

T1 business	T1 goods	T1 services
T1 customers	T1 resources	T1 needs
T1 wants	T1 factors of production	T1 land

T1 服务 fú wù	T1 商品 shāng pǐn	T1 企业 qǐ yè
T1 需要 xū yào	T1 资源 zī yuán	T1 顾客 gù kè
T1 土地 tǔ dì	T1 生产要素 shēng chǎn yào sù	T1 欲望 yù wàng

T1 labour	T1 capital	T1 enterprise
T1 scarce	T1 economic problem	T1 opportunity cost
T1 added value	T1 raw materials	T1 brand

T1 企业家才能 qǐ yè jiā cái néng	T1 资本 zī běn	T1 劳动力 láo dòng lì
T1 机会成本 jī huì chéng běn	T1 经济问题 jīng jì wèn tí	T1 稀缺 xī quē
T1 品牌 pǐn pái	T1 原材料 yuán cái liào	T1 增值 zēng zhí

T1 management	T1 finance	T1 competition
T1 primary sector	T1 manufacturing	T1 secondary sector
T1 tertiary sector	T1 developing economy	T1 developed economy

T1 竞争 jìng zhēng	T1 资金 zī jīn	T1 管理 guǎn lǐ
T1 第二产业 dì èr chǎn yè	T1 制造业 zhì zào yè	T1 第一产业 dì yī chǎn yè
T1 发达经济体 fā dá jīng jì tǐ	T1 发展中经济体 fā zhǎn zhōng jīng jì tǐ	T1 第三产业 dì sān chǎn yè

T1 de-industrialisation	T1 private sector	T1 profit
T1 public sector	T1 entrepreneur	T1 risk
T1 innovative	T1 business plan	T1 market

T1 利润 lì rùn	T1 私营部门 sī yíng bù mén	T1 去工业化 qù gōng yè huà
T1 风险 fēng xiǎn	T1 企业家 qǐ yè jiā	T1 公共部门 gōng gòng bù mén
T1 市场 shì chǎng	T1 商业计划书 shāng yè jì huà shū	T1 创新 chuàng xīn

T1 raise finance	T1 start-up	T1 grants
T1 loans	T1 employees	T1 output
T1 revenue	T1 capital employed	T1 growth

T1 补助金 bǔ zhù jīn	T1 初创企业 chū chuàng qǐ yè	T1 筹集资金 chóu jí zī jīn
T1 产量 chǎn liàng	T1 员工 yuán gōng	T1 贷款 dài kuǎn
T1 增长 zēng zhǎng	T1 所用资本 suǒ yòng zī běn	T1 收入 shōu rù

T1 internal growth	T1 external growth	T1 merger
T1 takeover	T1 horizontal integration	T1 vertical integration
T1 conglomerate integration	T1 economies of scale	T1 marketing

T1 合并 hé bìng	T1 外部增长 wài bù zēng zhǎng	T1 内部增长 nèi bù zēng zhǎng
T1 纵向一体化 zòng xiàng yī tǐ huà	T1 横向一体化 héng xiàng yī tǐ huà	T1 收购 shōu gòu
T1 营销 yíng xiāo	T1 规模经济 guī mó jīng jì	T1 混合一体化 hùn hé yī tǐ huà

T1 advertising	T1 diseconomies of scale	T1 communication
T1 liability	T1 debts	T1 unlimited liability
T1 limited liability	T1 incorporated	T1 unincorporated

T1 沟通 gōu tōng	T1 规模不经济 guī mó bù jīng jì	T1 广告 guǎng gào
T1 无限责任 wú xiàn zé rèn	T1 债务 zhài wù	T1 责任 zé rèn
T1 非法人 fēi fǎ rén	T1 法人 fǎ rén	T1 有限责任 yǒu xiàn zé rèn

T1 sole trader	T1 partnership	T1 private limited company
T1 shareholders	T1 public limited company	T1 shares
T1 stock exchange	T1 dividend	T1 franchise

