T1 change	T1 creativity	T1 ethics
T1 sustainability	T1 business	T1 human resources
T1 physical resources	T1 financial resources	T1 business functions

T1

伦理

lún lǐ

T1

创造力

chuàng zào lì

T1

变革

biàn gé

T1

人力资源

rén lì zī yuán

T1

企业

qǐ yè

T1

可持续性

kě chí xù xìng

T1

业务职能

yè wù zhí néng

T1

财务资源

cái wù zī yuán

T1

实物资源

shí wù zī yuán

T1 sectors	T1 primary sector	T1 secondary sector
T1 tertiary sector	T1 quaternary sector	T1 sectoral change
T1 entrepreneur	T1 intrapreneur	T1 private sector

T1

第二产业

dì èr chǎn yè

T1

第一产业

dì yī chǎn yè

T1

产业部门

chǎn yè bù mén

T1

产业结构变化

chǎn yè jié gòu biàn huà

T1

第四产业

dì sì chǎn yè

T1

第三产业

dì sān chǎn yè

T1

私营部门

sī yíng bù mén

T1

内部创业者

nèi bù chuàng yè zhě

T1

企业家

qǐ yè jiā

T1 public sector	T1 liability	T1 unlimited liability
T1 limited liability	T1 sole trader	T1 partnership
T1 privately held company	T1 publicly held company	T1 social enterprise

T1

无限责任

wú xiàn zé rèn

T1

责任

zé rèn

T1

公共部门

gōng gòng bù mén

T1

合伙企业

hé huǒ qǐ yè

T1

个体经营者

gè tǐ jīng yíng zhě

T1

有限责任

yǒu xiàn zé rèn

T1

社会企业

shè huì qǐ yè

T1

上市公司

shàng shì gōng sī

T1

私人控股公司

sī rén kòng gǔ gōng sī

T1 surplus	T1 for-profit social enterprises	T1 cooperatives
T1 non-profit social enterprises	T1 non-governmental organisations	T1 vision statement
T1 mission statement	T1 strategic objectives	T1 tactical objectives

T1

合作社

hé zuò shè

T1

营利性社会企业

yíng lì xìng shè huì qǐ yè

T1

盈余

yíng yú

T1

愿景宣言

yuàn jǐng xuān yán

T1

非政府组织

fēi zhèng fǔ zǔ zhī

T1

非营利性社会企业

fēi yíng lì xìng shè huì qǐ yè

T1

战术目标

zhàn shù mù biāo

T1

战略目标

zhàn lüè mù biāo

T1

使命宣言

shǐ mìng xuān yán

T1 corporate social responsibility	T1 stakeholder	T1 internal stakeholders
T1 external stakeholders	T1 pressure groups	T1 stakeholder conflict
T1 economies of scale	T1 internal economies of scale	T1 purchasing economies

T1

内部利益相关者

nèi bù lì yì xiāng guān zhě

T1

利益相关者

lì yì xiāng guān zhě

T1

企业社会责任

qǐ yè shè huì zé rèn

T1

利益相关者冲突

lì yì xiāng guān zhě chōng tū

T1

压力集团

yā lì jí tuán

T1

外部利益相关者

wài bù lì yì xiāng guān zhě

T1

采购经济

cǎi gòu jīng jì

T1

内部规模经济

nèi bù guī mó jīng jì

T1

规模经济

guī mó jīng jì

T1 technical economies	T1 managerial economies	T1 financial economies
T1 marketing economies	T1 external economies of scale	T1 diseconomies of scale
T1 internal growth	T1 external growth	T1 merger

T1

财务经济

cái wù jīng jì

T1

管理经济

guǎn lǐ jīng jì

T1

技术经济

jì shù jīng jì

T1

规模不经济

guī mó bù jīng jì

T1

外部规模经济

wài bù guī mó jīng jì

T1

营销经济

yíng xiāo jīng jì

T1

合并

hé bìng

T1

外部增长

wài bù zēng zhǎng

T1

内部增长

nèi bù zēng zhǎng

T1 acquisition	T1 takeover	T1 joint venture
T1 strategic alliance	T1 franchising	T1 multinational company
T1 host country	T2 Human resource management	T2 workforce planning

