

International Baccalaureate · IB Diploma

· Business Management · SL

Glossary · every term in the course, A–Z

English
above-the-line promotion
<i>/əˈbʌv ðə laɪn prəˈmeɪʃn/</i>
Abraham Maslow
acid test ratio
<i>/ˈæsɪd test ˈreɪʃiəʊ/</i>
acquisition
<i>/əkwiˈzɪʃn/</i>
Ansoff matrix
<i>/ˈænsɒf ˈmeɪtrɪks/</i>
appraisal
<i>/əˈpreɪzl/</i>
assets
<i>/ˈæsets/</i>
autocratic
<i>/ɔːtəʊˈkrætɪk/</i>
autonomy
<i>/ɔːˈtɒnəmi/</i>
average rate of return
<i>/ˈævərɪdʒ reɪt ɒv rɪˈtʃːn/</i>
barriers to communication
batch production
<i>/bætʃ prəˈdʌkʃn/</i>
behavioural training
below-the-line promotion
<i>/bɪˈləʊ ðə laɪn prəˈmeɪʃn/</i>
Boston Consulting Group matrix
brand loyalty
branding
<i>/ˈbrændɪŋ/</i>
break-even
<i>/breɪk ˈiːvən/</i>

English
bureaucracy
<i>/bjʊəˈrɒkrəsi/</i>
business
<i>/ˈbɪznəs/</i>
business angels
business functions
capital employed
<i>/ˈkæpɪtl ɛmˈplɔɪd/</i>
capital expenditure
<i>/ˈkæpɪtl ɛkˈspendɪtʃə/</i>
cash cows
<i>/kæʃ ˈkaʊz/</i>
cash flow
<i>/kæʃ ˈfləʊ/</i>
cash flow forecast
<i>/kæʃ ˈfləʊ ˈfəːkæst/</i>
centralisation
<i>/ˌsentrəlaɪˈzeɪʃn/</i>
chain of command
<i>/tʃeɪn ɒv kəˈmænd/</i>
change
<i>/tʃeɪndʒ/</i>
cognitive training
commission
<i>/kəˈmɪʃn/</i>
communication
<i>/kəˌmjuːnɪˈkeɪʃn/</i>
competence
competitive pricing
<i>/kəmˈpetɪtɪv ˈpraɪsɪŋ/</i>
contribution
<i>/ˌkɒntrɪˈbjʊːʃn/</i>
contribution pricing
convenience sampling
cooperatives

English
corporate social responsibility
 /ˈkɔːpərət ˈsəʊl rɪˌspɒnsəˈbɪlɪti
cost of sales
 /kɒst ɒv seɪlz
cost-plus pricing
 /kɒst plʌs ˈpraɪsɪŋ
creativity
 /kriːˌeɪˈtrɪvɪti
creditors
 /ˈkrɛdɪtəz
crowdfunding
 /ˈkraʊdfʌndɪŋ
current assets
 /ˈkʌrənt ˈæsɛts
current liabilities
 /ˈkʌrənt ˌlaɪəˈbɪlɪtiz
David McClelland
debtors
 /ˈdetəz
decentralisation
 /dɪˌsentrəlaɪˈzeɪʃn
Deci and Ryan
delayering
 /dɪˈleɪərɪŋ
delegation
 /ˌdɛlɪˈɡeɪʃn
democratic
 /ˌdɛməˈkrætɪk
demographic change
demographics
demotivation
direct cost
diseconomies of scale
 /ˌdɪsɪˈkɒnəmɪz ɒv skeɪl

English
dismissal
 /dɪˈsmɪsl
distribution channel
 /ˌdɪstrɪˈbjuːʃn ˈtʃænl
dogs
 /dɒɡz
dynamic pricing
 /daɪˈnæmɪk ˈpraɪsɪŋ
e-commerce
 /iː ˈkɒmɜːs
economies of scale
 /ɪˈkɒnəmɪz ɒv skeɪl
employee share ownership
empowerment
 /emˈpaʊəmənt
entrepreneur
 /ˌɒntrɪprəˈnjʊə
equity
 /ˈekwɪti
ethics
 /ˈeθɪks
extension strategies
 /ekˈstɛnʃn ˈstrætədʒɪz
external economies of scale
 /ekˈstɜːnl ɪˈkɒnəmɪz ɒv skeɪl
external finance
external growth
 /ekˈstɜːnl ɡrəʊθ
external stakeholders
 /ekˈstɜːnl ˈsteɪkhəʊldəz
final accounts
financial economies
financial resources
fixed cost
 /fɪkst kɒst
flexi-time

