

# Business and Commerce Workshop wordlist

## Notes – Poznámky

[C] countable	počítatelné podst. jméno
[U] uncountable	nepočítatelné podst. jm.
[pl] plural	množné číslo
[sg] singular	jednotné číslo
adj adjective	přídavné jméno
adv adverb	příslovce
AE American	americká
English	angličtina
noun	podstatné jméno
phrasal verb	frázové sloveso
prep preposition	předložka
verb	sloveso
op. opposite	slovo opačného významu
informal	neformální

## A

**acceptable** *adj* agreed or approved of by most people in society (opposite: **unacceptable**) přijatelný

**account** *noun* [C] a record of all the money that a person or business has received or paid out bankovní účet, konto

**achieve** *verb* to gain sth, usually by hard work or skill úspěšně dosáhnout/provést

**achievement** *noun* [C, U] something that you have done successfully, especially through hard work or skill úspěch, úspěšné splnění/dosažení/dokončení

**acronym** *noun* [C] a short word that is made from the first letters of a group of words akronym (zkratkové vlastní jméno vzniklé spojením začátečních písmen několika slov – např. UNESCO)

**action point** *noun* [C] something which is mentioned at a meeting and noted down to be dealt with or done later úkol, který se musí zařídit/projednat; kroky, které se musí podniknout

**adapt** *verb* to change sth so that you can use it in a different situation přizpůsobit, uzpůsobit, adaptovat

**advantage** *noun* [C] something that may help you to do better than other people výhoda

**advertise** *verb* to put information on television, on a picture on the wall, etc. in order to persuade people to buy sth inzerovat, propagovat ► **advertising** *noun* [U] inzerce, reklama, propagace

**advertisement** (also informal **advert**, **ad**) *noun* [C] a piece of information in a newspaper, on television, etc. that tries to persuade people to buy sth, to interest them in a new job, etc. inzerát, reklama

**afford** *verb* to have enough money or time to be able to do sth dovolit si

**agenda** *noun* [C] a list of things that will happen or be discussed and dealt with

at a meeting pořad schůze, program jednání

**aid** *noun* [C] an object, a machine, a tool, etc. that you use to help you do sth pomůcka

**aim** *verb* 1 (**aim sth at sb/sth**) to direct sth at a particular person or group zacílit (něco na koho/co) 2 (**aim to do sth**) to intend to do or achieve sth usilovat, snažit se (udělat co)

**allow** *verb* to make it possible for sb/sth to do sth dovolit

**applicant** *noun* [C] (~ **for**) a person who makes a formal request for sth (**applies for sth**), especially for a job, a place at a university, etc. uchazeč/ka (~ o)

**application** *noun* [C,U] a formal written request, especially for a job or a place in a school, club, etc. písemná žádost

**apply** *verb* (**apply (to sb) (for sth)**) to ask for sth in writing žádat (~ (koho) (o co))

**appointment** *noun* [C,U] an arrangement to see sb at a particular time schůzka, ujednání (v předem dohodnutou dobu)

**appropriate** *adj* (**appropriate for/to sb/sth**) suitable or right for a particular situation, person, etc. vhodný (~ pro koho/co), přiměřený (~ komu/čemu)

**arrangement** *noun* [C, usually pl] plans or preparations for sth that will happen in the future přípravy, plány, opatření, program

**associate** *verb* (**associate sb/sth (with sb/sth)**) to make a connection between people or things in your mind asociovat, spojovat si (~ koho/co) (s kým/čím)

**attach** *verb* to fasten or join a document, etc. to an e-mail přiložit soubor ► **attached** *adj* přiložený, s přílohou

**attend** *verb* to go to or be present at a place navštěvovat (pravidelně)

**audience** *noun* [C] all the people who are watching or listening to a play, concert, speech, the television, etc. obecenstvo

**audio-visual** *adj* using both sound and pictures audiovizuální, sluchový a zrakový

## B

**bar chart** *noun* [C] a diagram which uses narrow bands of different heights to show different amounts, so that they can be compared sloupcový diagram

**bargain** *verb* (**bargain (with sb) (about/over/for sth)**) to discuss prices, conditions, etc. with sb in order to reach an agreement that suits each person smlouvat (~ s kým) (o co)

**battery** *noun* [C] a device which provides electricity for a toy, radio, car, etc. baterie

**benefit** *noun* [C, usually pl] advantages that you get from your company in addition to the money you earn

přínos(y), dávka/y, výhoda/y, odškodné, příspěvek

**billboard** *noun* [C] a large board on the outside of a building or at the side of the road, used for putting advertisements on plakátovací/inzertní plocha, billboard

**bonus** *noun* [C] an extra amount of money that is added to sb's wages as a reward bonus, příplatek, mimořádná odměna, prémie

**boring** *adj* not at all interesting; dull nudný

**bow** *verb* to bend your head or the top part of your body forward and down, as a sign of respect uklonit, poklonit se, udělat/smeknout poklonu

**brainstorm** *verb* to solve a problem or make a decision by thinking of as many ideas as possible in a short time spontánně hledat nové nápady/řešení při diskusi, brainstormovat

**brand** *noun* [C] the name of a product that is made by a particular company obchodní značka/značka, značkové zboží

**brand-conscious** *adj* aware of the different types of product made by different companies and what each one represents znalý značkového zboží

**btw** (*abbr*) used in writing to mean 'by the way' mimochodem

**budget** *noun* [C] the amount of money that is available to be spent on a particular task or activity rozpočet

**build** *verb* to make sth by putting pieces, materials, etc. together postavit, sestavit

**business** *noun* [C] a firm, a shop, a factory, etc. which produces or sells goods or provides a service obchod, podnik(ání), živnost

