

Glossary

Unit 1 Companies

asset *n* [C] something belonging to an individual or business that has value or the power to earn money
aktywa: *The company has recently sold some of its assets to an Australian investor.* Collocations *tangible assets, intangible assets, fixed assets, liquid assets*

company *n* [C] a legally registered business **spółka handlowa**. There are many different types of companies:
holding company (holds the share capital of one or more other companies) [**holding**] **joint stock company** (registered company or limited company) [**spółka akcyjna**] **public limited or listed company** (company whose shares are traded on the stock exchange) [**spółka z ograniczoną odpowiedzialnością**] **subsidiary** [**filia**] (company owned by a parent company [**spółka matka**]) Synonyms **corporation** *n* [C] *AmE* [**korporacja**] **concern** *n* [C] [**koncern**] **business** *n* [C] [**firma**]

competition *n* [U] rivalry between businesses that are operating in the same market **konkurencja:** *The competition is getting tougher every year.* – **compete** *v* [I] [**konkurować**] – **competitor** *n* [C] [**konkurent**] – **competitive** *adj* [**konkurencyjny**] – **competitiveness** *n* [U] [**konkurencyjność**] Collocations *competitive advantage*

entrepreneur *n* [C] someone who starts a company, arranges business deals and takes risks
przedsiębiorca: *Entrepreneurs have always played a key role in the economy.* – **entrepreneurial** *adj* [**przedsiębiorczy**] – **entrepreneurship** *n* [U] [**przedsiębiorczość**]

freelance *n* [C] someone who works for different companies and is not employed by one **niezależny wykonawca**. Freelancers usually receive fixed payments and not a salary: *We're going to use a freelance designer for the company website.* – **freelancer** *n* [C] [**niezależny wykonawca**] – **freelance** *adj* [**związany z niezależnym wykonawcą**]

hierarchy *n* [C] system of authority within an organisation **hierarchia:** *Many Swedish firms have very flat hierarchies.* – **hierarchical** *adj* [**hierarchiczny**] Collocations *flat hierarchy, steep hierarchy, traditional hierarchy*

merger *n* [C] the creation of a new company by joining two separate companies **połączenie, fuzja:** *The merger will have to be approved by the authorities.* – **merge** *v* [I, T] [**łączyć**]

share *n* [C] a unit of the capital of a company **akcja**. Shares in listed companies can be bought and sold on the stock market: *Investors are having to pay a higher price for the company's shares.* – **shareholder** *n* [C] [**akcjonariusz**] **stockholder** *n* [C] *US* [**akcjonariusz**] – **shareholding** *n* [C] [**posiadanie akcji**] Synonym **stock** *n* [C] *AmE* [**akcja**] Collocations *share capital, share certificate, share dealing, share issue, share price*

trade union *n* [C] an organisation that exists to protect the rights of employees in a company **związek zawodowe:** *The trade union is in pay negotiations with the employer.* Synonym **labor union** *n* [C] *AmE* [**związki zawodowe**]

Unit 2 Leadership

appraise *v*(T) to assess the value of something **ocena, wycena**. Staff are regularly appraised to see if they have met the objectives that they are given: *The department manager will appraise each employee individually.* – **appraisal** *n*[C][ocena] – **appraisee** *n*[C] [osoba oceniana] – **appraiser** *n*[C][taksator, osoba oceniająca] **Collocations** *annual appraisal, performance appraisal*

authority 1 *n*[U] the power to impose decisions **władze**: *The managers in our company have a great deal of authority.* – **authorise** *v*(T) [upoważnić] – **authorisation** *n*[U][upoważnienie] – **authoritative** *adj* [autorytatywny, uprawniony] – **authoritarian** *adj* [autorytatywny] **Collocations** *lines of authority 2* *n*[C] a public institution which is in charge of enforcing regulations or administering a government service: *The public health authority.*

autonomy *n*[U] the freedom to make your own decisions without having to request authorisation **autonomia**: *I've always believed that it's best to give staff as much autonomy as possible.* – **autonomous** *adj* [autonomiczny]

coach 1 *n*[C] person who is responsible for training a team or an individual **instruktor**: *He's a very successful football coach.* **2** *v*[T] to train people to help them to acquire particular skills **szkolić**: *I'm responsible for coaching two new people in the department.*

delegate *v*[T] to give responsibility to someone at a lower level in the hierarchy to enable them to take decisions **udzielać pełnomocnictwa**: *Managers need to delegate more routine tasks to junior members of staff.* – **delegation** *n*[U] [delegacja, przekazanie]

motivate *v*[T] make someone willing to work harder **motywować**: *He's very good at motivating his sales team.* – **motivation** *n*[U] [motywacja] – **motivational** *adj* [motywacyjny] – **motivated** *adj* [uzasadniony] **Synonym** **encourage** *v*[T] [zachęca] **Collocations** *highly-motivated, motivational skills, motivation techniques*