T1 私人有限公司 sī rén yǒu xiàn gōng sī	T1 合伙企业 hé huǒ qǐ yè	T1 独资企业 dú zī qǐ yè
T1 股份 gǔ fèn	T1 公众有限公司 gōng zhòng yǒu xiàn gōng sī	T1 股东 gǔ dōng
T1 特许经营 tè xǔ jīng yíng	T1 股息 gǔ xī	T1 证券交易所 zhèng quàn jiāo yì suǒ

T1 franchisee	T1 franchisor	T1 joint venture
T1 social enterprise	T1 public corporation	T1 objective
T1 survival	T1 market share	T1 customer service

T1 合资企业 hé zī qǐ yè	T1 授权商 shòu quán shāng	T1 加盟商 jiā méng shāng
T1 目标 mù biāo	T1 国有企业 guó yǒu qǐ yè	T1 社会企业 shè huì qǐ yè
T1 顾客服务 gù kè fú wù	T1 市场份额 shì chǎng fèn é	T1 生存 shēng cún

T1 environment	T1 stakeholder	T1 suppliers
T1 tax	T1 local community	T1 conflict
T1 pollution	T2 motivation	T2 workforce

T1 供应商 gōng yìng shāng	T1 利益相关者 lì yì xiāng guān zhě	T1 环境 huán jìng
T1 冲突 chōng tū	T1 当地社区 dāng dì shè qū	T1 税收 shuì shōu
T2 员工队伍 yuán gōng duì wǔ	T2 激励 jī lì	T1 污染 wū rǎn

T2 employees	T2 productivity	T2 absenteeism
T2 labour turnover	T2 hierarchy of needs	T2 hygiene factors
T2 motivators	T2 wage	T2 time rate

T2 缺勤 quē qín	T2 生产率 shēng chǎn lǜ	T2 员工 yuán gōng
T2 保健因素 bǎo jiàn yīn sù	T2 需求层次 xū qiú céng cì	T2 员工流动率 yuán gōng liú dòng lǜ
T2 计时工资 jì shí gōng zī	T2 工资 gōng zī	T2 激励因素 jī lì yīn sù

T2 piece rate	T2 salary	T2 commission
T2 bonus	T2 profit sharing	T2 fringe benefits
T2 job rotation	T2 job enlargement	T2 job enrichment

T2 佣金 yòng jīn	T2 薪金 xīn jīn	T2 计件工资 jì jiàn gōng zī
T2 额外福利 é wài fú lì	T2 利润分享 lì rùn fēn xiǎng	T2 奖金 jiǎng jīn
T2 工作丰富化 gōng zuò fēng fù huà	T2 工作扩大化 gōng zuò kuò dà huà	T2 工作轮换 gōng zuò lún huàn

T2 autonomy	T2 teamworking	T2 training
T2 promotion	T2 organisational chart	T2 hierarchy
T2 chain of command	T2 span of control	T2 subordinates

T2 培训 péi xùn	T2 团队合作 tuán duì hé zuò	T2 自主权 zì zhǔ quán
T2 层级 céng jí	T2 组织结构图 zǔ zhī jié gòu tú	T2 晋升 jìn shēng
T2 下属 xià shǔ	T2 管理幅度 guǎn lǐ fú dù	T2 指挥链 zhǐ huī liàn

T2 delayering	T2 management	T2 planning
T2 organising	T2 coordinating	T2 commanding
T2 controlling	T2 leadership style	T2 autocratic

T2 计划 jì huà	T2 管理 guǎn lǐ	T2 扁平化 biǎn píng huà
T2 指挥 zhǐ huī	T2 协调 xié tiáo	T2 组织 zǔ zhī
T2 专制型 zhuān zhì xíng	T2 领导风格 lǐng dǎo fēng gé	T2 控制 kòng zhì

T2 democratic	T2 laissez-faire	T2 trade union
T2 recruitment	T2 selection	T2 job analysis
T2 job description	T2 person specification	T2 internal recruitment

