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 employees	T1 output	T1 revenue
T1 capital employed	T1 growth	T1 internal 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 收入 shōu rù	T1 产量 chǎn liàng	T1 员工 yuán gōng
T1 内部增长 nèi bù zēng zhǎng	T1 增长 zēng zhǎng	T1 所用资本 suǒ yòng zī běn

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

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

T1 diseconomies of scale	T1 communication	T1 liability
T1 debts	T1 unlimited liability	T1 limited liability
T1 incorporated	T1 unincorporated	T1 sole trader

T1 责任 zé rèn	T1 沟通 gōu tōng	T1 规模不经济 guī mó bù jīng jì
T1 有限责任 yǒu xiàn zé rèn	T1 无限责任 wú xiàn zé rèn	T1 债务 zhài wù
T1 独资企业 dú zī qǐ yè	T1 非法人 fēi fǎ rén	T1 法人 fǎ rén

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

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

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

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

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

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

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

T2

员工流动率

yuán gōng liú dòng lǜ

T2

缺勤

quē qín

T2

生产率

shēng chǎn lǜ

T2

激励因素

jī lì yīn sù

T2

保健因素

bǎo jiàn yīn sù

T2

需求层次

xū qiú céng cì

T2

计件工资

jì jiàn gōng zī

T2

计时工资

jì shí gōng zī

T2

工资

gōng zī

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

T2 奖金 jiǎng jīn	T2 佣金 yòng jīn	T2 薪金 xīn jīn
T2 工作轮换 gōng zuò lún huàn	T2 额外福利 é wài fú lì	T2 利润分享 lì rùn fēn xiǎng
T2 自主权 zì zhǔ quán	T2 工作丰富化 gōng zuò fēng fù huà	T2 工作扩大化 gōng zuò kuò dà huà

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

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

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

T2 组织 zǔ zhī	T2 计划 jì huà	T2 管理 guǎn lǐ
T2 控制 kòng zhì	T2 指挥 zhǐ huī	T2 协调 xié tiáo
T2 民主型 mín zhǔ xíng	T2 专制型 zhuān zhì xíng	T2 领导风格 lǐng dǎo fēng gé

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

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

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 dismissal

T2 面试 miàn shì	T2 简历 jiǎn lì	T2 申请表 shēn qǐng biǎo
T2 在职培训 zài zhí péi xùn	T2 入职培训 rù zhí péi xùn	T2 测试 cè shì
T2 解雇 jiě gù	T2 裁员 cái yuán	T2 脱产培训 tuō chǎn péi xùn

T2 employment laws	T2 contract of employment	T2 communication
T2 sender	T2 message	T2 medium
T2 receiver	T2 feedback	T2 one-way communication

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

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

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

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

T3

广告

guǎng gào

T3

顾客忠诚度

gù kè zhōng chéng dù

T3

市场份额

shì chǎng fèn é

T3

大众市场

dà zhòng shì chǎng

T3

利基市场

lì jī shì chǎng

T3

市场

shì chǎng

T3

一手调研

yī shǒu diào yán

T3

市场调研

shì chǎng diào yán

T3

市场细分

shì chǎng xì fēn

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

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

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

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

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

T3 零售商 líng shòu shāng	T3 批发商 pī fā shāng	T3 分销渠道 fēn xiāo qú dào
T3 推广 tuī guǎng	T3 电子商务 diàn zi shāng wù	T3 直销 zhí xiāo
T3 社交媒体 shè jiāo méi tǐ	T3 互联网 hù lián wǎng	T3 促销 cù xiāo

T3 marketing strategy	T3 legal controls	T3 consumer protection
T3 misleading	T3 international market	T3 tariffs
T3 competition	T4 production	T4 labour

T3 消费者保护 xiāo fèi zhě bǎo hù	T3 法律管制 fǎ lǜ guǎn zhì	T3 营销策略 yíng xiāo cè lüè
T3 关税 guān shuì	T3 国际市场 guó jì shì chǎng	T3 误导 wù dǎo
T4 劳动力 láo dòng lì	T4 生产 shēng chǎn	T3 竞争 jìng zhēng

T4 services	T4 job production	T4 batch production
T4 flow production	T4 productivity	T4 technology
T4 motivation	T4 lean production	T4 just-in-time

T4 批量生产 pī liàng shēng chǎn	T4 单件生产 dān jiàn shēng chǎn	T4 服务 fú wù
T4 技术 jì shù	T4 生产率 shēng chǎn lǜ	T4 流水线生产 liú shuǐ xiàn shēng chǎn
T4 准时制 zhǔn shí zhì	T4 精益生产 jīng yì shēng chǎn	T4 激励 jī lì

T4 inventory	T4 automation	T4 cost
T4 fixed costs	T4 variable costs	T4 output
T4 total cost	T4 average cost	T4 revenue