objective *n*[C] a goal that has been fixed for people to achieve **cel**: *I have a meeting with my line manager to fix my objectives every six months.* **Synonyms** **goal** *n*[C] [cel] **aim** *n*[C] [cel] **target** *n*[C] [cel] **Collocations** *set / fix / establish / achieve / meet objectives*

staff 1 *n*[plural] the employees of an organisation **załoga**: *The new manager will be joining the staff in November.* **2** *v*[I] to provide workers for an organisation **zapewniać personel**: *Each of our centres is staffed by expert personnel.* **Synonyms** **personnel** *n*[U] [personel] **employees** *n*[C] [pracownicy] **workers** *n*[C] [pracownicy] **Collocations** *staff morale, staff turnover*

subordinate *n*[C] a person who works under a more senior member of staff **podwładny**: *I have six subordinates that report to me.* – **subordinate** *v*[T] [podlegać]

supervise *v*[T] to control the work of other people in order to make sure that it is properly done **nadzorować**: *We need to supervise the trainees very closely.* – **supervision** *n*[U] [nadzór] – **supervisory** *adj* [nadzorujący] **Synonym** **manage** *v*[T] [zarządzać]

task *n*[C] a piece of work that has to be done **zadanie**. *Tasks are generally assigned to employees at the start of the week.* **Synonym** **duty** *n*[C] [obowiązek] **Collocations** *assign / delegate a task, task-based, task-driven, task force*

Unit 3 Strategy

analysis *n* [C] the work of studying data and information **analiza**: *Detailed analysis of our results shows that productivity has increased only marginally.* – **analyse** *v* [T] [**analizować**] – **analyst** *n* [C] [**analityk**]
Collocations *financial analysis*

campaign *n* [C] a planned operation which aims to achieve a particular result **kampania**: *A new campaign by activists has forced the company to reconsider some of its policies.* – **campaign** *v* [I] [**+ for/against**] [**prowadzić kampanię**] – **campaigner** *n* [C] [**osoba prowadząca kampanię**] **Collocations** *advertising campaign, marketing campaign, political campaign*

growth *n* [U] an increase in the size or quantity of something **wzrost**: *Research suggests that there will be significant growth in the market for women's products.* – **grow** *v* [I] [**rosnąć**] **Collocations** *growth rate*

industry *n* [C] the production of goods using capital and labour **przemysł**: *The automobile industry is facing increased competition.* – **industrial** *adj* [**przemysłowy**] – **industrialise** *v* [T] [**uprzemysłować**] – **industrialisation** *n* [C] [**industrializacja**] **Collocations** *manufacturing industry, service industry, industrial relations*

market share *n* [U] the proportion of the total market that is supplied by a particular company **udział w rynku**: *Our objective is to increase our European market share by five per cent this year.* – **market-sharing** *n* [U] [**posiadanie udziału w rynku**] **Collocations** *increase / lose / take / win market share*

opportunity *n* [C] a situation with future potential **możliwość, okazja**: *Japan represents a great opportunity for our new brand.* **Collocations** *lose / seize / take an opportunity*

resources *n* [C] this includes the capital, personnel and knowledge that an organisation has at its disposal **zasoby, środki**: *A key element of the new strategy is the more effective use of our resources.*
Collocations *human resources, financial resources*

sales **1** *n* [plural] the value of the goods and services sold during a period **sprzedaż**: *The company reported sales of \$42 million during the first quarter.* **2** the department responsible for the activity of selling goods and services to customers **dział sprzedaży**: *I'll put you through to our sales department.* – **salesman/woman** *n* [C] [**sprzedawca**] – **salesclerk** *n* [C] *AmE* [**sprzedawca**] **Collocations** *sales agent, sales call, sales conference, sales department, sales drive, sales figures, sales forecast, sales manager, sales outlet, sales pitch, sales promotion, sales representative, sales talk*

strategy *n* [C] a plan of action to enable a firm to compete **strategia**: *As part of our new strategy we are developing closer links with our suppliers.* – **strategic** *adj* **strategiczny** – **strategically** *adv* **strategicznie**
Collocations *develop / revise a strategy, strategic alliance, strategic management, strategic planning, strategic business unit (SBU)*

supply *n* [U] the amount of goods or services available on a market at a certain time **dostawa**: *Improved production techniques will increase the supply of raw materials.* – **supply** *v* [T] [**dostarczać**] – **supplier** *n* [C] [**dostawca**] – **supplies** *n* [C] [**dostawy, rezerwy**] **Collocations** *order supplies, supply and demand, supply chain management, supply side, oversupply*

threat *n* [C] a potential danger to the interests of a company **zagrożenie**: *Deregulation of the market is a real threat to established telecom operators.* – **threaten** *v* [T] [**grozić**] – **threatening** *adj* [**zagrożający**] – **threateningly** *adv* [**zagrożająco**]