**business card** (also **card**) *noun* [C] a small card printed with sb's name and details of his/her job and company navštívenka, firemní vizitka

**business class** *noun* [U] the more expensive and comfortable seats on a plane, train, etc., which are designed for people travelling on business byznys třída, první třída s manažerským příplatkem

**businesslike** *adj* (used about a person) working in an efficient and organized way and not wasting time věcný, praktický, systematický

**businessman, businesswoman** *noun* [C] a person who works in business, especially at a high level obchodník/obchodnice, obchodní referent/ka, podnikatel/ka, majitel/ka firmy

**busy** *adj* 1 having a lot of work or tasks to do; not free; working on sth zaneprázdněný, zaměstnaný 2 (especially US) (used about a telephone) being used obsazený (o telefonu)

**C**

**calculate** *verb* to find sth out by using mathematics; to work sth out  
propočítat, vykalkulovat

**call (sb) back** *phrasal verb* to telephone sb again or to telephone sb who has phoned you earlier  
zavolat/zatelefonovat zpět

**caller** *noun* [C] a person who is making a telephone call  
volající

**camera operator** *noun* [C] a person whose job is to work the camera and to record everything for a film or a television company  
kameraman

**candidate** *noun* [C] a person who makes a formal request to be considered for a job or wants to be elected to a particular position  
kandidát/ka

**capital** *noun* [singular] a large amount of money that is invested or is used to start a business  
kapitál, základní jmění

**cater** *verb* (**cater for sb/sth**) to provide what sb/sth needs or wants  
postarat se o pohoštění a zábavu (komu/čemu), obsluhovat, zásobovat (koho/co)

**celebration** *noun* [C] the act or occasion of doing sth enjoyable because sth good has happened or because it is a special day  
oslava

**CEO** = chief executive officer  
generální ředitel/ka podniku/společnosti, výkonný předseda/předsedkyně

**chairperson** *noun* [C] 1 the person in charge of a company, an organization, etc.  
předseda/předsedkyně, ředitel/ka, vedoucí  
2 a person who controls or is in charge of a meeting  
člověk řídící schůzi, předsedající

**challenge** *noun* [C] something new and difficult that forces you to make a lot of effort  
náročný úkol, problém

**challenging** *adj* difficult in an interesting way that tests your ability  
podnětný, náročný

**charge(1)** *verb* to ask sb to pay a particular amount of money  
účtovat, požadovat částku nebo placení

**charge(2)** *noun* [U] (**in charge of sb/sth**) a position of control over sb/sth; responsibility for sb/sth  
mít dohled, dozor na, kontrola čeho (mít na starosti koho/co, být zodpovědný za koho/co)

**charity** *noun* [C, U] an organization that collects money to help people who are poor, sick, etc. or to do work that is useful to society  
dobročinná organizace, charita

**chief executive officer** *noun* [C] (*abbr* CEO) the person with the highest position in a company or an organization  
výkonný předseda/předsedkyně, generální ředitel/ka podniku/společnosti

**childcare** *noun* [U] the care of children, especially while their parents are at work  
(veřejná) péče o děti

**client** *noun* [C] a person who uses the services or advice of a professional

person or an organization  
klient/ka, zákazník/zákaznice

**colleague** *noun* [C] a person who works at the same place as you  
kolega/kolegyně, spolupracovník/spolupracovnice

**commitment** *noun* [U] (**to sth**) the willingness to work hard and give a lot of your time and attention to sth because you believe it is right or important  
oddanost, věrnost (čemu), angažovanost (pro) ► **committed** *adj* oddaný, věrný, angažovaný

**communicate** *verb* to share and exchange information, ideas or feelings with sb  
komunikovat

**company** *noun* [C] a business organization that sells goods or services  
společnost, firma

**company car** *noun* [C] a car that is provided by the company for your own use while you are working for that company  
firemní auto

**compare** *verb* (**compare A with/to B**) to consider people or things in order to see how similar or different they are  
porovnat, srovnat, srovnávat (~ A s B) ► **comparison** *noun* [C] porovnání, srovnání

**compete** (~ with each other) *verb* to try to win or achieve sth, or to try to be better than sb else  
soutěžit, konkurovat (~ mezi sebou) ►

**competitor** *noun* [C] a person or an organization that is competing against others  
konkurent/ka, konkurenční firma/společnost

**the competition** *noun* [singular] the other people, companies, etc. who are trying to achieve the same thing as you  
konkurence

**competitive** *adj* able to be as successful as or more successful than others  
konkurenční, soutěže/konkurence schopný ► **competitiveness** *noun* [U] soutěživost, konkurenceschopnost

**complaint** *noun* [C] (**complaint about sb/sth**) a statement that you are not satisfied with or happy about sth  
stížnost (~ na koho/co)

**compromise** *verb* (**compromise (with sb) (on sth)**) to accept less than you want or are aiming for, especially in order to reach an agreement  
dohodnout se na kompromisu (~ s kým na čem), slevit (~ komu z čeho), učinit ústupek (~ komu v čem)

**conclude** *verb* to end or to bring sth to an end  
uzavřít, dohodnout, vyvodit

**conclusion** *noun* [C] something that you decide when you have thought about all the information connected with the situation  
závěr, konečný úsudek, výsledek usuzování

**conditions** *noun* [pl] the circumstances and situation in which people live, work or do things  
(vnější) podmínky, okolnosti, poměry

**confident** *adj* feeling or showing that you are sure about your own abilities, opinions, etc.  
sebejistý, důvěřující si

**confirm** *verb* to say or show that sth is true; to make sth definite  
potvrdit, ověřit správnost; posílit, utvrdit

**consist of sth** *phrasal verb* to be formed or made up of sb/sth  
skládat se z čeho

**control panel** *noun* [C] a flat board in a vehicle or on a piece of machinery where the controls and instruments are fixed  
řídící panel, palubní deska