English
focus groups
/ˈfəʊkəs gruːps/
for-profit social enterprises
formal communication
franchising
/ˈfræntʃaɪzɪŋ/
Frederick Herzberg
Frederick Taylor
fringe payments
functional structure
gig economy
grapevine
/ˈɡreɪpvəɪn/
gross profit
/ɡrəʊs ˈprɒfɪt/
guerrilla marketing
hierarchy of needs
/ˈhaɪəɹɑːki ɒv niːdz/
host country
/həʊst ˈkʌntri/
Human resource management
/ˈhjuːmən rɪˈzɔːs ˈmænɪdʒmənt/
human resources
hygiene factors
/ˈhaɪdʒiːn ˈfæktəz/
income statement
/ˈɪŋkʌm ˈsteɪtmənt/
indirect cost
induction training
/ɪnˈdʌkʃn ˈtreɪnɪŋ/
informal communication

English
inputs
/ˈɪnpʊts/
insourcing
intermediary
internal economies of scale
/ɪnˈtɜːnl ɪˈkɒnəmɪz ɒv skeɪl/
internal finance
internal growth
/ɪnˈtɜːnl grəʊθ/
internal stakeholders
/ɪnˈtɜːnl ˈsteɪkhəʊldəz/
intrapreneur
/ˌɪntrəprəˈnjʊə/
investment appraisal
/ɪnˈvestmənt əˈpreɪzl/
jargon
/ˈdʒɑːɡən/
job description
/dʒɒb dɪˈskrɪpʃn/
job enlargement
/dʒɒb enˈlaːdʒmənt/
job enrichment
/dʒɒb enˈrɪtʃmənt/
job production
/dʒɒb prəˈdʌkʃn/
job rotation
/dʒɒb rəʊˈteɪʃn/
joint venture
/dʒɔɪnt ˈventʃə/
labour mobility
/ˈleɪbə məʊˈbɪlɪti/
labour turnover
/ˈleɪbə ˈtɜːnəʊvə/
laissez-faire
/ˈleɪsez feə/
leadership
/ˈliːdʒɪp/
leasing
/ˈliːsɪŋ/

English
levels of hierarchy
liabilities
/ˌlaɪəˈbɪlɪtɪz/
liability
/ˌlaɪəˈbɪlɪti/
limited liability
/ˈlɪmɪtɪd ˌlaɪəˈbɪlɪti/
liquidity
/lɪˈkwɪdɪti/
liquidity ratios
loan capital
loss leader
management
/ˈmænɪdʒmənt/
managerial economies
margin of safety
/ˈmɑːdʒɪn ɒv ˈseɪfti/
market leader
market orientation
/ˈmɑːkɪt ˌɔːrɪənˈteɪʃn/
market research
/ˈmɑːkɪt rɪˈsɜːtʃ/
market share
/ˈmɑːkɪt ʃeə/
marketing
/ˈmɑːkɪtɪŋ/
marketing economies
marketing mix
/ˈmɑːkɪtɪŋ mɪks/
marketing plan
/ˈmɑːkɪtɪŋ plæn/
mass customisation
/mæs ˌkʌstəmaɪˈzeɪʃn/
mass market
/mæs ˈmɑːkɪt/

English
mass production
matrix structure
/ˈmeɪtrɪks ˈstrʌktʃə/
merger
/ˈmɜːdʒə/
microfinance
/ˌmaɪkrəʊfaɪˈnæns/
migration
/maɪˈɡreɪʃn/
mission statement
/ˈmɪʃn ˈsteɪtmənt/
motivation
/ˌməʊtɪˈveɪʃn/
motivation
/ˌməʊtɪˈveɪʃn/
motivators
/ˈməʊtɪveɪtəz/
multinational company
/ˌmʌltɪˈnæʃənl ˈkʌmpəni/
need for achievement
need for affiliation
need for power
niche market
/niːʃ ˈmɑːkɪt/
non-current assets
/nɒn ˈkʌrənt ˈæsets/
non-governmental organisations
non-profit social enterprises
off-the-job training
/ɒf ðə dʒɒb ˈtreɪnɪŋ/
offshoring
/ˈɒʃəɪŋ/
on-the-job training
/ɒnðə dʒɒb ˈtreɪnɪŋ/
operations management
/ˌɒpəˈreɪʃnz ˈmænɪdʒmənt/