T1

合资企业

hé zī qǐ yè

T1

接管

jiē guǎn

T1

收购

shōu gòu

T1

跨国公司

kuà guó gōng sī

T1

特许经营

tè xǔ jīng yíng

T1

战略联盟

zhàn lüè lián méng

T2

劳动力规划

láo dòng lì guī huà

T2

人力资源管理

rén lì zī yuán guǎn lǐ

T1

东道国

dōng dào guó

T2 labour turnover	T2 demographic change	T2 labour mobility
T2 migration	T2 flexi-time	T2 teleworking
T2 gig economy	T2 recruitment	T2 job description

T2

劳动力流动性

láo dòng lì liú dòng xìng

T2

人口结构变化

rén kǒu jié gòu biàn huà

T2

员工流动率

yuán gōng liú dòng lǜ

T2

远程办公

yuǎn chéng bàn gōng

T2

弹性工作制

tán xìng gōng zuò zhì

T2

移民

yí mín

T2

职位描述

zhí wèi miáo shù

T2

招聘

zhāo pìn

T2

零工经济

líng gōng jīng jì

T2 person specification	T2 training	T2 induction training
T2 on-the-job training	T2 off-the-job training	T2 cognitive training
T2 behavioural training	T2 appraisal	T2 dismissal

T2

入职培训

rù zhí péi xùn

T2

培训

péi xùn

T2

人员规格

rén yuán guī gé

T2

认知培训

rèn zhī péi xùn

T2

脱产培训

tuō chǎn péi xùn

T2

在职培训

zài zhí péi xùn

T2

解雇

jiě gù

T2

绩效评估

jì xiào píng gū

T2

行为培训

xíng wéi péi xùn

T2 redundancy	T2 span of control	T2 levels of hierarchy
T2 chain of command	T2 delegation	T2 centralisation
T2 decentralisation	T2 bureaucracy	T2 delayering

T2

层级

céng jí

T2

管理幅度

guǎn lǐ fú dù

T2

裁员

cái yuán

T2

集权

jí quán

T2

授权

shòu quán

T2

指挥链

zhǐ huī liàn

T2

减少层级

jiǎn shǎo céng jí

T2

官僚制度

guān liáo zhì dù

T2

分权

fēn quán

T2 organisation chart	T2 functional structure	T2 product-based structure
T2 regional structure	T2 matrix structure	T2 management
T2 leadership	T2 autocratic	T2 paternalistic

T2

产品型结构

chǎn pǐn xíng jié gòu

T2

职能型结构

zhí néng xíng jié gòu

T2

组织结构图

zǔ zhī jié gòu tú

T2

管理

guǎn lǐ

T2

矩阵结构

jǔ zhèn jié gòu

T2

地区型结构

dì qū xíng jié gòu

T2

家长型

jiā zhǎng xíng

T2

专制型

zhuān zhì xíng

T2

领导力

lǐng dǎo lì

T2 democratic	T2 laissez-faire	T2 situational
T2 motivation	T2 demotivation	T2 Frederick Taylor
T2 scientific management	T2 piece rate	T2 Abraham Maslow

T2

情境型

qíng jìng xíng

T2

放任型

fàng rèn xíng

T2

民主型

mín zhǔ xíng

T2

泰勒

tài lēi

T2

积极性下降

jī jí xìng xià jiàng

T2

激励

jī lì

T2

马斯洛

mǎ sī luò

T2

计件工资

jì jiàn gōng zī

T2

科学管理

kē xué guǎn lǐ

T2 hierarchy of needs	T2 self-actualisation	T2 Frederick Herzberg
T2 hygiene factors	T2 motivators	T2 David McClelland
T2 need for achievement	T2 need for affiliation	T2 need for power