**co-operation** *noun* [U] the fact of doing sth or working together with sb else to achieve sth  
spolupráce, kooperace ► **co-operative** *adj* spolupracující, ochotný spolupracovat

**correct** *adj* suitable, proper or right (opposite: **incorrect**)  
správný

**costs** *noun* [pl] the total amount of money that needs to be spent by a business  
náklady

**covering letter** *noun* [C] a letter containing extra information about yourself that you send with sth, especially a job application  
přívodní dopis

**create** *verb* to make sth new happen or exist  
(vy)tvorit, (vy)tvářet

**creative** *adj* using skill or imagination to make or do new things  
kreativní, tvůrčí

**crew** *noun* [C] 1 all the people who work on a ship, aircraft, etc.  
posádka  
2 a group of people with special technical skills who work together, especially in film making  
pracovní skupina, četa, tým

**criticism** *noun* [C, U] (an expression of) what you think is bad about sb/sth  
kritika

**currency** *noun* [C, U] the system or type of money that a particular country uses  
měna

**curriculum vitae** = CV životopis

**customer** *noun* [C] a person who buys goods or services in a shop, restaurant, etc.  
zákazník/zákaznice

**customer services** *noun* [U] the department in a company that deals with customers and takes their orders  
služba zákazníkům

**CV** *noun* [singular] curriculum vitae; a formal list of your education and work experience, often used when you are trying to get a new job  
životopis

**D**

**data** *noun* [U, pl] facts or information  
data, údaje, informace

**deal with sth** *phrasal verb* to take suitable action in a particular situation in order to solve a problem, complete a task, etc.  
zabývat se čím, řešit co

**demand** *noun* [U, C] the desire or need of customers for goods or services which they want to buy or use  
požadavek

**design(1)** *verb* to invent, plan and develop sth for a particular purpose navrhnout, projektovat

**design(2)** *noun* 1 [C] a drawing or plan that shows how sth should be made, built, etc. projekt, návrh 2 [U] the way in which sth is planned and made or arranged projektování

**develop** *verb* 1 to gradually grow or become bigger, stronger, etc. vyvíjet se, zesílit 2 to make sth bigger, better, more advanced, etc. vyvinout, rozvinout se

**device** *noun* [C] a tool or piece of equipment made for a particular purpose prostředek, nářadí

**difficult** *adj* not easy to do or understand obtížný

**direct marketing** *noun* [U] the business of selling products or services directly to customers who order by mail or by telephone instead of going to a shop přímý prodej

**director** *noun* [C] 1 one of a group of senior managers who control or run a company ředitel/ka, manažer/ka, vedoucí firmy; vedení 2 a person in charge of a film or play who tells the actors and staff what to do režisér/ka

**display(1)** *noun* [C] an arrangement of things in a public place for people to see vystavení, vystavování, předvedení

**display(2)** *verb* (used about a computer, etc.) to show information zobrazit, vystavit, vystavovat

**distribute** *verb* to transport and supply goods to shops, companies, etc. dodat, distribuovat

**distribution** *noun* 1 [singular, U] the act of transporting and delivering goods to clients dodávka, distribuce 2 [U] the department in a company that is responsible for transporting and delivering goods to clients distribuční oddělení

**DJ** (also **disc jockey**) *noun* [C] a person who plays records, CDs, etc. and talks about music on the radio or in a club DJ, disc jockey

**dos and don'ts** *idiom* rules that you should follow příkazy a zákazy

**document** *noun* [C] an official piece of writing which gives information, proof or evidence dokument

**donation** *noun* [C] money, etc. that is given to a person or an organization such as a charity, in order to help people or animals in need dar, darování

**double** *adj, determiner* twice as much or as many as usual dvojitý

## E

**earn** *verb* to get money by working vydělat/vydělávat si peníze

**education** *noun* [C, U] the teaching or training of people, especially in schools vzdělá(vá)ní, školení

**electrician** *noun* [C] a person whose job is to connect, repair, etc. electrical equipment elektrikář/ka

**e-mail** *noun* [C, U] a way of sending messages to other people by means of computers connected together in a network; a message sent in this way elektronická pošta; zpráva poslaná elektronickou poštou

**emoticon** *noun* [C] a group of keyboard symbols that are used to show how you feel at the time of writing an e-mail or text message, e.g. :- ) represents a smiling face emotikon (např. smajlík je druh emotikonu)

**employ** *verb* to pay sb to work for you zaměstnat, zaměstnávat

**employee** *noun* [C] a person who is paid to work for sb else zaměstnanec/zaměstnankyně

**employment** *noun* [U] the state of having a paid job zaměstnání

**enable** *verb* (enable sb/sth to do sth) to make it possible for sb/sth to do sth umožnit (~ komu/čemu dělat co)

**enclose** *verb* to put sth in an envelope, package, etc. with sth else přiložit

**encouragement** *noun* [U, C] the act of giving sb hope, support or the confidence to do sth povzbuzení

► **encouraging** *adj* povzbuzující

**enthusiastic** *adj* full of excitement and interest in sth nadšený, plný nadšení a zámu

**entrepreneur** *noun* [C] a person who makes money by starting or running businesses, especially when he/she has to take financial risks podnikatel/ka, živnostník/živnostnice

**environment** *noun* [singular] the natural world in which people, animals and plants live prostředí, životní prostředí

**equipment** *noun* [U] the things that are needed for a particular purpose or to do an activity zařízení, vybavení

**essential** *adj* completely necessary; that you must have or do základní, nezbytný

**ethical** *adj* morally correct (opposite: **unethical**) etický, morálně správný

**exchange rate** *noun* [U, C] the relation in value between kinds of money used in different countries směnný kurz

**expedition** *noun* [C] a long journey that is made for a special purpose expedice, výprava

**expenses** *noun* [pl] money that you spend while you are working that your employer will pay back to you later výdaje, náklady

