

IGCSE Business Studies

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

English	中文	Pinyin
 absenteeism	缺勤	quē qín
 acid test ratio	速动比率	sù dòng bǐ lǜ
 added value	增值	zēng zhí
 advertising	广告	guǎng gào
 application form	申请表	shēn qǐng biǎo
 assets	资产	zī chǎn
 autocratic	专制型	zhuān zhì xíng
 automation	自动化	zì dòng huà
 autonomy	自主权	zì zhǔ quán
 average cost	平均成本	píng jūn chéng běn
 batch production	批量生产	pī liàng shēng chǎn
 bonus	奖金	jiǎng jīn
 boom	繁荣	fán róng
 brand	品牌	pǐn pái
 break-even	盈亏平衡	yíng kuī píng héng
 break-even chart	盈亏平衡图	yíng kuī píng héng tú
 break-even point	盈亏平衡点	yíng kuī píng héng diǎn
 business	企业	qǐ yè
 business cycle	经济周期	jīng jì zhōu qī
 business plan	商业计划书	shāng yè jì huà shū
 capital	资本	zī běn
 capital employed	所用资本	suǒ yòng zī běn

English	中文	Pinyin
 cash	现金	xiàn jīn
 cash-flow	现金流	xiàn jīn liú
 cash-flow forecast	现金流预测	xiàn jīn liú yù cè
 chain of command	指挥链	zhǐ huī liàn
 channel of distribution	分销渠道	fēn xiāo qú dào
 closing balance	期末余额	qī mò yú é
 commanding	指挥	zhǐ huī
 commission	佣金	yòng jīn
 communication	沟通	gōu tōng
 communication barrier	沟通障碍	gōu tōng zhàng ài
 competition	竞争	jìng zhēng
 competitive pricing	竞争定价	jìng zhēng dìng jià
 conflict	冲突	chōng tū
 conglomerate integration	混合一体化	hùn hé yī tǐ huà
 consumer protection	消费者保护	xiāo fèi zhě bǎo hù
 contract of employment	雇佣合同	gù yōng hé tóng
 contribution	贡献	gòng xiàn
 controlling	控制	kòng zhì
 coordinating	协调	xié tiáo
 cost	成本	chéng běn
 cost of sales	销售成本	xiāo shòu chéng běn
 cost-plus pricing	成本加成定价	chéng běn jiā chéng dìng jià
 crowdfunding	众筹	zhòng chóu
 current assets	流动资产	liú dòng zī chǎn

English	中文	Pinyin
 current liabilities	流动负债	liú dòng fù zhài
 current ratio	流动比率	liú dòng bǐ lǜ
 customer loyalty	顾客忠诚度	gù kè zhōng chéng dù
 customer service	顾客服务	gù kè fú wù
 customers	顾客	gù kè
 CV	简历	jiǎn lì
 data	数据	shù jù
 de-industrialisation	去工业化	qù gōng yè huà
 debentures	债券	zhài quàn
 debts	债务	zhài wù
 delayering	扁平化	biǎn píng huà
 democratic	民主型	mín zhǔ xíng
 developed economy	发达经济体	fā dá jīng jì tǐ
 developing economy	发展中经济体	fā zhǎn zhōng jīng jì tǐ
 direct selling	直销	zhí xiāo
 diseconomies of scale	规模不经济	guī mó bù jīng jì
 dismissal	解雇	jiě gù
 dividend	股息	gǔ xī
 dynamic pricing	动态定价	dòng tài dìng jià
 e-commerce	电子商务	diàn zi shāng wù
 economic problem	经济问题	jīng jì wèn tí
 economies of scale	规模经济	guī mó jīng jì
 employees	员工	yuán gōng
 employment laws	劳动法	láo dòng fǎ

English	中文	Pinyin
 enterprise	企业家才能	qǐ yè jiā cái néng
 entrepreneur	企业家	qǐ yè jiā
 environment	环境	huán jìng
 ethical behaviour	道德行为	dào dé xíng wéi
 exchange rates	汇率	huì lǜ
 expansion	扩张	kuò zhāng
 expenses	费用	fèi yòng
 export	出口	chū kǒu
 extension strategy	延长策略	yán cháng cè lüè
 external benefits	外部收益	wài bù shōu yì
 external communication	外部沟通	wài bù gōu tōng
 external costs	外部成本	wài bù chéng běn
 external growth	外部增长	wài bù zēng zhǎng
 external influences	外部影响	wài bù yǐng xiǎng
 external recruitment	外部招聘	wài bù zhāo pìn
 factors of production	生产要素	shēng chǎn yào sù
 feedback	反馈	fǎn kuì
 finance	资金	zī jīn
 fixed costs	固定成本	gù dìng chéng běn
 flow production	流水线生产	liú shuǐ xiàn shēng chǎn
 franchise	特许经营	tè xǔ jīng yíng
 franchisee	加盟商	jiā méng shāng
 franchisor	授权商	shòu quán shāng
 fringe benefits	额外福利	é wài fú lì