T4

成本

chéng běn

T4

自动化

zì dòng huà

T4

库存

kù cún

T4

产量

chǎn liàng

T4

可变成本

kě biàn chéng běn

T4

固定成本

gù dìng chéng běn

T4

收入

shōu rù

T4

平均成本

píng jūn chéng běn

T4

总成本

zǒng chéng běn

T4 profit	T4 break-even	T4 contribution
T4 break-even chart	T4 break-even point	T4 margin of safety
T4 quality	T4 customers	T4 brand

T4 贡献 gòng xiàn	T4 盈亏平衡 yíng kuī píng héng	T4 利润 lì rùn
T4 安全边际 ān quán biān jì	T4 盈亏平衡点 yíng kuī píng héng diǎn	T4 盈亏平衡图 yíng kuī píng héng tú
T4 品牌 pǐn pái	T4 顾客 gù kè	T4 质量 zhì liàng

T4 customer loyalty	T4 quality control	T4 quality assurance
T4 manufacturing	T4 raw materials	T4 market
T4 tariffs	T4 legal controls	T5 finance

T4 质量保证 zhì liàng bǎo zhèng	T4 质量控制 zhì liàng kòng zhì	T4 顾客忠诚度 gù kè zhōng chéng dù
T4 市场 shì chǎng	T4 原材料 yuán cái liào	T4 制造业 zhì zào yè
T5 资金 zī jīn	T4 法律管制 fǎ lǜ guǎn zhì	T4 关税 guān shuì

T5 start-up capital	T5 expansion	T5 working capital
T5 cash-flow	T5 short-term	T5 long-term
T5 retained profit	T5 assets	T5 loan

T5 营运资金 yíng yùn zī jīn	T5 扩张 kuò zhāng	T5 启动资金 qǐ dòng zī jīn
T5 长期 cháng qī	T5 短期 duǎn qī	T5 现金流 xiàn jīn liú
T5 贷款 dài kuǎn	T5 资产 zī chǎn	T5 留存利润 liú cún lì rùn

T5 interest	T5 overdraft	T5 shares
T5 debentures	T5 leasing	T5 hire purchase
T5 trade credit	T5 microfinance	T5 crowdfunding

T5 股份 gǔ fèn	T5 透支 tòu zhī	T5 利息 lì xī
T5 分期付款 fēn qī fù kuǎn	T5 租赁 zū lìn	T5 债券 zhài quàn
T5 众筹 zhòng chóu	T5 小额信贷 xiǎo é xìn dài	T5 贸易信贷 mào yì xìn dài

T5 grants	T5 cash	T5 profit
T5 revenue	T5 cash-flow forecast	T5 inflows
T5 outflows	T5 net cash flow	T5 opening balance

T5 利润 lì rùn	T5 现金 xiàn jīn	T5 补助金 bǔ zhù jīn
T5 流入 liú rù	T5 现金流预测 xiàn jīn liú yù cè	T5 收入 shōu rù
T5 期初余额 qī chū yú é	T5 净现金流 jìng xiàn jīn liú	T5 流出 liú chū

T5 closing balance	T5 current assets	T5 current liabilities
T5 income statement	T5 cost of sales	T5 gross profit
T5 expenses	T5 profit for the year	T5 statement of financial position

T5 流动负债 liú dòng fù zhài	T5 流动资产 liú dòng zī chǎn	T5 期末余额 qī mò yú é
T5 毛利润 máo lì rùn	T5 销售成本 xiāo shòu chéng běn	T5 损益表 sǔn yì biǎo
T5 财务状况表 cái wù zhuàng kuàng biǎo	T5 年度利润 nián dù lì rùn	T5 费用 fèi yòng

T5 liabilities	T5 non-current assets	T5 inventory
T5 non-current liabilities	T5 owners' equity	T5 ratios
T5 profitability	T5 gross profit margin	T5 profit margin

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 利润率 lì rùn lǜ	T5 毛利率 máo lì lǜ	T5 盈利能力 yíng lì néng lì

T5 return on capital employed	T5 capital employed	T5 liquidity
T5 current ratio	T5 acid test ratio	T5 dividend
T6 external influences	T6 business cycle	T6 growth

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
T5 股息 gǔ xī	T5 速动比率 sù dòng bǐ lǜ	T5 流动比率 liú dòng bǐ lǜ
T6 增长 zēng zhǎng	T6 经济周期 jīng jì zhōu qī	T6 外部影响 wài bù yǐng xiǎng

T6 boom	T6 recession	T6 slump
T6 unemployment	T6 recovery	T6 taxation
T6 interest rates	T6 inflation	T6 exchange rates

T6 萧条 xiāo tiáo	T6 衰退 shuāi tuì	T6 繁荣 fán róng
T6 税收 shuì shōu	T6 复苏 fù sū	T6 失业 shī yè
T6 汇率 huì lǜ	T6 通货膨胀 tōng huò péng zhàng	T6 利率 lì lǜ

T6 fiscal policy	T6 monetary policy	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 货币政策 huò bì zhèng cè	T6 财政政策 cái zhèng zhèng cè
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