**experience** *noun* [U] the things that you have done in your life; the knowledge or skill that you get from seeing or doing sth zkušenost(i); zážitek

**expert** *noun* [C] a person who has a lot of special knowledge or skill odborník/odbornice, expert/ka

**export(1)** *noun* [C, usually pl] something that is sent to another country for sale vývoz, export

**export(2)** *verb* to send goods, etc. to another country, usually for sale vyvážet, vyvézt, exportovat ► **exporter** *noun* [C] vývozce

## F

**fall** *verb* 1 to drop down towards the ground upadnout, spadnout 2 to become lower or less klesnout, jít dolů (o ceně)

**familiar** *adj* (used about a person's behaviour) too friendly and informal familiární, přátelský

**feedback** *noun* [U] information or comments about sth that you have done which tells you how good or bad it is zpětná vazba, odezva

**finance** *noun* [U] (**finance department**) the department in a company that manages the money that a company has and pays the employees their salaries finance, peníze; správa financí

**finding** *noun* [C, usually pl] information that is discovered as a result of research into sth výsledek, zjištění

**fit(1)** *adj* strong and in good physical health (especially because of exercise) mající dobrou fyzickou kondici, v dobré fyzické kondici, fit

**fit(2)** *verb* to make sth right or suitable for sb/sth hodit se, padnout

**fix** *verb* (esp US) to repair sth opravit

**fixed** *adj* staying the same; not changing or able to be changed stálý, neměnný, fixní

**fixed costs** *noun* [pl] the costs that a business must pay that do not change, even if the amount of work produced changes fixní náklady

**flexible** *adj* 1 (used about a person) able to change to adapt to new conditions or situations přizpůsobivý, flexibilní 2 able to bend or move easily without breaking ohebný, pružný

**flexible hours** *noun* [pl] a system in which a worker can choose what time he/she starts or finishes work each day volná/pružná pracovní doba

**flip chart** *noun* [C] large sheets of paper fixed at the top to a stand so that they can be turned over, used for presenting information at a talk or meeting flip chart (druh přenosné tabule s archy papíru)

**formal** *adj* very correct and suitable for official or important occasions (opposite: **informal**) formální, oficiální

## G

**global** *adj* covering or affecting the whole world globální, celosvětový

**glove** *noun* [C] a piece of clothing that covers your hand and has five separate parts for the fingers (prstová) rukavice

**go down** *phrasal verb* to drop or become lower; to decrease poklesnout; klesnout, snížit se

**go up** *phrasal verb* to rise or become higher; to increase narůst, navýšit se; vzrůst

**goods** *noun* [pl] things that are for sale zboží

**graduate** *noun* [C] a person who has a first degree from a university, etc. absolvent/ka vysoké školy

**graph** *noun* [C] a diagram in which a line or a curve shows the relationship between two quantities, measurements, etc. graf

**greet** *verb* to welcome sb when you meet him/her; to say hello to sb (po)zdravit; pozdravovat ► **greeting** *noun* [C] pozdrav, přání

**grip** *noun* [C] AE the person whose job is to prepare and move the cameras while a film is being made kulisář, kulisák/ kulisářka

## H

**handout** *noun* [C] a free document that is given to a lot of people to advertise sth or explain sth, for example in a class or talk materiál k rozdělení (prospekt, reklamní leták; druh pracovního listu, list obsahující informace k semináři či přednášce)

**hard-working** *adj* putting a lot of effort into a job and doing it well usilovný, pilný, pilně pracující

**headline** *noun* [C] the title of a news article, an advertisement, etc. printed in large letters, especially at the top of the page titulek

**health service** *noun* [C] the organization of the medical services of a country zdravotnictví

**helpful** *adj* giving, or wanting to give, help nápomocný

**hesitate** *verb* (**hesitate (to do sth)**) to be worried about doing sth because you are not sure that it is right or appropriate váhat (~ udělat co)

**hold on** *phrasal verb* used on the telephone to ask sb to wait until he/she can talk to the person he/she wants to talk to počkat, posečkat

**hug** *verb* to put your arms around sb, especially to show that you love him/her obejmout, objímat

**human resources** *noun* [U] (*abbr* HR) the department in a company that deals with employing and training people osobní/personální oddělení

## I

**image** *noun* [C] the general impression that a person, an organization or a product, etc. gives to the public image, představa

**impolite** *adj* rude nezdvořilý

**import** *noun* [C, usually pl] a product or service that is brought into one country from another dovoz, import

**in conclusion** *idiom* finally; lastly na závěr; nakonec, závěrem

**Inc.** (*abbr*) Incorporated; used after the name of a company in the US začleněný, sloučený, včleněný

**income** *noun* [C,U] the amount of money that you receive regularly as payment for your work or as interest on money you have saved, etc. příjem

**increase** *verb* to become or make sth larger in number or amount navýšit, narůst, zvýšit

**independent** *adj* not needing or wanting help nezávislý ► **independently** *adv* nezávisle

**individual(1)** *adj* considered separately rather than as part of a group individuální, jednotlivý

**individual(2)** *noun* [C] one person, considered separately rather than as part of a group jednotlivec, individuum

**individuality** *noun* [U] the qualities that make sb/sth different from other people or things individualita, osobnost

**information technology** *noun* [U] (*abbr* IT) the department that looks after the electronic equipment that a company uses, especially its computers počítačová technika

**informative** *adj* giving useful information informativní, poskytující informace

**interest** *noun* [U] the money that you pay for borrowing money from a bank, etc. or the money that you earn when you keep money in a bank, etc. úrok(y)