Unit 4 Pay

board *n* [C] the group of directors elected by the shareholders to manage a company **zarząd**: *The board has approved the director's salary.* **Collocations** *board of directors, board meeting, boardroom*

budget *n* [C] an account of probable future income and expenditure during a fixed period **budżet**: *We are currently preparing the budget for next year.* – **budget** *v* [I] [**budżetować**] – **budgetary** *adj* [**budżetowy**] **Collocations** *be on / over / under budget, budget deficit, budget surplus, meet a budget*

compensation *n* [U] payment, including salary and other incentives like stock options **wynagrodzenie**: *The best paid executives received more than \$10 million in compensation last year.* – **compensate** *v* [T] [**wynagradzać**] **Collocations** *compensation deal, compensation package*

contract *n* [C] a document setting out an agreement between two or more parties **kontrakt**: *Under the new contract the company becomes the exclusive distributor for North America.* – **contractor** *n* [C] [**zleceniobiorca**] – **sub-contractor** *n* [C] [**pod-zleceniobiorca**] **Collocations** *agree a contract, be under contract, breach a contract, negotiate a contract, review a contract, sign a contract, terminate a contract*

damages *n* [plural] an amount of money paid to a person who has suffered an injustice **odszkodowanie**: *The company paid damages to staff who were unfairly dismissed.*

legal action *n* [C,U] using the law to defend one's rights **postępowanie prawne**: *The consumer association said it will consider legal action.* **Synonyms** **litigation** *n* [U] [**sprawa sądowa**] **law suit** *n* [C] [**proces sądowy**] **Collocations** *take legal action, win a legal action*

pay 1 *n* [U] money earned by an employee as a salary or wage **wypłata**: *Some employees are complaining that their pay has not increased in line with inflation.* – **payment** *n* [C] [**płatność**] **Collocations** *pay as you earn (PAYE), pay freeze, pay rise, payroll, pay-slip, pay talks 2* to give money to someone in exchange for items or services **zapłacić**: *We're paying more than the market rate.*

pension *n* [C] a regular payment made to a person after they have retired from active work **emerytura**: *Some businesses have decided to ask their staff to contribute another one per cent towards their pensions.* **Collocations** *pension fund, pension contribution*

reward *v* [T] to give a payment for services performed or for excellent work or behaviour **nagradzać**: *We like to reward our staff when they reach the objectives.* – **reward** *n* [C,U] [**nagroda**] – **rewarding** *adj* [**dochodowy**]

salary *n* [C,U] an amount of money paid every month to an employee in exchange for their services **wypłata**: *Salaries are always paid in the local currency.* – **salaried** *adj* [**otrzymujący wypłatę**] **Collocations** *be on a salary of, earn a salary, negotiate a salary, salary scale*

severance deal / pay *n* [C,U] money paid by an employer when an employee's services are terminated **odprawa**: *Severance pay for top executives has increased significantly in recent years.*

stock option *n* [C] an option given to executive employees allowing them to buy shares in the company at a favourable price **opcje menadżerskie**: *Microsoft has announced that it plans to end stock options for employees.*

Unit 5 Development

consortium *n* [C] an association between two or more companies to work together on a specific project (usually a major construction or engineering project) **konsorcjum**: *SK Gas has formed a consortium with automakers to produce gas-powered vehicles.*

cost 1 *n* [C] the price paid for something **koszt**: *The total cost for the new equipment will be \$50,000.* **2** the money that is required to produce or sell something **koszty**: *It looks like production and labour costs will be higher than we expected.* – **cost** *v* [I] [**kosztować**] **Synonym overheads** *n* [C] [**koszty ogólne**]
Collocations *fixed costs, variable costs, cost-cutting, cost control, cost-effective, occur a cost*

development 1 *n* [C] the growth and expansion of a business, industry or economy **rozwój**: *The OECD provides advice and assistance on all aspects of development.* **2** research to produce new, improved products **opracowanie**: *Our company is actively pursuing the development of new biotechnology solutions.* **3** a change or alteration **zmiana**: *Another recent development has been the arrival of Asian companies on the market.* – **developer** *n* [C] [**developer**] – **developing** *adj* [**rozwijający się**] **Collocations** *research and development (R&D), developing countries*

loan *n* [C] money lent to an individual or organisation **pożyczka**: *The World Bank has agreed to a five-year loan of \$125m.* – **loan** *v* [T] [**pożyczać**] **Collocations** *apply for a loan, bank loan, interest on a loan, take out a loan*