English	中文	Pinyin
 globalisation	全球化	quán qiú huà
 goods	商品	shāng pǐn
 grants	补助金	bǔ zhù jīn
 gross profit	毛利润	máo lì rùn
 gross profit margin	毛利率	máo lì lǜ
 growth	增长	zēng zhǎng
 hierarchy	层级	céng jí
 hierarchy of needs	需求层次	xū qiú céng cì
 hire purchase	分期付款	fēn qī fù kuǎn
 horizontal integration	横向一体化	héng xiàng yī tǐ huà
 hygiene factors	保健因素	bǎo jiàn yīn sù
 import	进口	jìn kǒu
 income statement	损益表	sǔn yì biǎo
 incorporated	法人	fǎ rén
 induction training	入职培训	rù zhí péi xùn
 inflation	通货膨胀	tōng huò péng zhàng
 inflows	流入	liú rù
 innovative	创新	chuàng xīn
 interest	利息	lì xī
 interest rates	利率	lì lǜ
 internal communication	内部沟通	nèi bù gōu tōng
 internal growth	内部增长	nèi bù zēng zhǎng
 internal recruitment	内部招聘	nèi bù zhāo pìn
 international market	国际市场	guó jì shì chǎng

English	中文	Pinyin
 internet	互联网	hù lián wǎng
 interview	面试	miàn shì
 inventory	库存	kù cún
 job analysis	工作分析	gōng zuò fēn xī
 job description	工作描述	gōng zuò miáo shù
 job enlargement	工作扩大化	gōng zuò kuò dà huà
 job enrichment	工作丰富化	gōng zuò fēng fù huà
 job production	单件生产	dān jiàn shēng chǎn
 job rotation	工作轮换	gōng zuò lún huàn
 joint venture	合资企业	hé zī qǐ yè
 just-in-time	准时制	zhǔn shí zhì
 labour	劳动力	láo dòng lì
 labour turnover	员工流动率	yuán gōng liú dòng lǜ
 laissez-faire	放任型	fàng rèn xíng
 land	土地	tǔ dì
 leadership style	领导风格	lǐng dǎo fēng gé
 lean production	精益生产	jīng yì shēng chǎn
 leasing	租赁	zū lìn
 legal controls	法律管制	fǎ lǜ guǎn zhì
 liabilities	负债	fù zhài
 liability	责任	zé rèn
 limited liability	有限责任	yǒu xiàn zé rèn
 liquidity	流动性	liú dòng xìng
 loan	贷款	dài kuǎn

English	中文	Pinyin
 loans	贷款	dài kuǎn
 local community	当地社区	dāng dì shè qū
 long-term	长期	cháng qī
 management	管理	guǎn lǐ
 manufacturing	制造业	zhì zào yè
 margin of safety	安全边际	ān quán biān jì
 market	市场	shì chǎng
 market research	市场调研	shì chǎng diào yán
 market segmentation	市场细分	shì chǎng xì fēn
 market share	市场份额	shì chǎng fèn é
 marketing	营销	yíng xiāo
 marketing mix	营销组合	yíng xiāo zǔ hé
 marketing strategy	营销策略	yíng xiāo cè lüè
 mass market	大众市场	dà zhòng shì chǎng
 medium	媒介	méi jiè
 merger	合并	hé bìng
 message	信息	xìn xī
 microfinance	小额信贷	xiǎo é xìn dài
 misleading	误导	wù dǎo
 motivation	激励	jī lì
 motivators	激励因素	jī lì yīn sù
 multinational company	跨国公司	kuà guó gōng sī
 needs	需要	xū yào
 net cash flow	净现金流	jìng xiàn jīn liú

English	中文	Pinyin
 niche market	利基市场	lì jī shì chǎng
 non-current assets	非流动资产	fēi liú dòng zī chǎn
 non-current liabilities	非流动负债	fēi liú dòng fù zhài
 objective	目标	mù biāo
 objectives	目标	mù biāo
 off-the-job training	脱产培训	tuō chǎn péi xùn
 on-the-job training	在职培训	zài zhí péi xùn
 one-way communication	单向沟通	dān xiàng gōu tōng
 opening balance	期初余额	qī chū yú é
 opportunity cost	机会成本	jī huì chéng běn
 organisational chart	组织结构图	zǔ zhī jié gòu tú
 organising	组织	zǔ zhī
 outflows	流出	liú chū
 output	产量	chǎn liàng
 overdraft	透支	tòu zhī
 owners' equity	所有者权益	suǒ yǒu zhě quán yì
 packaging	包装	bāo zhuāng
 partnership	合伙企业	hé huǒ qǐ yè
 penetration pricing	渗透定价	shèn tòu dìng jià
 person specification	人员规格	rén yuán guī gé
 piece rate	计件工资	jì jiàn gōng zī
 place	地点	dì diǎn
 planning	计划	jì huà
 pollution	污染	wū rǎn