T2

赫茨伯格

hè cí bó gé

T2

自我实现

zì wǒ shí xiàn

T2

需求层次

xū qiú céng cì

T2

麦克利兰

mài kè lì lán

T2

激励因素

jī lì yīn sù

T2

保健因素

bǎo jiàn yīn sù

T2

权力需要

quán lì xū yào

T2

亲和需要

qīn hé xū yào

T2

成就需要

chéng jiù xū yào

T2 Deci and Ryan	T2 self-determination theory	T2 autonomy
T2 competence	T2 relatedness	T2 salary
T2 job enrichment	T2 wages	T2 job rotation

T2

自主

zì zhǔ

T2

自我决定理论

zì wǒ jué dìng lǐ lùn

T2

德西和瑞安

dé xī hé ruì ān

T2

薪水

xīn shuǐ

T2

关联

guān lián

T2

胜任

shèng rèn

T2

工作轮换

gōng zuò lún huàn

T2

工资

gōng zī

T2

工作丰富化

gōng zuò fēng fù huà

T2 commission	T2 job enlargement	T2 profit-related pay
T2 empowerment	T2 performance-related pay	T2 purpose
T2 employee share ownership	T2 teamwork	T2 fringe payments

T2

利润分享

lì rùn fēn xiǎng

T2

工作扩大化

gōng zuò kuò dà huà

T2

佣金

yòng jīn

T2

使命感

shǐ mìng gǎn

T2

绩效工资

jì xiào gōng zī

T2

授权赋能

shòu quán fù néng

T2

附加福利

fù jiā fú lì

T2

团队合作

tuán duì hé zuò

T2

员工持股

yuán gōng chí gǔ

T2 communication	T2 formal communication	T2 informal communication
T2 grapevine	T2 barriers to communication	T2 jargon
T3 capital expenditure	T3 non-current assets	T3 revenue expenditure

T2

非正式沟通

fēi zhèng shì gōu tōng

T2

正式沟通

zhèng shì gōu tōng

T2

沟通

gōu tōng

T2

行话

háng huà

T2

沟通障碍

gōu tōng zhàng ài

T2

小道消息

xiǎo dào xiāo xī

T3

收益支出

shōu yì zhī chū

T3

非流动资产

fēi liú dòng zī chǎn

T3

资本支出

zī běn zhī chū

T3 internal finance	T3 personal funds	T3 retained profit
T3 sale of assets	T3 external finance	T3 share capital
T3 loan capital	T3 overdraft	T3 trade credit

T3

留存利润

liú cún lì rùn

T3

个人资金

gè rén zī jīn

T3

内部融资

nèi bù róng zī

T3

股本

gǔ běn

T3

外部融资

wài bù róng zī

T3

出售资产

chū shòu zī chǎn

T3

商业信用

shāng yè xìn yòng

T3

透支

tòu zhī

T3

贷款资本

dài kuǎn zī běn

T3 crowdfunding	T3 leasing	T3 microfinance
T3 business angels	T3 fixed cost	T3 variable cost
T3 semi-variable cost	T3 direct cost	T3 indirect cost

T3

小额信贷

xiǎo é xìn dài

T3

租赁

zū lìn

T3

众筹

zhòng chóu

T3

可变成本

kě biàn chéng běn

T3

固定成本

gù dìng chéng běn

T3

天使投资人

tiān shǐ tóu zī rén

T3

间接成本

jiàn jiē chéng běn

T3

直接成本

zhí jiē chéng běn

T3

半可变成本

bàn kě biàn chéng běn

T3 overhead	T3 total revenue	T3 revenue streams
T3 final accounts	T3 income statement	T3 gross profit
T3 cost of sales	T3 statement of financial position	T3 assets