**interesting** *adj* enjoyable and not boring; holding your attention zajímavý; poutavý

**Internet (the Internet/the Net)** *noun* [singular] the international system of computers that makes it possible for you to see information from all around the world on your computer and to send information to other computers Internet, síť

**interpreter** *noun* [C] a person whose job is to translate what sb is saying into another language as he/she hears it tlumočník/tlumočnice

**interrupt** *verb* to say or do sth that makes sb stop what he/she is saying or doing přerušit

**interview** *verb* 1 to ask sb questions to find out if he/she is suitable for a job, course of study, etc. klást otázky, vést interview 2 to ask sb questions about his/her opinions, private life, etc.,

especially on the radio or television or for a newspaper, magazine, etc.

rozhovor; vyzpovídat, ptát se na názor

**interviewee** *noun* [C] a person who is questioned in an interview dotazovaný

**introduction** *noun* 1 [C, usually pl] the act of telling two or more people each others' names for the first time představování se 2 [C] the first part of a book, report, a piece of written work or a talk, which gives a general idea of what is to follow úvod

**invent** *verb* to think of or make sth for the first time vynalézt

**invention** *noun* [C] a thing that has been made or designed by sb for the first time vynález

**invest** *verb* (**invest (sth) in (sth)**) to put money into a bank, business, property, etc. in the hope that you will make a profit investovat, vložit (~ co do čeho) ► **investment** *noun* [U, C] investice, vklad

**irresponsible** *adj* not thinking about the effect your actions will have; not showing a feeling of responsibility nezodpovědný

## J

**job satisfaction** *noun* [U] the good feeling that you get when you enjoy your job and feel you have done it well uspokojení z práce

## K

**key** *adj* most important velmi důležitý, zásadní

## L

**labour** *noun* [U] 1 work, usually of a hard, physical kind: *The company wants to keep down labour costs (náklady na pracovní sílu).* (těžká, fyzická) práce 2 workers, when thought of as a group dělníci, pracující (manuálně), pracovní síla

**launch** *verb* to make a new product available to the public for the first time uvést na trh

**legal** *adj* allowed by law (opposite: **illegal**) legální

**lifestyle** *noun* [C] the way in which a person or a group of people lives and works životní styl

**line** *noun* [C] a telephone connection; a particular telephone number telefonní linka; telefonní číslo

**loan** *noun* [C] an amount of money that sb/a bank, etc. lends you půjčka

**local economy** *noun* [C] the operation of a country's or region's money supply, commercial activities and industry místní ekonomika/hospodářství

**logo** *noun* [C] a printed symbol or design that a company or organization uses as its special sign logo

**look after sb/sth** *phrasal verb* to be responsible for or take care of sb/sth pečovat, starat se o někoho/něco

**loss** *noun* [C] money that has been lost by a business or an organization (finanční) ztráta

**loyal** *adj* not changing in your friendship or beliefs věrný

**lunch break** *noun* [C] the time around the middle of the day when you stop work or school to eat your lunch polední přestávka

## M

**mailshot** *noun* [C] advertising or information that is sent to a large number of people at the same time by post nevyžádaná pošta (reklamní material poslaný pozemní poštou)

**maintain** *verb* to look after sth and keep it in good condition by checking and repairing it regularly udržovat, spravovat co

**majority** *noun* [C] (**majority of sb/sth**) the largest number or part of a group of people or things většina (~ koho/čeho)

**manage** *verb* to be in charge of or control of sb/sth mít na starost/ve správě koho/co

**manager** *noun* [C] a person who is in charge of running a business, a shop or a similar organization or part of one manažer/ka

**managing director** *noun* [C] (*abbr MD*) (especially Brit) the person who is in charge of a business vrchní ředitel/ka (podniku)

**manufacture** *verb* to make sth in large quantities using machines vyrábět, zhotovit (v továrně) ► **manufacturing** *noun* [U] tovární výroba

**market(1)** *noun* [C] (**a market (for sth)**) business or commercial activity; the amount of buying and selling of a particular type of goods trh, odbytiště (~ pro co)

**market(2)** *verb* to sell a product with the help of advertising obchodovat na trhu, dát na trh ► **marketing** *noun* obchodování na trhu [U] **market price** *noun* [C] the price that people are willing to pay for sth at a particular time tržní cena

**market research** *noun* [U] the work of collecting information about what people buy and why průzkum trhu

**market share** *noun* [U, singular] the amount that a company sells of its products or services compared with other companies selling the same things podíl na trhu

**MD** = Managing Director vrchní ředitel/ka (podniku)

**member** *noun* [C] a person who belongs to a group, a club, an organization, etc. člen/ka ► **membership** *noun* [U] členství

**message** *noun* 1 [C] a written or spoken piece of information that you send to or leave for a person when you cannot speak to him/her zpráva, vzkaz 2 [singular] an important idea that an advertisement, a speech, etc. is trying to communicate sdělení, poselství

**method** *noun* [C] a particular way of doing sth způsob, metoda

**minutes** *noun* [pl] (the minutes) written notes of what is said and decided at a meeting zápis ze schůze

**motivated** *adj* wanting to do sth, especially sth that involves hard work or effort motivovaný

**multinational** *noun* [C] a company that does business in several different countries, especially a large and powerful company nadnárodní společnost (má pobočky v různých zemích) ► **multinational** *adj* mnohonárodnostní, mnohonárodní

## N

**need** *noun* [C, usually pl] the things that sb/sth must have potřeba

**negotiate** *verb* (**negotiate (with sb) (for/about sth)**) to talk to sb in order to decide or agree about sth dojednat, vyjednat, sjednat, dohodnout (~ (s kým) (co))