T2 工会 gōng huì	T2 放任型 fàng rèn xíng	T2 民主型 mín zhǔ xíng
T2 工作分析 gōng zuò fēn xī	T2 选拔 xuǎn bá	T2 招聘 zhāo pìn
T2 内部招聘 nèi bù zhāo pìn	T2 人员规格 rén yuán guī gé	T2 工作描述 gōng zuò miáo shù

T2 external recruitment	T2 application form	T2 CV
T2 interview	T2 tests	T2 induction training
T2 on-the-job training	T2 off-the-job training	T2 redundancy

T2 简历 jiǎn lì	T2 申请表 shēn qǐng biǎo	T2 外部招聘 wài bù zhāo pìn
T2 入职培训 rù zhí péi xùn	T2 测试 cè shì	T2 面试 miàn shì
T2 裁员 cái yuán	T2 脱产培训 tuō chǎn péi xùn	T2 在职培训 zài zhí péi xùn

T2 dismissal	T2 employment laws	T2 contract of employment
T2 communication	T2 sender	T2 message
T2 medium	T2 receiver	T2 feedback

T2 雇佣合同 gù yōng hé tóng	T2 劳动法 láo dòng fǎ	T2 解雇 jiě gù
T2 信息 xìn xī	T2 发送者 fā sòng zhě	T2 沟通 gōu tōng
T2 反馈 fǎn kuì	T2 接收者 jiē shōu zhě	T2 媒介 méi jiè

T2 one-way communication	T2 two-way communication	T2 internal communication
T2 external communication	T2 customers	T2 suppliers
T2 communication barrier	T3 marketing	T3 customers

T2 内部沟通 nèi bù gōu tōng	T2 双向沟通 shuāng xiàng gōu tōng	T2 单向沟通 dān xiàng gōu tōng
T2 供应商 gōng yìng shāng	T2 顾客 gù kè	T2 外部沟通 wài bù gōu tōng
T3 顾客 gù kè	T3 营销 yíng xiāo	T2 沟通障碍 gōu tōng zhàng ài

T3 sales	T3 market share	T3 customer loyalty
T3 advertising	T3 market	T3 niche market
T3 mass market	T3 market segmentation	T3 market research

T3 顾客忠诚度 gù kè zhōng chéng dù	T3 市场份额 shì chǎng fèn é	T3 销售额 xiāo shòu é
T3 利基市场 lì jī shì chǎng	T3 市场 shì chǎng	T3 广告 guǎng gào
T3 市场调研 shì chǎng diào yán	T3 市场细分 shì chǎng xì fēn	T3 大众市场 dà zhòng shì chǎng

T3 primary research	T3 questionnaires	T3 secondary research
T3 sampling	T3 data	T3 marketing mix
T3 product	T3 product life cycle	T3 extension strategy

T3 二手调研 èr shǒu diào yán	T3 问卷 wèn juǎn	T3 一手调研 yī shǒu diào yán
T3 营销组合 yíng xiāo zǔ hé	T3 数据 shù jù	T3 抽样 chōu yàng
T3 延长策略 yán cháng cè lüè	T3 产品生命周期 chǎn pǐn shēng mìng zhōu qī	T3 产品 chǎn pǐn

T3 brand	T3 packaging	T3 price
T3 cost-plus pricing	T3 penetration pricing	T3 price skimming
T3 competitive pricing	T3 promotional pricing	T3 dynamic pricing

T3 价格 jià gé	T3 包装 bāo zhuāng	T3 品牌 pǐn pái
T3 撇脂定价 piē zhī dìng jià	T3 渗透定价 shèn tòu dìng jià	T3 成本加成定价 chéng běn jiā chéng dìng jià
T3 动态定价 dòng tài dìng jià	T3 促销定价 cù xiāo dìng jià	T3 竞争定价 jìng zhēng dìng jià

T3 place	T3 channel of distribution	T3 wholesaler
T3 retailer	T3 direct selling	T3 e-commerce
T3 promotion (marketing)	T3 sales promotion	T3 internet

