəns/	zī jīn
 fixed costs /'fɪkst kɒsts/	gù dìng chéng běn
 flow production /fləʊ prə'dʌkʃn/	liú shuǐ xiàn shēng chǎn
 franchise /'fræntʃaɪz/	tè xǔ jīng yíng
 franchisee /'fræntʃiː/	jiā méng shāng
 franchisor /'fræntʃaɪzə/	shòu quán shāng
 fringe benefits /'frɪndʒ 'benɪfɪts/	é wài fú lì
 globalisation /ˌgləʊbəlaɪ'zeɪʃn/	quán qiú huà
 goods /ɡʊdz/	shāng pǐn
 grants /grænts/	bǔ zhù jīn

English	Pinyin
 gross profit <i>/grəʊs 'prɒfɪt/</i>	máo lì rùn
% gross profit margin <i>/grəʊs 'prɒfɪt 'mɑːdʒɪn/</i>	máo lì lǚ
 growth <i>/grəʊθ/</i>	zēng zhǎng
 hierarchy <i>/'haɪərə:ki/</i>	céng jí
 hierarchy of needs <i>/'haɪərə:ki ɒv ni:dz/</i>	xū qiú céng cì
 hire purchase <i>/'haɪə 'pɜːtʃɪs/</i>	fēn qī fù kuǎn
 horizontal integration <i>/,hɒrɪ'zɒntl ,ɪntri'greɪʃn/</i>	héng xiàng yī tǐ huà
 hygiene factors <i>/'haɪdʒɪn 'fæktəz/</i>	bǎo jiàn yīn sù
 import <i>/ɪm'pɔːt/</i>	jìn kǒu
 income statement <i>/'ɪŋkʌm 'steɪtmənt/</i>	sǔn yì biǎo
 incorporated <i>/ɪn'kɔːpəreɪtɪd/</i>	fǎ rén
 induction training <i>/ɪn'dʌkʃn 'treɪnɪŋ/</i>	rù zhí péi xùn
 inflation <i>/ɪn'fleɪʃn/</i>	tōng huò péng zhàng
 inflows <i>/'ɪnfləʊz/</i>	liú rù
 innovative <i>/'ɪnəveɪtɪv/</i>	chuàng xīn
% interest <i>/'ɪntrest/</i>	lì xī
% interest rates <i>/'ɪntrest reɪts/</i>	lì lǚ
 internal communication <i>/ɪn'tɜːnl kə,mjuːnɪ'keɪʃn/</i>	nèi bù gōu tōng
 internal growth <i>/ɪn'tɜːnl grəʊθ/</i>	nèi bù zēng zhǎng
 internal recruitment <i>/ɪn'tɜːnl rɪ'kruːtmənt/</i>	nèi bù zhāo pìn

English	Pinyin
 international market <i>/ˌɪntəˈnæʃənl 'mɑ:kɪt/</i>	guó jì shì chǎng
 internet <i>/'ɪntənət/</i>	hù lián wǎng
 interview <i>/'ɪntəvjʊ:/</i>	miàn shì
 inventory <i>/'ɪnvəntri/</i>	kù cún
 job analysis <i>/dʒɒb əˈnæləsɪs/</i>	gōng zuò fēn xī
 job description <i>/dʒɒb dɪ'skrɪpʃn/</i>	gōng zuò miáo shù
 job enlargement <i>/dʒɒb enˈla:dʒmənt/</i>	gōng zuò kuò dà huà
 job enrichment <i>/dʒɒb enˈrɪtʃmənt/</i>	gōng zuò fēng fù huà
 job production <i>/dʒɒb prəˈdʌkʃn/</i>	dān jiàn shēng chǎn
 job rotation <i>/dʒɒb rəʊˈteɪʃn/</i>	gōng zuò lún huàn
 joint venture <i>/dʒɔɪnt 'ventʃə/</i>	hé zī qǐ yè
 just-in-time <i>/dʒʌst ɪn taɪm/</i>	zhǔn shí zhì
 labour <i>/'leɪbə/</i>	láo dòng lì
 labour turnover <i>/'leɪbə 'tɜ:nəʊvə/</i>	yuán gōng liú dòng lǚ
 laissez-faire <i>/'leɪsez feə/</i>	fàng rèn xíng
 land <i>/lænd/</i>	tǔ dì
 leadership style <i>/'li:dʒɪp stail/</i>	lǐng dǎo fēng gé
 lean production <i>/li:n prəˈdʌkʃn/</i>	jīng yì shēng chǎn
 leasing <i>/'li:sɪŋ/</i>	zū lìn
 legal controls <i>/'li:gl kənˈtrəʊlz/</i>	fǎ lǚ guǎn zhì