negotiation *n* [C] the process of negotiating a business deal **negocjacje**: *The success of the negotiations will depend on the financial terms of the deal.* – **negotiate** *v* [I, T] [**negocjować**] – **negotiator** *n* [C] [**negocjator**]
Synonyms *talks* *n* [plural] **Collocations** *negotiate an agreement / a deal, negotiation skills*

prosperity *n* [U] a state of being rich, having economic success **rozkwit**: *The nation's future prosperity will depend on developing a highly-skilled workforce.* – **prosper** *v* [I] [**prosperować**] – **prosperous** *adj* [**dobrze prosperujący**]

reserve 1 *n* [C] the amount of something kept for future use **rezerwy**: *Shell has revised its estimate of available oil reserves.* **2** an amount of money set aside from profits **rezerwy środków pieniężnych**: *Ten per cent of earnings have been transferred to reserves.* – **reserve** *v* [T] [**odłożyć**] **Synonym resources** *n* [U] [**zasoby, środki**] **Collocations** *hold in reserve, use up reserves*

revenue *n* [C] money received especially from selling goods and services **przychód**: *Revenues have increased by six per cent to £183m.*

wealth *n* [U] the amount of money or possessions owned by an individual, organisation or country **bogactwo**: *Accumulating wealth is the key to financial independence.* – **wealthy** *adj* [**bogaty**] **Collocations** *acquire / accumulate wealth*

Unit 6 Marketing

barrier to entry *n* [C] any factor which prevents new competition from entering a market **bariery wejścia**: *A strong brand can become a barrier to entry in some markets, while a simple product cannot.*

benefit *n* [C] an advantage or an improvement **korzyść**: *One benefit of the new design is that it can be installed easily.* – **benefit** [+ from] *v* [korzystać (z czegoś)] – **beneficial** *adj* [korzystny]

brand *n* [C] the identity of a product or service **marka**: *Eastman Kodak is a premier brand in traditional and digital imaging.* – **brand** *v* [T] [znakować] **Collocations** *brand image, brand leader, brand loyalty, brand manager, brand management, brand name, brand-stretching, cross-branding, own brand, premium brand*

consumer *n* [C] a person who buys products and/or services **konsument**: *Nokia is committed to providing consumers with the information they need.* – **consume** *v* [T] [konsumować] – **consumption** *n* [U] [konsumpcja] **Collocations** *consumer goods, consumer research, consumer survey*

logo *n* [C] a sign or symbol used as a trademark to represent a company or a brand **logo**: *The Nike 'swoosh' is an instantly recognisable logo.*

marketing mix *n* [U] the four different components of marketing **miks marketingowy (marketing mix)**: **1 place** *n* [C] [miejsce] the distribution and delivery of goods to market **2 price** *n* [C] [cena] the amount of money for which something can be sold. – **price** *v* [T] [cena] **Collocations** *cost price, cut price, fixed price, list price, retail price, purchase price, recommended price, wholesale price, price-list, price-tag, price war* **3 product** *n* [C] [produkt] normally a manufactured item but also refers to everything that surrounds the product: the brand, the packaging, the product's features and performance characteristics. **4 promotion** *n* [C] [promocja] activities that help sell a product

premium *n* [C] a price that is higher than the standard price, usually due to higher quality **cena premiowa**: *Organically grown foods are sold at a premium.* **Collocations** *premium rate*

promotion *n* [C] a method of communicating and publicising a product **promocja**: *America Online plans to launch a promotion on Thursday that will let its members download full-feature films.* – **promote** *v* [T] [promować] – **promotional** *adj* [promocyjny] **Collocations** *seasonal promotion, promotional campaign, promotional price*

point of sale abbreviation POS *n* [C] the place where a consumer can buy a product or service **miejsce sprzedaży**: *New electronic systems can approve credit for customers at the point of sale.*

Unit 7 Outsourcing

back office *n* [C] the departments of a financial company where routine administrative tasks are done without direct contact with customers **zaplecze**: *Efficient management of the back office can reduce costs.*

business process *n* [C] any activity that is essential for a firm to conduct its business **działalność**: *Organisations that have complete control over their business processes are the most productive.*
Collocations *business process re-engineering*

database *n* [C] an organised set of information stored in a computer **baza danych**: *We're currently updating all our customer files in the database.*

downsize *v* [I] to reduce the number of employees in an organisation **redukcja zatrudnienia**: *European companies are continuing to downsize their manufacturing operations.* – **downsize** *v* [T] [**redukować zatrudnienie**] **Synonyms** **lay off** *v* [T] [**zwolnić**]