T3 批发商 pī fā shāng	T3 分销渠道 fēn xiāo qú dào	T3 地点 dì diǎn
T3 电子商务 diàn zǐ shāng wù	T3 直销 zhí xiāo	T3 零售商 líng shòu shāng
T3 互联网 hù lián wǎng	T3 促销 cù xiāo	T3 推广 tuī guǎng

T3 social media	T3 marketing strategy	T3 objectives
T3 legal controls	T3 consumer protection	T3 misleading
T3 international market	T3 tariffs	T3 competition

T3 目标 mù biāo	T3 营销策略 yíng xiāo cè lüè	T3 社交媒体 shè jiāo méi tǐ
T3 误导 wù dǎo	T3 消费者保护 xiāo fèi zhě bǎo hù	T3 法律管制 fǎ lǜ guǎn zhì
T3 竞争 jìng zhēng	T3 关税 guān shuì	T3 国际市场 guó jì shì chǎng

T4 production	T4 labour	T4 services
T4 job production	T4 batch production	T4 flow production
T4 productivity	T4 technology	T4 motivation

T4 服务 fú wù	T4 劳动力 láo dòng lì	T4 生产 shēng chǎn
T4 流水线生产 liú shuǐ xiàn shēng chǎn	T4 批量生产 pī liàng shēng chǎn	T4 单件生产 dān jiàn shēng chǎn
T4 激励 jī lì	T4 技术 jì shù	T4 生产率 shēng chǎn lǜ

T4 lean production	T4 just-in-time	T4 inventory
T4 automation	T4 cost	T4 fixed costs
T4 variable costs	T4 output	T4 total cost

T4 库存 kù cún	T4 准时制 zhǔn shí zhì	T4 精益生产 jīng yì shēng chǎn
T4 固定成本 gù dìng chéng běn	T4 成本 chéng běn	T4 自动化 zì dòng huà
T4 总成本 zǒng chéng běn	T4 产量 chǎn liàng	T4 可变成本 kě biàn chéng běn

T4 average cost	T4 revenue	T4 profit
T4 break-even	T4 contribution	T4 break-even chart
T4 break-even point	T4 margin of safety	T4 quality

T4 利润 lì rùn	T4 收入 shōu rù	T4 平均成本 píng jūn chéng běn
T4 盈亏平衡图 yíng kuī píng héng tú	T4 贡献 gòng xiàn	T4 盈亏平衡 yíng kuī píng héng
T4 质量 zhì liàng	T4 安全边际 ān quán biān jì	T4 盈亏平衡点 yíng kuī píng héng diǎn

T4 customers	T4 brand	T4 customer loyalty
T4 quality control	T4 quality assurance	T4 manufacturing
T4 raw materials	T4 market	T4 tariffs

T4 顾客忠诚度 gù kè zhōng chéng dù	T4 品牌 pǐn pái	T4 顾客 gù kè
T4 制造业 zhì zào yè	T4 质量保证 zhì liàng bǎo zhèng	T4 质量控制 zhì liàng kòng zhì
T4 关税 guān shuì	T4 市场 shì chǎng	T4 原材料 yuán cái liào

T4 legal controls	T5 finance	T5 start-up capital
T5 expansion	T5 working capital	T5 cash-flow
T5 short-term	T5 long-term	T5 retained profit

T5 启动资金 qǐ dòng zī jīn	T5 资金 zī jīn	T4 法律管制 fǎ lǚ guǎn zhì
T5 现金流 xiàn jīn liú	T5 营运资金 yíng yùn zī jīn	T5 扩张 kuò zhāng
T5 留存利润 liú cún lì rùn	T5 长期 cháng qī	T5 短期 duǎn qī

T5 assets	T5 loan	T5 interest
T5 overdraft	T5 shares	T5 debentures
T5 leasing	T5 hire purchase	T5 trade credit