English	Pinyin
 liabilities /ˌlaɪəˈbɪlɪtɪz/	fù zhài
 liability /ˌlaɪəˈbɪlɪti/	zé rèn
 limited liability /ˈlɪmɪtɪd ˌlaɪəˈbɪlɪti/	yǒu xiàn zé rèn
 liquidity /lɪˈkwɪdɪti/	liú dòng xìng
 loan /ləʊn/	dài kuǎn
 local community /ˈləʊkl kəˈmjʊ:nɪti/	dāng dì shè qū
 long-term /lɒŋ tɜ:m/	cháng qī
 management /ˈmænɪdʒmənt/	guǎn lǐ
 manufacturing /ˌmænjuːˈfæktʃərɪŋ/	zhì zào yè
 margin of safety /ˈmɑ:dʒɪn ɒv ˈseɪfti/	ān quán biān jì
 market /ˈmɑ:kɪt/	shì chǎng
 market research /ˈmɑ:kɪt rɪˈsɜ:tʃ/	shì chǎng diào yán
 market segmentation /ˈmɑ:kɪt ˌseɡməntɪʃn/	shì chǎng xī fēn
 market share /ˈmɑ:kɪt ʃeə/	shì chǎng fèn é
 marketing /ˈmɑ:kɪtɪŋ/	yíng xiāo
 marketing mix /ˈmɑ:kɪtɪŋ mɪks/	yíng xiāo zǔ hé
 marketing strategy /ˈmɑ:kɪtɪŋ ˈstrætədʒi/	yíng xiāo cè lüè
 mass market /mæs ˈmɑ:kɪt/	dà zhòng shì chǎng
 medium /ˈmiːdiəm/	méi jiè
 merger /ˈmɜ:dʒə/	hé bìng

English	Pinyin
 message /'mesɪdʒ/	xìn xī
 microfinance /,maɪkrəʊfaɪ'næns/	xiǎo é xìn dài
 misleading /mɪ'sliːdɪŋ/	wù dǎo
 motivation /,məʊtɪ'veɪʃn/	jī lì
 motivators /'məʊtɪveɪtəz/	jī lì yīn sù
 multinational company /ˌmʌltɪ'næʃənəl 'kʌmpəni/	kuà guó gōng sī
 needs /niːdz/	xū yào
 net cash flow /net kæʃ fləʊ/	jìng xiàn jīn liú
 niche market /niːʃ 'mɑːkɪt/	lì jī shì chǎng
 non-current assets /nɒn 'kʌrənt 'æsets/	fēi liú dòng zī chǎn
 non-current liabilities /nɒn 'kʌrənt ˌlaɪə'bɪlɪtɪz/	fēi liú dòng fù zhài
 objective /ɒb'dʒektɪv/	mù biāo
 off-the-job training /ɒf ðə dʒɒb 'treɪnɪŋ/	tuō chǎn péi xùn
 on-the-job training /ɒn ðə dʒɒb 'treɪnɪŋ/	zài zhí péi xùn
 one-way communication /wʌn weɪ kə'mjuːnɪ'keɪʃn/	dān xiàng gōu tōng
 opening balance /'əʊpənɪŋ 'bæləns/	qī chū yú é
 opportunity cost /ɒpə'tjuːnɪti kɒst/	jī huì chéng běn
 organisational chart /ˌɔːgənəɪ'zeɪʃənəl tʃɑːt/	zǔ zhī jié gòu tú
 organising /'ɔːgənəɪzɪŋ/	zǔ zhī
 outflows /aʊt'fləʊz/	liú chū