knowledge work *n* [U] work that involves developing or using knowledge **praca umysłowa**: *The profitability of most business today depends more on knowledge work than on manual work.* – **knowledge worker** *n* [C] **pracownik umysłowy**

offshoring *n* [U] transferring work to an outside supplier based in another country **działalność offshore**: *Offshoring is only suitable for tasks that have been clearly defined and can be managed at a distance.* – **offshore** *adj* **dotyczący działalności offshore** – **offshore** *n* [U] [**działalność offshore**] **Synonyms** **outsource** *v* [T] [**zlecać na zewnątrz**]

outsource *v* [T] transferring work to an outside supplier **zlecać na zewnątrz**: *We are planning to outsource all of our IT operations to an Indian supplier.* – **outsourcing** *n* [U] [**zlecenie na zewnątrz**] **Synonyms** **subcontract** *v* [T] [**podzlecenie**]

overhead *n* [C] a cost that does not vary with output (e.g. rent, salaries) **koszty ogólne**: *The pressure on corporate management to reduce overheads is increasing.* **Synonyms** **fixed cost** *n* [C] [**koszty stałe**]

pilot project *n* [C] a trial project to test performance **projekt pilotażowy**: *The pilot project will start operating in June.*

productivity *n* [U] **wydajność** The relationship between the output of goods and the resources needed to produce them: *Productivity has continued to grow strongly.*

saving *n* [C] money and materials saved by economical working **oszczędność**: *New construction techniques resulted in a saving of 25 per cent of operation and maintenance costs.* – **savings** [plural] [**oszczędności**] **Synonym** **economy** *n* [U] [**ekonomiczność**] **Collocations** *cost saving, make savings*

service provider *n* [C] a company that provides services for users especially in computer networks **dostawca usług**: *There are several issues to consider when selecting a service provider.*

shortage *n* [C] a lack or scarcity of something **brak**: *Silicon Valley is facing a shortage of skilled programmers.*

Unit 8 Finance

balance sheet *n* [C] a statement showing the wealth of a business or organisation at a particular date **bilans**.

The balance sheet has two parts showing assets and liabilities: Buildings and machinery are assets that should be listed on the balance sheet. Synonyms statement of financial position n [C] AmE [sprawozdanie finansowe]

bankrupt *adj* unable to pay your debts **zbankrutowany**: *The company is almost bankrupt and will need to*

secure a loan to survive. – bankrupt v, n [C] [bankrutować, bankrut]– bankruptcy n [U] [bankructwo]

Synonyms insolvent adj AmE [niewypłacalność]

bottom line *n* [C] the last line on a financial document which shows the final result (total profit once all costs

have been deducted) **wynik końcowy**: *Falling sales are going to have a negative impact on the bottom line.*

expense 1 *n* [C] money spent **wydatek**: *We have significantly reduced our expenses over the last five years.*

– expenditure n [C] [wydatki] Synonyms spending n [U] [wydatki] 2 n [C] money spent by an employee that can be claimed back [koszty podlegające zwrotowi]: I put the restaurant bill on expenses.

Collocations expense account, expenses claim form, claim expenses

financial statement *n* [C] a document showing the state of the finances of an organisation or business

sprawozdanie finansowe: *Financial statements must be completed by the end of August.*

forecast *n* [C] [**prognoza**] an estimate of a future situation: *According to forecasts, prices will rise more*

slowly next year. – forecast v [T] [prognozować] Synonyms projection n [C] [projekcja]

income statement *n* [C] *AmE* a financial statement showing revenue, expenditure and profit from operations

during a given period **zeznanie podatkowe**: *Enron's income statement did not accurately reflect its losses. Synonyms profit and loss account n [C] BrE [rachunek zysków i strat] statement of earnings n [C] AmE [zestawienie przychodów]*

mismanagement *n* [U] poor quality management **niegospodarność**: *Lack of cashflow is often due to*

mismanagement. – mismanage v [T] [nieprawidłowo zarządzać]

profit and loss account *n* [C] *BrE* a financial statement showing revenue, expenditure and profit from

operations during a given period **rachunek zysków i strat**: *Ahold's profit and loss account did not show all its losses. Synonyms income statement n [C] AmE [zeznanie podatkowe] statement of earnings n [C] AmE [zestawienie przychodów]*

regulator *n* [C] a government agency responsible for overseeing a profession or an activity **ciało**

nadzorujące: *Stock market regulators are in charge of protecting investors. – regulation n [C] [regulacja]*

Synonyms controller n [C] [organ kontrolujący]

Securities Exchange Commission abbreviation **SEC** *n* the US agency responsible for stock market

regulation **Komisja Papierów Wartościowych**: *The SEC is currently investigating ten cases of fraud.*