T3

收入来源

shōu rù lái yuán

T3

总收入

zǒng shōu rù

T3

管理费用

guǎn lǐ fèi yòng

T3

毛利

máo lì

T3

损益表

sǔn yì biǎo

T3

财务报表

cái wù bào biǎo

T3

资产

zī chǎn

T3

资产负债表

zī chǎn fù zhài biǎo

T3

销售成本

xiāo shòu chéng běn

T3 liabilities	T3 equity	T3 current assets
T3 debtors	T3 current liabilities	T3 creditors
T3 ratio analysis	T3 profitability ratios	T3 capital employed

T3

流动资产

liú dòng zī chǎn

T3

所有者权益

suǒ yǒu zhě quán yì

T3

负债

fù zhài

T3

应付账款

yìng fù zhàng kuǎn

T3

流动负债

liú dòng fù zhài

T3

应收账款

yīng shōu zhàng kuǎn

T3

运用资本

yùn yòng zī běn

T3

盈利能力比率

yíng lì néng lì bǐ lǜ

T3

比率分析

bǐ lǜ fēn xī

T3 return on capital employed	T3 liquidity ratios	T3 acid test ratio
T3 profit	T3 cash flow	T3 working capital cycle
T3 cash flow forecast	T3 investment appraisal	T3 payback period

T3

速动比率

sù dòng bǐ lǜ

T3

流动性比率

liú dòng xìng bǐ lǜ

T3

资本回报率

zī běn huí bào lǜ

T3

营运资本周期

yíng yùn zī běn zhōu qī

T3

现金流

xiàn jīn liú

T3

利润

lì rùn

T3

投资回收期

tóu zī huí shōu qī

T3

投资评估

tóu zī píng gū

T3

现金流量预测

xiàn jīn liú liàng yù cè

T3 average rate of return	T3 working capital	T4 marketing
T4 market orientation	T4 product orientation	T4 market share
T4 market leader	T4 marketing plan	T4 segmentation

T4

营销

yíng xiāo

T3

营运资本

yíng yùn zī běn

T3

平均收益率

píng jūn shōu yì lǜ

T4

市场份额

shì chǎng fèn é

T4

产品导向

chǎn pǐn dǎo xiàng

T4

市场导向

shì chǎng dǎo xiàng

T4

市场细分

shì chǎng xì fēn

T4

营销计划

yíng xiāo jì huà

T4

市场领导者

shì chǎng lǐng dǎo zhě

T4 demographics	T4 psychographics	T4 targeting
T4 niche market	T4 mass market	T4 positioning
T4 position map	T4 unique selling point	T4 Ansoff matrix

T4

目标市场选择

mù biāo shì chǎng xuǎn zé

T4

消费心理特征

xiāo fèi xīn lǐ tè zhēng

T4

人口统计特征

rén kǒu tǒng jì tè zhēng

T4

市场定位

shì chǎng dìng wèi

T4

大众市场

dà zhòng shì chǎng

T4

利基市场

lì jī shì chǎng

T4

安索夫矩阵

ān suǒ fū jǔ zhèn

T4

独特卖点

dú tè mài diǎn

T4

定位图

dìng wèi tú

T4 market research	T4 primary research	T4 surveys
T4 focus groups	T4 secondary research	T4 quantitative data
T4 qualitative data	T4 sample	T4 random sampling

T4

问卷调查

wèn juǎn diào chá

T4

一手调研

yī shǒu diào yán

T4

市场调研

shì chǎng diào yán

T4

定量数据

dìng liàng shù jù

T4

二手调研

èr shǒu diào yán

T4

焦点小组

jiāo diǎn xiǎo zǔ

T4

随机抽样

suí jī chōu yàng

T4

样本

yàng běn

T4

定性数据

dìng xìng shù jù

T4 stratified sampling	T4 quota sampling	T4 convenience sampling
T4 snowballing	T4 sampling error	T4 marketing mix
T4 product life cycle	T4 extension strategies	T4 Boston Consulting Group matrix

