

1. <b>application</b>	a way in which something can be used for a particular purpose	25. <b>credibility</b>	the quality of being trusted and believed in
2. <b>assume (responsibility)</b>	take, undertake	26. <b>delegate</b>	to divide up, especially responsibilities
3. <b>attitude</b>	feelings, often based on our beliefs, that predispose us to respond in a particular way to objects, people, and events	27. <b>discount</b>	the amount by which the regular price of an item is reduced
4. <b>availability</b>	the fact that something can be bought, used, or reached	28. <b>distribution</b>	the process of giving things out to several people, or supplying something
5. <b>benefits</b>	forms of pay other than salary or wages	29. <b>driving force</b>	having the power to make things happen
6. <b>boast</b>	talk with excessive pride and self-satisfaction about one's achievements, possessions, or abilities.	30. <b>efficiency</b>	using resources in such a way as to maximize the production of goods and services
7. <b>boldness</b>	state of being daring, brave, or courageous	31. <b>employ</b>	to hire and put to work for pay, to use
8. <b>bond</b>	a formal contract to repay borrowed money with interest at fixed intervals	32. <b>ensure</b>	to guarantee, to make sure or certain
9. <b>bundling</b>	grouping two or more products together and pricing them as a unit	33. <b>enterprise</b>	a business organization in an area such as shipping, mining, railroads, or factories
10. <b>bureaucracy</b>	a system for controlling or managing a country, company, or organization that is operated by a large number of officials employed to follow rules carefully	34. <b>entrepreneur</b>	a person who organizes, manages, and takes on the risks of a business.
11. <b>capital</b>	money for investment	35. <b>entrepreneurship</b>	the process of starting, organizing, managing, and assuming the responsibility for a business
12. <b>capital intensive industry</b>	an industry that uses relatively more capital than other industries	36. <b>establishment</b>	a business or other organization, or the place where an organization operates
13. <b>client</b>	a person using the services of a professional person or organization.	37. <b>evaluate</b>	examine and judge carefully.
14. <b>code of conduct</b>	a statement that guides the ethical behavior of a company and its employees	38. <b>exclusive</b>	not divided or shared with others
15. <b>commercial</b>	having to do with business or trade	39. <b>executives</b>	top-level managers with responsibilities for the direction and success of the entire business
16. <b>commit</b>	to carry out or do	40. <b>expertise</b>	specialized skill or technical knowledge; know-how; expertness
17. <b>commitment</b>	a promise or pledge to do something	41. <b>export</b>	a good or service produced in the home country and sold in another country.
18. <b>competitiveness</b>	how effectively an organization meets the wants and needs of customers relative to others that offer similar goods or services	42. <b>extroversion</b>	the trait of being friendly, assertive, and outgoing
19. <b>conceive</b>	to come up with, to think of	43. <b>finance</b>	the management of large amounts of money, especially by governments or large companies.
20. <b>confidentiality</b>	the act of holding information in confidence, not to be released to unauthorized individuals	44. <b>financial</b>	relating to money
21. <b>consolidate</b>	to gather and combine	45. <b>flexibility</b>	the ability to change or be changed easily according to the situation
22. <b>consumption</b>	spending by households on goods and services, with the exception of purchases of new housing	46. <b>framework</b>	the shape or structure of something
23. <b>contribution</b>	the act of giving for a common purpose.	47. <b>functionality</b>	the ability of a product to do the job for which it was intended.
24. <b>corporate</b>	relating to a large company or group	48. <b>fundamental</b>	basic and important