Unit 9 Recruitment

accountable *adj* responsible for the effects of your actions **odpowiedzialny**: *Managers are accountable for the performance of their employees.* **Synonyms** responsible [+ for] *adj* [odpowiedzialny]

applicant *n* [C] a person who is applying for a position **wnioskodawca**: *All applicants are asked to provide a letter of reference.* – **apply** [+ for] [składać wniosek] *v* [I] – **application** *n* [C] [wniosek] **Synonyms** candidate *n* [C] [kandydat]

assign *v* [T] give someone a particular task to do **przydzielić**: *Employees are assigned duties that correspond to their skills and training.* – **assignment** *n* [C] [przydzielenie]

cover letter *n* [C] a letter written to an employer in response to a job advertisement **pismo przewodnie**: *Candidates should send a cover letter with a copy of their CV.*

curriculum vitae abbreviation **CV** *n* [C] a document that gives details of a person's experience and qualifications **życiorys**: *Her CV is fairly typical for a business graduate.* **Synonyms** **résumé** *n* [C] *AmE* [życiorys]

deadline *n* [C] the date by which something has to be completed **termin wykonania**: *The deadline for applications has been extended until the 25 May.* **Collocations** fix a deadline, meet a deadline, miss a deadline, set a deadline

empower *v* [T] give someone the power or ability to do something **upoważniać**: *Staff are empowered to shape their career development.* – **empowerment** *n* [U] [upoważnienie]

hire *v* [T] employ someone **wynająć**: *Businesses are hiring as job growth booms.* – **hire** *n* [C] [wynajęcie] **Synonyms** **recruit** *v* [T] [rekrutować] **employ** *v* [T] [zatrudnić] **Collocations** hiring and firing, hiring manager

payroll *n* [U] **1** a list of the employees in an organisation **lista pracowników** **2** the administration of employee pay **lista plac**: *Salaries are calculated according to the number of days that employees are on the payroll.* **Collocations** payroll management, cut/reduce the payroll

qualification *n* [C] an examination passed at school or university **kwalfikacje**: *Candidates must have qualifications in accounting.* – **qualify** *v* [I] [kwalifikować] – **qualified** *adj* [wykwalifikowany]

résumé *n* [C] *AmE* a document that gives details of a candidate's experience and qualifications **życiorys**: *Preparing a good résumé should be the starting point for all job seekers.* **Synonyms** **Curriculum Vitae** *BrE*

screen *v* [T] [selekcjonować] to examine or test people: *Each candidate is screened for education, experience, expertise and salary.*

train *v* [T] to teach someone the skills of a particular job or activity **szkolić**: *Staff are trained to watch for situations where they may be required to help.* – **training** *n* [U] [szkolenie] – **trainee** *n* [C] [szkolony] – **trainer** *n* [C] [osoba szkoląca]

Unit 10 Counterfeiting

- copycat** *n* [C] the term for someone who copies the work of another person **plagiator**: *The Australian government has announced that it is cracking down on copycats.*
- copyright** *n* [U] the legal right that belongs to the person who has created a new artistic work or piece of software **prawa autorskie**: *All of the graphics and editorial content on this site are protected under US copyright.*
- currency** *n* [C] the type of money that is used by a particular country or trading bloc **waluta**: *The euro is the currency of most member states of the European Union.* **Synonyms** **money** *n* [U] [**pieniądze**] **Collocations** *foreign currency, hard currency, currency dealer, currency exchange rate, currency trading*
- defraud** *v* [T] to cheat another person by taking something that they own **defraudacja**: *He admitted defrauding his employer of more than £2m.*
- enforce** *v* [T] to make people obey a law or rule **egzekwować**: *Enforcing a patent can be a long and expensive process.* – **enforcement** *n* [U] [**egzekwowanie**] – **enforceable** *adj* [**możliwy do wyegzekwowania**]
- fake** *n* [C] a copy or imitation of a genuine article **podróbka**: *Experts have identified the components as fakes.* – **fake** *v* [T] [**oszukiwać**] **Synonyms** **copy** *v* [C] [**kopiować**] – **copy** *n* [C] [**kopia**]
- file-swapping** *n* [U] exchanging files between computers on a network **wymiana plików**: *Record companies tried to close down the illegal file-swapping website.*
- infringement** *n* [U] a breach of the law or of another person's rights **naruszenie**: *The company is being sued over infringements of copyright technology.*
- intellectual property** *n* [U] something that a person or business has invented and which is protected by patent **prawa własności intelektualnej**: *All international businesses are having to spend more on protecting their intellectual property.*
- patent** *n* [C] a special right given to the inventor of a machine or process **patent**: *Some governments do not recognise patents on software.* – **patent** *v* [T] [**patentować**] – **patented** *adj* [**opatentowany**] **Synonyms** **copyright** *n* [C,U] [**prawa autorskie**] **Collocations** *patent pending, patent office*
- piracy** *n* [U] infringement of copyrights **piractwo**: *The association has launched a campaign to fight software piracy.*
- profitability** *n* [U] the ability of a business to earn profits **rentowność**: *Increased labour costs have reduced our profitability.* – **profit** *n* [C] [**zysk**] – **profit** *v* [I] [**zyskiwać**] – **profitable** *adj* [**rentowny**]
- trademark** *n* [C] a special, registered picture or symbol that is associated with a particular brand or product **znak towarowy**: *Our trademark is now well-known in most countries in the region.*