English	Pinyin
 output /'aʊtpʊt/	chǎn liàng
 overdraft /'əʊvədɹæft/	tòu zhī
 owners' equity /'əʊnəz 'ekwɪti/	suǒ yǒu zhě quán yì
 packaging /'pækɪdʒɪŋ/	bāo zhuāng
 partnership /'pɑːtnəʃɪp/	hé huǒ qǐ yè
 penetration pricing /ˌpenɪ'treɪʃn 'praɪsɪŋ/	shèn tòu dìng jià
 person specification /'pɜːsn ˌspesɪfɪ'keɪʃn/	rén yuán guī gé
 piece rate /'piːs reɪt/	jì jiàn gōng zī
 place /'pleɪs/	dì diǎn
 planning /'plænɪŋ/	jì huà
 pollution /'pɒ'ljuːʃn/	wū rǎn
 pressure group /'preʃə gruːp/	yā lì tuán tǐ
 price /'praɪs/	jià gé
 price skimming /'praɪs 'skɪmɪŋ/	piē zhī dìng jià
 primary research /'praɪməri rɪ'sɜːtʃ/	yī shǒu diào yán
 primary sector /'praɪməri 'sektə/	dì yī chǎn yè
 private limited company /'praɪvət 'lɪmɪtɪd 'kʌmpəni/	sī rén yǒu xiàn gōng sī
 private sector /'praɪvət 'sektə/	sī yíng bù mén
 product /'prɒdʌkt/	chǎn pǐn
 product life cycle /'prɒdʌkt laɪf 'saɪkl/	chǎn pǐn shēng mìng zhōu qī

English	Pinyin
 production <i>/prə'dʌkʃn/</i>	shēng chǎn
 productivity <i>/,prɒdək'tɪvɪti/</i>	shēng chǎn lǜ
 profit <i>/'prɒfɪt/</i>	lì rùn
 profit for the year <i>/'prɒfɪt fəðə jɪə/</i>	nián dù lì rùn
 profit margin <i>/'prɒfɪt 'mɑːdʒɪn/</i>	lì rùn lǜ
 profit sharing <i>/'prɒfɪt 'ʃeərɪŋ/</i>	lì rùn fēn xiǎng
 profitability <i>/'prɒfɪtə'bɪlɪti/</i>	yíng lì néng lì
 promotion <i>/prə'məʊʃn/</i>	jìn shēng
 promotion (marketing) <i>/prə'məʊʃn/</i>	tuī guǎng
 promotional pricing <i>/prə'məʊʃənl 'praɪsɪŋ/</i>	cù xiāo dīng jià
 public corporation <i>/'pʌblɪk ,kɔ:pə'reɪʃn/</i>	guó yǒu qǐ yè
 public limited company <i>/'pʌblɪk 'lɪmɪtɪd 'kʌmpəni/</i>	gōng zhòng yǒu xiàn gōng sī
 public sector <i>/'pʌblɪk 'sektə/</i>	gōng gòng bù mén
 quality <i>/'kwɒlɪti/</i>	zhì liàng
 quality assurance <i>/'kwɒlɪti ə'ʃʊərəns/</i>	zhì liàng bǎo zhèng
 quality control <i>/'kwɒlɪti kən'trəʊl/</i>	zhì liàng kòng zhì
 questionnaires <i>/'kwɛstʃə'neəz/</i>	wèn juǎn
 raise finance <i>/reɪz 'fʌnæns/</i>	chóu jí zī jīn
 ratios <i>/'reɪʃjəʊz/</i>	bǐ lǜ
 raw materials <i>/rɔː mə'tɪəriəlz/</i>	yuán cái liào

English	Pinyin
 receiver /rɪ'si:və/	jiē shōu zhě
 recession /rɪ'seʃn/	shuāi tuì
 recovery /rɪ'kʌvəri/	fù sū
 recruitment /rɪ'krʊ:tmənt/	zhāo pìn
 redundancy /rɪ'dʌndənsi/	cái yuán
 resources /rɪ'zɔ:sɪz/	zī yuán
 retailer /rɪ:teɪlə/	líng shòu shāng
 retained profit /rɪ'teɪnd 'prɒfɪt/	liú cún lì rùn
 return on capital employed /rɪ'tɜ:n ɒn 'kæpɪtl em'plɔɪd/	zī běn huí bào lǜ
 revenue /'revənju:/	shōu rù
 risk /rɪsk/	fēng xiǎn
 salary /'sæləri/	xīn jīn
 sales /seɪlz/	xiāo shòu é
 sales promotion /seɪlz prə'məʊʃn/	cù xiāo
 sampling /'sæmplɪŋ/	chōu yàng
 scarce /skeəs/	xī quē
 secondary research /'sekəndəri rɪ'sɜ:tʃ/	èr shǒu diào yán
 secondary sector /'sekəndəri 'sektə/	dì èr chǎn yè
 selection /sɪ'lekʃn/	xuǎn bá
 sender /'sendə/	fā sòng zhě