T4

便利抽样

biàn lì chōu yàng

T4

配额抽样

pèi é chōu yàng

T4

分层抽样

fēn céng chōu yàng

T4

营销组合

yíng xiāo zǔ hé

T4

抽样误差

chōu yàng wù chā

T4

滚雪球抽样

gǔn xuě qiú chōu yàng

T4

波士顿矩阵

bō shì dùn jǔ zhèn

T4

延伸策略

yán shēn cè lüè

T4

产品生命周期

chǎn pǐn shēng mìng zhōu qī

T4 product portfolio	T4 stars	T4 cash cows
T4 question marks	T4 dogs	T4 branding
T4 brand loyalty	T4 cost-plus pricing	T4 penetration pricing

T4

现金牛

xiàn jīn niú

T4

明星产品

míng xīng chǎn pǐn

T4

产品组合

chǎn pǐn zǔ hé

T4

品牌建设

pǐn pái jiàn shè

T4

瘦狗产品

shòu gǒu chǎn pǐn

T4

问题产品

wèn tí chǎn pǐn

T4

渗透定价

shèn tòu dìng jià

T4

成本加成定价

chéng běn jiā chéng dìng jià

T4

品牌忠诚度

pǐn pái zhōng chéng dù

T4 price skimming	T4 psychological pricing	T4 loss leader
T4 price discrimination	T4 dynamic pricing	T4 competitive pricing
T4 contribution pricing	T4 above-the-line promotion	T4 below-the-line promotion

T4

招徕定价

zhāo lái dìng jià

T4

心理定价

xīn lǐ dìng jià

T4

撇脂定价

piē zhī dìng jià

T4

竞争定价

jìng zhēng dìng jià

T4

动态定价

dòng tài dìng jià

T4

价格歧视

jià gé qí shì

T4

线下促销

xiàn xià cù xiāo

T4

线上促销

xiàn shàng cù xiāo

T4

贡献定价

gòng xiàn dìng jià

T4 public relations	T4 social media marketing	T4 guerrilla marketing
T4 promotional mix	T4 place	T4 distribution channel
T4 intermediary	T4 e-commerce	T4 people

T4

游击营销

yóu jī yíng xiāo

T4

社交媒体营销

shè jiāo méi tǐ yíng xiāo

T4

公共关系

gōng gòng guān xì

T4

分销渠道

fēn xiāo qú dào

T4

渠道

qú dào

T4

促销组合

cù xiāo zǔ hé

T4

人员

rén yuán

T4

电子商务

diàn zi shāng wù

T4

中间商

zhōng jiān shāng

T4 processes	T4 physical evidence	T5 operations management
T5 inputs	T5 outputs	T5 value added
T5 operations methods	T5 job production	T5 batch production

T5

运营管理

yùn yíng guǎn lǐ

T4

有形展示

yǒu xíng zhǎn shì

T4

流程

liú chéng

T5

附加值

fù jiā zhí

T5

产出

chǎn chū

T5

投入

tóu rù

T5

批量生产

pī liàng shēng chǎn

T5

单件生产

dān jiàn shēng chǎn

T5

生产方法

shēng chǎn fāng fǎ

T5 mass production	T5 mass customisation	T5 outsourcing
T5 offshoring	T5 insourcing	T5 reshoring
T5 contribution	T5 break-even	T5 margin of safety

T5

外包

wài bāo

T5

大规模定制

dà guī mó dìng zhì

T5

大规模生产

dà guī mó shēng chǎn

T5

回流

huí liú

T5

内包

nèi bāo

T5

离岸外包

lí àn wài bāo

T5

安全边际

ān quán biān jì

T5

盈亏平衡

yíng kuī píng héng

T5

边际贡献

biān jì gòng xiàn

T5 target profit		

		T5 目标利润 mù biāo lì rùn