**negotiator** *noun* [C] vyjednaváč/ka, zprostředkovatel/ka

**negotiation** *noun* [C, often pl, U] a formal discussion at which people try to decide or agree sth jednání, rozhovory

## O

**objective** *noun* [C] something that you are trying to achieve cíl, plán

**operate** *verb* to make sth work obsluhovat, řídit

**opportunity** *noun* [C] a chance to do sth that you want to do příležitost

**order** *noun* [C] a request asking for sth to be made, supplied or sent objednávka

**organigram** *noun* [C] a diagram that shows the relationship between the positions or jobs of the people working in an organization organizační struktura (podniku, firmy)

**organize** *verb* to put or arrange things into a system or logical order organizovat

**overhead projector** *noun* [C] (*abbr OHP*) a piece of equipment that sends (**projects** - **promítá**) an image onto a wall or screen so that people can see it zpětný projektor

**overseas** *adj, adv* in, to or from a foreign country, especially one that you have to cross the sea to get to cizí, zámořský

**overtime** *noun* [U] time that you spend at work after your usual working hours; the money that you are paid for this přesčas

**ownership** *noun* [U] the state of owning sth vlastnictví

## P

**participant** *noun* [C] a person who takes part in (= is present at) sth účastník/účastnice

**patent** *noun* [C, U] the official right to be the only person to make, use or sell a product or an invention; the document that proves this patentová práva, patent

**pension** *noun* [C] money that is paid regularly by a government or company to sb who has stopped working (**retired** = **šel do důchodu**) because of old age or disability důchod

**percentage** *noun* [C] the number, amount, rate, etc. of sth, expressed as if it is part of a total which is a hundred; a part or share of a whole procento

**personal statement** *noun* [C] (esp US) a description of your education and working life, your abilities and your goals, that you write when you apply for a job, a place at a university, etc. přehled osobních dat

**pie chart** *noun* [C] a diagram consisting of a circle divided into parts to show the size of particular parts in relation to the whole výšečový graf

**point** *noun* 1 [C] a particular fact, idea or opinion that sb expresses bod, problém, otázka 2 **the point** [singular] the most important part of what is being said; the main piece of information hlavní myšlenka, idea

**point of sale** *noun* [singular] the place where a product is sold prodejní místo ► **point-of-sale** *adj*

**polite** *adj* having good manners, behaving well and showing respect for other people zdvořilý

**portable** *adj* that can be moved around or carried easily přenosný, transportovatelný

**position** *noun* [C] 1 (**a position (on sth)**) what you think about sth; your opinion názor (~ týkající se čeho) 2 (formal) a job místo/pozice v práci

**post** *noun* [C] a job místo, pozice v práci

**poster** *noun* [C] a large printed picture or a notice in a public place, often used to advertise sth plakát

**power** *verb* to supply energy to sth to make it work pohánět, dodávat energii

**preparation** *noun* [U] the act or process of getting ready for sth or making sth ready příprava

**presentation** *noun* [C] a meeting at which sth, especially a new product or idea, or piece of work, is shown to a group of people prezentace

**pressure group** *noun* [C] a group of people who try to influence the government and ordinary people's opinion in order to achieve the action they want, for example a change in the law nátlaková skupina

**price** *noun* [C] the amount of money that you must pay in order to buy sth cena

**priority** *noun* [C] something that you think is more important than other things and should be dealt with first priorita, naléhavá věc

**private health insurance** *noun* [C] an arrangement with a company in which you pay them regular amounts of money and they agree to pay for your treatment in a private hospital or with a private doctor if you are ill soukromé zdravotní pojištění

**procedure** *noun* [U] the official or formal order or way of doing sth, especially in business postup, procedura

**produce** *verb* 1 to make sth to be sold, especially in large quantities produkovat, vyrábět 2 to grow or make sth by a natural process pěstovat

► **product** *noun* [C] something that is grown or produced, usually to sell výrobek, výpěstek; celková výroba

**producer** *noun* [C] 1 a person, company or country that grows or makes food, goods or materials výrobce 2 a person who is in charge of the practical and financial side of making a film or a play producent/ka

**product awareness** *noun* [U] knowledge of your company's products obeznámenost s produkcí podniku

**product range** *noun* [C] a set of products of a particular type rozsah výroby

**production** *noun* [U] the department in a company responsible for growing or making food, goods or materials výrobní oddělení

**productivity** *noun* [U] the speed at which a worker or a company or a country produces goods, and the amount produced, compared with how much time, work and money is needed to produce them produktivita práce

**professional(1)** *adj* 1 doing sth in a way that shows skill, training or care profesionální, odborný 2 suitable or appropriate for sb working in a particular profession profesní

**professional(2)** *noun* [C] a person who does a job that needs special training and a high level of education odborník/odbornice, profesionál/ka

**profit** *noun* [C, U] the money that you make when you sell sth for more than it cost you zisk, přebytek, profit

**profit share** *noun* [C] a system in some companies in which the profit the company has made, for example in one year, is shared out between its directors, shareholders, etc. podíl na zisku

**profitable** *adj* that makes money výdělečný, výnosný, lukrativní

**program** *noun* [C] a set of instructions that are given to a computer to make it do a particular task program

**project** *noun* [C] a piece of work, often involving many people, that is planned and organized carefully projekt

**promotion** *noun* 1 [C, U] a move up to a higher position or more important job povýšení 2 [U, C] activities done in order to increase the sales of a product or service; a set of advertisements for a particular product or service dělat reklamu/propagaci

**proportion** *noun* [C] a part or share of a whole proporce

**proposal** *noun* [C] a plan that is formally suggested návrh

**prospects** *noun* [pl] chances of being successful in the future vyhlídka

**prototype** *noun* [C] the first model or design of sth from which other forms will be developed prototyp

**purchasing** *noun* [U] the department that buys the parts, etc. that the company needs spotřební oddělení, oddělení nákupu