Unit 11 Markets

bid *n* [C] an offer to buy something at a stated price **oferta**: *All bids must be submitted in writing.* – **bid** *v* [I,T] [uczestniczyć w przetargu] – **bidder** *n* [C] [uczestnik przetargu] – **bidding** *n* [U] [przetarg] **Synonyms** offer *n* [C] [oferta] **Collocations** make/accept/reject a bid, takeover bid

business to business abbreviation **B2B** *adj* refers to any business or correspondence between two companies **relacje pomiędzy dwoma firmami**: *The B2B sector will be the biggest growth area in internet traffic.*

dealer *n* [C] a person who specialises in trading a particular type of goods **dealer**: *The company only uses authorised dealers who are fully trained.* – **deal** *n* [C] [transakcja] – **deal** *v* [I,T] [handlować] **Collocations** foreign exchange dealer, broker-dealer, dealership, make/reach/conclude a deal, raw deal

demand *n* [C,U] the quantity required to supply orders **popyt**: *Total petroleum demand has increased by one per cent.* **Collocations** supply and demand

e-business *n* [U] business to business relationships conducted using internet technology **e-biznes**: *IBM is one of the leading suppliers of e-business solutions.*

e-commerce *n* [U] selling activities that are conducted using internet technology **e-handel**: *Some consumers still lack confidence in e-commerce.*

glitch *n* [C] a minor fault with a computer program or machine **krótkotrwałe zakłócenie**: *A glitch in the computer system has led to the cancellation of several flights.* **Synonyms** malfunction *n* [C] [awaria] **bug** *n* [C] [wirus]

gross *v* [T] to calculate revenue before tax and other charges have been deducted **brutto**: *The film grossed \$8.5m in the first two weeks.* – **gross** *adj* [brutto] **Collocations** gross profit, gross margins, gross national product, gross domestic product (GDP)

inventory *n* [C] a list of the stocks held by a business **zapasy**: *New software has made it possible to control inventory more accurately.* **Synonyms** stock *n* [C] [zapasy]

market research *n* [U] the work of finding out what kind of goods consumers want **badania rynkowe**: *Conducting online surveys is a new and promising approach to market research.*

mass market *n* [U] the market for standardised consumer products **rynek masowego odbiorcy**: *Licensing is one way for small businesses to enter the mass market.* – **mass-market** *adj* [dotyczący rynku masowego odbiorcy]

merchandising *n* [U] toys, clothes and other products based on a popular film, TV show, etc and sold to make additional profits **artykuły promocyjne**: *Star Wars merchandising made far more profit than the films.*

price setting *n* [U] fixing the prices at which goods and services will be sold **ustalenie ceny**: *In price setting you try to estimate how much customers will be prepared to pay for an item*

real estate *n* [U] property in the form of land or houses **nieruchomość**: *Investing in real estate is not as risk free as some people think.* **Synonyms** property *n* [U] BrE [własność] **realty** *n* [U] AmE [majątek nieruchomości] **Collocations** estate agent BrE

tender *n* [C] a written offer by a supplier to provide goods or services at a certain price **oferta**: *Your tender has been accepted at the agreed price.* – **tender** *v* [I,T] [składać ofertę]