English	Pinyin
 services <i>/ˈsɜːvɪsɪz/</i>	fú wù
 shareholders <i>/ˈʃeəhəʊldəz/</i>	gǔ dōng
 shares <i>/ʃeəz/</i>	gǔ fèn
 short-term <i>/ʃɔːt tɜːm/</i>	duǎn qī
 slump <i>/slʌmp/</i>	xiāo tiáo
 social enterprise <i>/ˈsəʊʃl ˈentəpraɪz/</i>	shè huì qǐ yè
 social media <i>/ˈsəʊʃl ˈmiːdiə/</i>	shè jiāo méi tǐ
 sole trader <i>/səʊl ˈtreɪdə/</i>	dú zī qǐ yè
 span of control <i>/spæn ɒv kənˈtrəʊl/</i>	guǎn lǐ fú dù
 stakeholder <i>/ˈsteɪkhəʊldə/</i>	lì yì xiāng guān zhě
 start-up <i>/stɑːt ʌp/</i>	chū chuàng qǐ yè
 start-up capital <i>/stɑːt ʌp ˈkæpɪtl/</i>	qǐ dòng zī jīn
 statement of financial position <i>/ˈsteɪtmənt ɒv faɪˈnænʃl pəˈzɪʃn/</i>	cái wù zhuàng kuàng biǎo
 stock exchange <i>/stɒk eksˈtʃeɪndʒ/</i>	zhèng quàn jiāo yì suǒ
 subordinates <i>/sʌˈbɔːdɪnəts/</i>	xià shǔ
 suppliers <i>/səˈplaɪəz/</i>	gōng yìng shāng
 survival <i>/səˈvaɪvl/</i>	shēng cún
 sustainable development <i>/səˈsteɪnəbl dɪˈveləpmənt/</i>	kě chí xù fā zhǎn
 takeover <i>/ˈteɪkəʊvə/</i>	shōu gòu
 tariffs <i>/ˈtærɪfs/</i>	guān shuì

English	Pinyin
 tax /tæks/	shuì shōu
 taxation /tæks'seɪʃn/	shuì shōu
 teamworking /'ti:mwɜ:kɪŋ/	tuán duì hé zuò
 technology /tek'nɒlədʒi/	jì shù
 tertiary sector /'tɜ:ʃəri 'sektə/	dì sān chǎn yè
 tests /tests/	cè shì
 time rate /taɪm reɪt/	jì shí gōng zī
 total cost /'təʊtl kɒst/	zǒng chéng běn
 trade credit /treɪd 'kredit/	mào yì xìn dài
 trade union /treɪd 'ju:mən/	gōng huì
 training /'treɪnɪŋ/	péi xùn
 two-way communication /tu: weɪ kə,mju:nɪ'keɪʃn/	shuāng xiàng gōu tōng
 unemployment /ʌnem'plɔɪmənt/	shī yè
 unincorporated /ˌʌnɪn'kɔ:pəreɪtɪd/	fēi fǎ rén
 unlimited liability /ʌn'lɪmɪtɪd ˌlaɪə'bɪlɪti/	wú xiàn zé rèn
 variable costs /'veəriəbl kɒsts/	kě biàn chéng běn
 vertical integration /'vɜ:tɪkl ɪntri'greɪʃn/	zòng xiàng yī tǐ huà
 wage /weɪdʒ/	gōng zī
 wants /wɒnts/	yù wàng
 wholesaler /'həʊlseɪlə/	pī fā shāng

English	Pinyin
 workforce /'wɜ:kfɔ:s/	yuán gōng duì wǔ
 working capital /'wɜ:kɪŋ 'kæpɪtl/	yíng yùn zī jīn