T5 利息 lì xī	T5 贷款 dài kuǎn	T5 资产 zī chǎn
T5 债券 zhài quàn	T5 股份 gǔ fèn	T5 透支 tòu zhī
T5 贸易信贷 mào yì xìn dài	T5 分期付款 fēn qī fù kuǎn	T5 租赁 zū lìn

T5 microfinance	T5 crowdfunding	T5 grants
T5 cash	T5 profit	T5 revenue
T5 cash-flow forecast	T5 inflows	T5 outflows

T5 补助金 bǔ zhù jīn	T5 众筹 zhòng chóu	T5 小额信贷 xiǎo é xìn dài
T5 收入 shōu rù	T5 利润 lì rùn	T5 现金 xiàn jīn
T5 流出 liú chū	T5 流入 liú rù	T5 现金流预测 xiàn jīn liú yù cè

T5 net cash flow	T5 opening balance	T5 closing balance
T5 current assets	T5 current liabilities	T5 income statement
T5 cost of sales	T5 gross profit	T5 expenses

T5 期末余额 qī mò yú é	T5 期初余额 qī chū yú é	T5 净现金流 jìng xiàn jīn liú
T5 损益表 sǔn yì biǎo	T5 流动负债 liú dòng fù zhài	T5 流动资产 liú dòng zī chǎn
T5 费用 fèi yòng	T5 毛利润 máo lì rùn	T5 销售成本 xiāo shòu chéng běn

T5 profit for the year	T5 stakeholders	T5 statement of financial position
T5 liabilities	T5 non-current assets	T5 inventory
T5 non-current liabilities	T5 owners' equity	T5 ratios

T5 财务状况表 cái wù zhuàng kuàng biǎo	T5 利益相关者 lì yì xiāng guān zhě	T5 年度利润 nián dù lì rùn
T5 库存 kù cún	T5 非流动资产 fēi liú dòng zī chǎn	T5 负债 fù zhài
T5 比率 bǐ lǜ	T5 所有者权益 suǒ yǒu zhě quán yì	T5 非流动负债 fēi liú dòng fù zhài

T5 profitability	T5 gross profit margin	T5 profit margin
T5 return on capital employed	T5 capital employed	T5 liquidity
T5 current ratio	T5 acid test ratio	T6 external influences

T5 利润率 lì rùn lǚ	T5 毛利率 máo lì lǚ	T5 盈利能力 yíng lì néng lì
T5 流动性 liú dòng xìng	T5 所用资本 suǒ yòng zī běn	T5 资本回报率 zī běn huí bào lǜ
T6 外部影响 wài bù yǐng xiǎng	T5 速动比率 sù dòng bǐ lǜ	T5 流动比率 liú dòng bǐ lǜ

T6 business cycle	T6 growth	T6 boom
T6 recession	T6 slump	T6 unemployment
T6 recovery	T6 taxation	T6 interest rates

T6 繁荣 fán róng	T6 增长 zēng zhǎng	T6 经济周期 jīng jì zhōu qī
T6 失业 shī yè	T6 萧条 xiāo tiáo	T6 衰退 shuāi tuì
T6 利率 lì lǜ	T6 税收 shuì shōu	T6 复苏 fù sū

T6 inflation	T6 exchange rates	T6 external costs
T6 pollution	T6 external benefits	T6 sustainable development
T6 environment	T6 pressure group	T6 ethical behaviour

T6 外部成本 wài bù chéng běn	T6 汇率 huì lǜ	T6 通货膨胀 tōng huò péng zhàng
T6 可持续发展 kě chí xù fā zhǎn	T6 外部收益 wài bù shōu yì	T6 污染 wū rǎn
T6 道德行为 dào dé xíng wéi	T6 压力团体 yā lì tuán tǐ	T6 环境 huán jìng

T6 conflict	T6 globalisation	T6 tariffs
T6 multinational company	T6 import	T6 export

T6 关税 guān shuì	T6 全球化 quán qiú huà	T6 冲突 chōng tū
T6 出口 chū kǒu	T6 进口 jìn kǒu	T6 跨国公司 kuà guó gōng sī