English	中文	Pinyin
 pressure group	压力团体	yā lì tuán tǐ
 price	价格	jià gé
 price skimming	撇脂定价	piē zhī dìng jià
 primary research	一手调研	yī shǒu diào yán
 primary sector	第一产业	dì yī chǎn yè
 private limited company	私人有限公司	sī rén yǒu xiàn gōng sī
 private sector	私营部门	sī yíng bù mén
 product	产品	chǎn pǐn
 product life cycle	产品生命周期	chǎn pǐn shēng mìng zhōu qī
 production	生产	shēng chǎn
 productivity	生产率	shēng chǎn lǜ
 profit	利润	lì rùn
 profit for the year	年度利润	nián dù lì rùn
 profit margin	利润率	lì rùn lǜ
 profit sharing	利润分享	lì rùn fēn xiǎng
 profitability	盈利能力	yíng lì néng lì
 promotion	晋升	jìn shēng
 promotion (marketing)	推广	tuī guǎng
 promotional pricing	促销定价	cù xiāo dìng jià
 public corporation	国有企业	guó yǒu qǐ yè
 public limited company	公众有限公司	gōng zhòng yǒu xiàn gōng sī
 public sector	公共部门	gōng gòng bù mén
 quality	质量	zhì liàng
 quality assurance	质量保证	zhì liàng bǎo zhèng

English	中文	Pinyin
 quality control	质量控制	zhì liàng kòng zhì
 questionnaires	问卷	wèn juǎn
 raise finance	筹集资金	chóu jí zī jīn
$\div$ ratios	比率	bǐ lǜ
 raw materials	原材料	yuán cái liào
 receiver	接收者	jiē shōu zhě
 recession	衰退	shuāi tuì
 recovery	复苏	fù sū
 recruitment	招聘	zhāo pìn
 redundancy	裁员	cái yuán
 resources	资源	zī yuán
 retailer	零售商	líng shòu shāng
 retained profit	留存利润	liú cún lì rùn
% return on capital employed	资本回报率	zī běn huí bào lǜ
 revenue	收入	shōu rù
 risk	风险	fēng xiǎn
 salary	薪金	xīn jīn
 sales	销售额	xiāo shòu é
 sales promotion	促销	cù xiāo
 sampling	抽样	chōu yàng
 scarce	稀缺	xī quē
 secondary research	二手调研	èr shǒu diào yán
 secondary sector	第二产业	dì èr chǎn yè
 selection	选拔	xuǎn bá

English	中文	Pinyin
 sender	发送者	fā sòng zhě
 services	服务	fú wù
 shareholders	股东	gǔ dōng
 shares	股份	gǔ fèn
 short-term	短期	duǎn qī
 slump	萧条	xiāo tiáo
 social enterprise	社会企业	shè huì qǐ yè
 social media	社交媒体	shè jiāo méi tǐ
 sole trader	独资企业	dú zī qǐ yè
 span of control	管理幅度	guǎn lǐ fú dù
 stakeholder	利益相关者	lì yì xiāng guān zhě
 stakeholders	利益相关者	lì yì xiāng guān zhě
 start-up	初创企业	chū chuàng qǐ yè
 start-up capital	启动资金	qǐ dòng zī jīn
 statement of financial position	财务状况表	cái wù zhuàng kuàng biǎo
 stock exchange	证券交易所	zhèng quàn jiāo yì suǒ
 subordinates	下属	xià shǔ
 suppliers	供应商	gōng yìng shāng
 survival	生存	shēng cún
 sustainable development	可持续发展	kě chí xù fā zhǎn
 takeover	收购	shōu gòu
 tariffs	关税	guān shuì
 tax	税收	shuì shōu
 taxation	税收	shuì shōu

English	中文	Pinyin
 teamworking	团队合作	tuán duì hé zuò
 technology	技术	jì shù
 tertiary sector	第三产业	dì sān chǎn yè
 tests	测试	cè shì
 time rate	计时工资	jì shí gōng zī
 total cost	总成本	zǒng chéng běn
 trade credit	贸易信贷	mào yì xìn dài
 trade union	工会	gōng huì
 training	培训	péi xùn
 two-way communication	双向沟通	shuāng xiàng gōu tōng
 unemployment	失业	shī yè
 unincorporated	非法人	fēi fǎ rén
 unlimited liability	无限责任	wú xiàn zé rèn
 variable costs	可变成本	kě biàn chéng běn
 vertical integration	纵向一体化	zòng xiàng yī tǐ huà
 wage	工资	gōng zī
 wants	欲望	yù wàng
 wholesaler	批发商	pī fā shāng
 workforce	员工队伍	yuán gōng duì wǔ
 working capital	营运资金	yíng yùn zī jīn