**purpose** *noun* [C] the aim or intention of sth účel, důvod

## Q

**qualification** *noun* [C] an exam that you have passed or a course of study that you have completed kvalifikace

**quality** *noun* 1 [U] a high standard or level kvalita 2 [C] a thing that is part of a person's character, especially sth good charakterová vlastnost

**questionnaire** *noun* [C] a written list of questions that are answered by a number of people so that information can be collected from their answers dotazník

## R

**reasonable** *adj* fair, practical and sensible rozumný

**record** *noun* [C] (a record (of sth)) a written account of what has happened, been done, etc. zápis, záznam, přehled

**recruit** *verb* to find new people to join a company nabírat/verbovat nové pracovní síly

**referee** *noun* [C] (Brit) a person who gives information about your character and ability, usually in a letter, for example when you are hoping to be chosen for a job garant/ka, ručitel/ka, doporučující osoba

**regular** *adj* done or happening often (opposite **irregular**) pravidelný

**reliability** *noun* [U] the quality of being able to be trusted to do sth well and to be relied on spolehlivost

**rely** *verb* (rely on sb/sth (to do sth)) to need sb/sth and not be able to live or work properly without him/her/it spoléhat, spolehnout se (~ na koho/co (aby udělal co))

**report** *noun* [C] a written or spoken description of what you have seen, heard, done, studied, etc. zpráva

**represent** *verb* to act or speak in sb else's place or for a group of people reprezentovat

**research** *noun* [U] a detailed and careful study of sth to find out more information about it výzkum

**research and development** *noun* [U] (abbr R & D) the department in a company whose job is to try to find new products or to improve existing ones výzkum a rozvoj

**resourceful** *adj* good at finding ways of doing things and solving problems, etc. nápaditý, důmyslný, důvtipný, duchapřítomný, vynalézavý

► **resourcefulness** *noun* [U] důmyslnost, důvtipnost

**respect** *noun* [U] the feeling that you have when you admire or have a high opinion of sb/sth respekt, úcta, vážnost

**responsible** *adj* 1 (responsible for doing sth) having the job or duty of dealing with sb/sth, so that is your fault if sth goes wrong (z)odpovědný (~ za děláni čeho) 2 (responsible (to sb/sth)) having to report to sb/sth with authority, or to sb you are working for (z)odpovědný (komu/čemu)

► **responsibility** *noun* [U, C] (z)odpovědnost

**result** *noun* [C] the final situation at the end of a series of actions výsledek

**revenue** *noun* [U, pl] money regularly received by a government, company, etc. výnos, příjem/příjmy z daní

**reward** *noun* [C] a thing that you are given because you have done sth good, worked hard, etc. odměna

**rise** *verb* to move upwards; to become higher, stronger or to increase vzrůst, stoupnout, vyjít ► **rise** *noun* [C] (a rise (in sth)) východ, vzestup, nárůst (nárůst čeho)

**role** *noun* [C] the position or function of sb/sth in a particular situation role, funkce

**routine** *noun* [C, U] the usual order and way in which you regularly do things rutina, rutinní/běžný postup, zaběhnutý pořádek

**run** *verb* 1 to be in charge of a business, etc.; to manage sth vést něco 2 (run on sth/unleaded petrol) to make sth operate or work jet, běžet na, fungovat na (jet na bezolovnatý benzín)

**S**

**salary** *noun* [C,U] the money that a person receives (usually every month) for the work he/she has done plat

**sales** *noun* [pl] the number of items sold odbyt

**sales and marketing** *noun* [C] the department in a company that deals with selling and advertising its products odbytové a reklamní oddělení

**sample** *noun* [C] a small amount or example of sth that can be looked at or tried to see what it is like ukázka, vzorek

**schedule** *noun* [C] a plan of things that will happen or of work that must be done rozvrh, časový plán/rozpis

**screen** *noun* [C] the glass surface of a television or computer where the picture or information appears obrazovka

**sensor** *noun* [C] a device that can react to light, heat, etc. in order to make a machine, etc. do sth or show sth čidlo, snímač, senzor

**service** *noun* [C,U] a business whose work involves doing sth for customers but not producing goods; the work that such a business does služby

**set (sth) up** *phrasal verb* to start a business, an organization, system, etc. založit, začít (něco)

**shake hands (with sb)/shake sb by the hand** *idiom* to take sb's hand in yours and move it up and down (when you meet sb, to show you have agreed on sth, etc.) podat si (s kým) ruku, potřást někomu rukou

**share(1)** *verb* 1 to divide sth between two or more people sdílet, podílet se na 2 to tell sb about sth; to allow sb to know sth sdělit někomu něco

**share(2)** *noun* 1 [C, usually singular] one part of sth that is divided between two or more people podíl(y) 2 [C, usually pl] one of many equal parts into which the value of a company is divided and which can be sold to people who want to own part of the company akcie

**shareholder** *noun* [C] a person who owns part of company and receives part of the company's profits akcionář/ka

**slide** *noun* [C] a small piece of photographic film in a plastic or cardboard frame diapositiv

**small talk** *noun* [U] polite conversation, for example at a party, about unimportant things společenská konverzace

**social life** *noun* [C] your free time that you spend outside work doing things for pleasure, usually with other people společenský život

**software** *noun* [U] the programs and other operating information used by a computer software, programové vybavení

**sound recordist** *noun* [C] a person who works in a recording or film studio and whose job is to control the levels and balance of sound being recorded zvukař/ka

**spell check** *noun* [C] a computer program that checks your writing to see if your spelling (= the way you have written the words) is correct kontrola pravopisu (na počítači)