49. <b>funding</b>	money provided, especially by an organization or government, for a particular purpose.	71. <b>losses</b>	a situation in which a business spends more money than it earns
50. <b>generate</b>	to produce, to bring into existence	72. <b>loyalty</b>	a feeling of devotion, duty, or attachment to somebody or something
51. <b>guidance</b>	support or support system provided to the counselee who is seeking an alternative adjustment to problems	73. <b>maintain</b>	to continue; carry on; keep in existence
52. <b>hinder</b>	to slow or impede the progress of	74. <b>market positioning</b>	arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers
53. <b>human resources</b>	people who work to produce goods and services	75. <b>market share</b>	a company's product sales as a percentage of total sales for that industry
54. <b>import</b>	bring (goods or services) into a country from abroad for sale.	76. <b>migrate</b>	move from one country or region to another and settle there
55. <b>in accordance with</b>	in agreement with a rule or request	77. <b>net sales</b>	total sales less sales discount and sales returns and allowances
56. <b>infrastructure</b>	the basic physical and organizational structures and facilities (e.g., buildings, roads, and power supplies) needed for the operation of a society or enterprise.	78. <b>obligation</b>	a legal or moral responsibility or duty
57. <b>initiative</b>	a new plan or process to achieve something or solve a problem	79. <b>patent</b>	exclusive rights over an invention; copyright
58. <b>innovation</b>	an improvement of an existing technological product, system, or method of doing something.	80. <b>personnel</b>	staff, employees
59. <b>institutional</b>	relating to a large and important organization, such as a government, university or bank	81. <b>priority</b>	status established in order of importance or urgency
60. <b>integrate</b>	to bring together and make whole	82. <b>process</b>	A series of actions or steps taken to achieve an end
61. <b>integrity</b>	honesty, high moral standards	83. <b>productivity</b>	the quantity of goods and services produced from each unit of labor input
62. <b>interactive</b>	able to act back and forth between people or things	84. <b>profit</b>	the financial gain made in a transaction
63. <b>interest rate</b>	percentage rate used to calculate interest	85. <b>profitability</b>	company's ability to generate an adequate return on invested capital.
64. <b>introversion</b>	a trait that signifies that one finds energy from internal sources rather than external ones	86. <b>prosperity</b>	wealth or success
65. <b>inventory</b>	a complete list of items such as property, goods in stock, or the contents of a building.	87. <b>Protected Designation of Origin Product</b>	product names registered that have strong links to the place in which they are made.
66. <b>investment</b>	the action or process of investing money for profit or material result	88. <b>raw materials</b>	unprocessed natural products used in production
67. <b>Labour intensive industry</b>	an industry requiring labour (workers) to operate	89. <b>recruitment</b>	the process through which the organization seeks applicants for potential employment
68. <b>lack</b>	shortage	90. <b>reduction</b>	making become, smaller in size, amount, degree, importance, etc
69. <b>legislation</b>	a law or set of laws	91. <b>reliability</b>	the quality of being able to be trusted or believed because of working or behaving well
70. <b>loan</b>	an amount of money given to the borrower for a set period of time. Payments are normally made over a series of months.	92. <b>renewable energy sources</b>	energy such as solar energy, wind energy, and hydroelectric energy derived from essentially inexhaustible sources
		93. <b>repeat sales</b>	help consumers identify products they want to buy again (brand loyalty)

94. <b>resources</b>	all things used in producing goods and services
95. <b>shareholders</b>	investors who purchase shares of stock in a corporation.
96. <b>solidarity</b>	agreement between and support for the members of a group
97. <b>stability</b>	the state or quality of being stable
98. <b>stakeholders</b>	all the people who stand to gain or lose by the policies and activities of a business and whose concerns the business needs to address.
99. <b>strengthen</b>	to make or become stronger
100. <b>sufficient</b>	enough; adequate
101. <b>supplier</b>	a business which sells (or supplies) products to another business.
102. <b>taxation</b>	money raised to provide services for the common good of the community/country
103. <b>trade balance</b>	the difference in value of the goods that a country sells abroad compared to those it purchases from other countries
104. <b>trade union</b>	organization of workers with the same trade or skill
105. <b>transaction</b>	a business deal or action; exchange of money, goods, or services
106. <b>transparency</b>	the presentation of a company's facts and figures in a way that is clear and apparent to all stakeholders
107. <b>turnover</b>	the amount of business that a company does in a period of time
108. <b>undertake</b>	commit oneself to and begin (an enterprise or responsibility), take on
109. <b>utility</b>	ability or capacity of a good or service to be useful and give satisfaction to someone.
110. <b>variable</b>	a factor that can change
111. <b>venture</b>	a risky or daring undertaking
112. <b>voluntary</b>	of your own free will or design