English
operations methods
organisation chart
/ˌɔːɡənaiˈzeɪʃn tʃɑːt/
outputs
/ˈaʊtpʊts/
outsourcing
/aʊtˈsɔːsɪŋ/
overdraft
/ˈəʊvədræft/
overhead
partnership
/ˈpɑːtnəʃɪp/
paternalistic
/pəˈtɜːnəlɪstɪk/
payback period
/ˈpeɪbæk ˈpɪəriəd/
penetration pricing
/ˌpenɪˈtreɪʃn ˈpraɪsɪŋ/
people
performance-related pay
/pəˈfɔːməns rɪˈleɪtɪd peɪ/
person specification
/ˈpɜːsn ˌspesɪfɪˈkeɪʃn/
personal funds
physical evidence
physical resources
piece rate
/piːs reɪt/
place
/pleɪs/
position map
positioning
/pəˈzɪʃənɪŋ/
pressure groups
/ˈpreʃə gruːps/

English
price discrimination
/praɪs dɪˌskrɪmɪˈneɪʃn/
price skimming
/praɪs ˈskɪmɪŋ/
primary research
/ˈpraɪməri rɪˈsɜːtʃ/
primary research
/ˈpraɪməri rɪˈsɜːtʃ/
primary sector
/ˈpraɪməri ˈsektə/
private sector
/ˈpraɪvət ˈsektə/
privately held company
processes
/ˈprəʊsesɪz/
product life cycle
/ˈprɒdʌkt laɪf ˈsaɪkl/
product orientation
product portfolio
/ˈprɒdʌkt pɔːtˈfəʊliəʊ/
product-based structure
profit
/ˈprɒfɪt/
profit-related pay
profitability ratios
promotional mix
psychographics
psychological pricing
/saɪkəˈlɒdʒɪkl ˈpraɪsɪŋ/
public relations
public sector
/ˈpʌblɪk ˈsektə/
publicly held company
/ˈpʌblɪkli held ˈkʌmpəni/

English
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div></div> <div>purchasing economies</div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div></div> <div>purpose</div> <div><div><div></div></div><div><div>/ˈpɜːpəs/</div></div></div>

English
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div></div> <div>sampling error</div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div></div> <div>scientific management</div> <div><div><div></div></div><div><div>/saɪənˈtɪfɪk ˈmænɪdʒmənt/</div></div></div>

English
<div>statement of financial position</div> <div> /ˈsteɪtmənt ɒv faɪˈnænsjəl pəˈzɪʃn/</div> <div>strategic alliance</div>
<div>strategic objectives</div>
<div>stratified sampling</div> <div> /ˈstrætɪfaɪd ˈsæmplɪŋ/</div> <div>surplus</div> <div> /ˈsɜːpləs/</div> <div>surveys</div> <div> /ˈsɜːveɪz/</div> <div>sustainability</div> <div> /səˌsteɪnəˈbɪləti/</div> <div>tactical objectives</div>
<div>takeover</div> <div> /ˈteɪkəʊvə/</div> <div>target profit</div>
<div>targeting</div>
<div>teamwork</div>
<div>technical economies</div>
<div>teleworking</div>
<div>tertiary sector</div> <div> /ˈtɜːʃjəri ˈsektə/</div> <div>total revenue</div> <div> /ˈtəʊtl ˈrevənjuː/</div> <div>trade credit</div> <div> /treɪd ˈkredit/</div> <div>training</div> <div> /ˈtreɪnɪŋ/</div> <div>unique selling point</div>
<div>unlimited liability</div> <div> /ʌnˈlɪmɪtɪd ˌlaɪəˈbɪləti/</div> <div>value added</div> <div> /ˈvæljuː ˈædɪd/</div>

English
<div>variable cost</div> <div> /ˈveəriəbl kɒst/</div> <div>vision statement</div>
<div>wages</div> <div> /ˈweɪdʒɪz/</div> <div>workforce planning</div> <div> /ˈwɜːkfɔːs ˈplænɪŋ/</div> <div>working capital</div> <div> /ˈwɜːkɪŋ ˈkæpɪtl/</div> <div>working capital cycle</div>