**staff** *noun* [C, U] the group of people who work for a particular company zaměstnanci, personál

**stamina** *noun* [U] the ability to do sth that involves a lot of physical or mental effort for a long time vitalita, výdrž, odolnost

**state** *verb* to say or write sth, especially formally prohlásit ► **statement** *noun* [C] prohlášení

**steer** *verb* to make sb/sth move in a particular direction řídit, kormidlovat

**strategy** *noun* 1 [C] a plan that you use in order to achieve sth akční plán, taktika 2 [U] the process of planning sth or carrying out a plan in a skilful way strategie

**stressed** *adj* too anxious and tired to be able to relax vynervovaný, přepjatý, podrážděný

**stressful** *adj* causing worry and pressure způsobující stress, stresový, náročný

**structure** *noun* [C] the way that the parts of sth are put together and organized struktura, výstavba

**studio** *noun* [C] 1 a place where films are made or produced nahrávací/filmové studio 2 a company that makes films filmová společnost

**subject** *noun* [C] a thing or person that is being discussed, described or dealt with předmět hovoru

**subject line** *noun* [C] the line at the top of an e-mail where there is space for you to put the name of the person or thing that is being considered or talked about předmět zprávy

**subsidiary** *noun* [C] a business company that belongs to and is controlled by another larger company dceřiná společnost, filiálka

**subsidized** *adj* partly paid for by the government, the company you work for, etc. in order to keep the price low subvencovaný, dotovaný

**succeed (in sth)** *verb* to manage to achieve what you want; to do well uspět (~ v čem)

**successful** *adj* having achieved what you wanted; having become popular, rich, famous, etc. úspěšný

**summary** *noun* [C] a short description of the main ideas or points of sth but without any details shrnutí, souhrn

**supplier** *noun* [C] a person or a company that provides sb/sth with the things that he/she/it needs or wants dodavatel/ka, zásobovač/ka

**supply** *noun* [C,U] a store or amount of sth that is provided or available to be used; the act of supplying sth dodávky; zásobování; zásoby

**support** *noun* [U] help and encouragement that you give to sb/sth because you want him/her/it to be successful podpora ► **supportive** *adj* giving help or encouragement nápomocný

**survey** *noun* [C] the study of the opinions, behaviour, etc. of a group of people průzkum

**T**

**target market** *noun* [C] the particular group of people that a product, etc. is aimed at cílový trh

**tax** *noun* [C,U] the money that you have to pay to the government so that it can provide public services daň

**team** *noun* [C] a group of people who work together tým, kolektiv

**telesales** *noun* [U] a method of selling things and taking orders for sales by telephone prodej po telefonu, telemarketing

**title** *noun* [C] a word that shows a person's position, profession, etc. titul

**tone** *noun* [C] the general quality or style of sth prestiž, úroveň

**track** *noun* [C] a circular belt of metal, rubber, etc. around the wheels of a large vehicle that allows it to move over the ground (kolejový, housenkový) pás (traktoru, tanku)

**trade** *noun* [U] the buying or selling of goods or services between people or countries obchod(ování)

**trainee** *noun* [C] a person who is learning how to do a particular job učeň/učnice, praktikant/ka

**training** *noun* [U] the process of learning the skills that you need in order to do a job výcvik, učební praxe

**training course** *noun* [C] a series of classes, etc., in which you learn a skill or how to do a particular task učební, výcvikový kurz

**translate** *verb* to change sth written or spoken from one language into another překládat, přeložit ► **translator** *noun* [C] překladatel/ka

**transmit** *verb* to send out radio or television programmes, electronic signals, etc. přenášet

**travel allowance** *noun* [C] an amount of money that is given to an employee to cover the cost of journeys to and from work, business travel, etc. cestovné; cestovní výdaje

**trend** *noun* [C] (a trend (towards sth)) a general change or development směr, sklon, tendence (k čemu)

**turn** *noun* [C, usually singular] a time when sb in a group of people should or is allowed to do sth řada (It's your turn. – Jsi/Jste na řadě. Jen na tobě/vás řada.)

**twice** *adv* double in quantity, speed, etc. dvakrát tolik

## U

**unethical** *adj* not morally acceptable neetický, nemorální

**unique** *adj* very special or unusual unikátní, jedinečný

**unselfish** *adj* giving more time or importance to other people's needs, wishes, etc. than to your own nesobecký

**USP** *noun* [C] abbreviation for 'unique selling point'; something that makes one product more desirable to buyers because no other product does anything similar bezkonkurenční vlastnost výrobku

## V

**values** *noun* [pl] beliefs about what is the right and wrong way for people to behave; moral principles hodnoty; morální principy

**variable** *adj* not staying the same; changing or likely to change: *variable costs* proměnlivé, proměnné (~ náklady)

**venue** *noun* [C] the place where people meet for an organized event, for example a concert, sporting event or a conference místo konání, setkání

**vice-president** *noun* [C] (*abbr* VP) (especially US) a person in charge of a particular part of a business company místoprezident/ka, viceprezident/ka

**video camera** *noun* [C] a special camera for making video films videokamera

**voluntary work** *noun* [U] work that is done without payment, for a charity, etc. dobrovolná práce

VP = Vice-President místoprezident/ka, viceprezident/ka

## W

**website** *noun* [C] a place connected to the Internet, where a company, an organization, etc. puts information that can be found on the World Wide Web webové místo

**willing** *adj* happy to do sth; having no reason for not doing sth ochotný

**wiring** *noun* [U] the system of wires that is used for supplying electricity to a building or machine elektrický rozvod, instalace, vedení

**working hours** *noun* [pl] the number of hours in the week that you spend doing your job pracovní doba

**worthwhile** *adj* enjoyable, useful and satisfying enough to be worth the effort hodnotný, příjemný, užitečný