Unit 12 Lobbies

- aid** *n* [U] assistance given to a country or organisation in difficulty **pomoc**: *The World Bank is repeating its call for rich countries to increase the amount of aid given to the poorest nations.* – **aid** *v* [T] [**udzielać pomocy**]
- boycott** *n* [C] a protest where people refuse to buy or use a product or service **bojkot**: *The consumer group is calling for the boycott of all tobacco products.* – **boycott** *v* [T] [**bojkotować**]
- charity** *n* [C] a non profit-making organisation that collects goods and money in order to provide assistance **działalność charytatywna**: *The charity managed to raise £3m for homeless people in the UK.*
- debt relief** *n* [U] the cancellation or reduction of a debt **umorzenie długu**: *The government is firmly committed to a programme of debt relief.*
- demonstration** *n* [C] a march to publicly protest about something **demonstracja**: *The demonstration will take place at G7 summit on 10 June.*
- fair trade** *n* [U] a movement which promotes fairer trading conditions for developing countries **handel oparty na zasadach wzajemności w polityce celnej**: *Fair trade gives consumers an opportunity to help change the world.*
- grant** *n* [C] a sum of money given to a person or organisation to help them to pay for something **dotacja**: *The Central Development Fund has awarded a grant of \$7.5m.* – **grant** *v* [T] [**udzielać dotacji**]
- income** *n* [C,U] money received by a person, family or organisation **dochód**: *In some parts of the country incomes have fallen by as much as 25 per cent.* **Synonyms** **revenue** *n* [C] [**dochód**] **Collocations** **income tax, gross income, net income**
- litigation** *n* [U] legal action against an individual or organisation **sprawa sądowa**: *Litigation has increased significantly over the years.* – **litigate** *v* [U] [**prowadzić sprawę sądową**] – **litigator** *n* [C] [**strona prowadząca sprawę sądową**]
- lobby** *v* [T] to try to persuade a government or organisation to change a policy or situation **lobbować**: *Big companies are lobbying the president to open up marine reserves for oil drilling.* – **lobby** *n* [U] [**lobby**] **lobbyist** *n* [U] [**lobbysta**]
- petition** *n* [C] a document signed by many people asking someone in authority to change something **petycja**: *So far, five thousand people have signed the petition.* – **petition** [**+ against/for**] *v* [I,T] [**składać petycję**]
- pressure group** *n* [C] a group that tries to influence the opinions of other people **grupa nacisku**: *The pressure group is coordinating the protests.*
- protectionism** *n* [U] protecting a country's trade by taxing foreign goods **protekcjonizm**: *Protectionism usually increases the prices of basic goods to the consumer.*
- quota** *n* [C] an official limit on the amount of something **kontyngent**: *Quotas have been imposed on 25 categories of imported clothing.*
- subsidy** *n* [C] money given by a government to certain producers to help them to produce without losing money **subsydia**: *World Bank economists are urging rich countries to cut subsidies to certain industries.* – **subsidise** *v* [T] [**subsydiować**]
- taxpayer** *n* [C] any person or organisation that is liable to pay tax **podatnik**: *Taxpayers will pay more to subsidise the development of alternative energy sources.*

Unit 13 Communication

correspondence *n* [U] writing, receiving and answering letters **korespondencja**: *I'm catching up on my correspondence.* – **correspond** *v* [I] [**korespondować**]

information technology abbreviation **IT** *n* [C] **technologia informatyczna** the technology of processing, storing or transmitting data by electronic means: *Information technology has revolutionised all aspects of management.*

mobile *n* [C] a wireless telephone **przenośny**: *The introduction of colour screens and digital imaging have made mobiles even more essential.* **Synonyms** **cell phone** *n* [C] **AmE** [**telefon komórkowy**]

overload *n* [C] an excessive quantity of something **nadmiar**: *You may be overwhelmed by the overload of information that is available on the net.* – **overload** *v* [I] [**przeładować, przeciążyć**]

prioritise *v* [T] to put things in the order of importance so that you can deal with the most important things first **ustalać priorytety**: *Prioritising your work will help you to avoid backlogs.*

process *v* [T] to deal with information or documents **przetwarzanie**: *All the data is processed on the server.* – **process** *n* [C] [**proces**]

product recall *n* [C] a situation where a defective product is withdrawn from the market and returned to the manufacturer **wycofanie produktu z rynku**: *Product recalls of children's toys are now very rare.*

text messaging *n* [U] a system which allows short text messages to be communicated by telephone **przekazywanie wiadomości tekstowych przez telefon**: *Text messaging is far more popular than voice calls.* **Synonyms** **SMS (Short Message Service)** *n* [C] [**SMS**]

white-collar *adj* employees who work in offices **pracownik umysłowy**: *White-collar jobs are moving abroad.*

Unit 14 Logistics

distribution *n* [U] the arrangements and activities required in order to get goods from the manufacturer to the consumer **dystrybucja**: *Distribution is organised via a product list.*

finished goods *n* [plural] goods or products that are ready to be sold on to consumers **towary gotowe**: *We keep close track of the stock levels of our finished goods.*

freight *n* [U] the transportation of goods by air, sea, rail or road **fracht**: *All freight is paid by the customer.* – **freight** *v* [T] [**wysłać**] **Collocations** *air-freight, freight car (AmE), freight train, freight forward*

grey marketing *n* [U] selling products without the authorisation of the trademark owner **szara strefa**: *Any authorised dealers who resort to grey marketing will be immediately suspended.*

haulage *n* [U] the business of transporting goods by road or railway **przewóz**: *We are a haulage and warehousing company based in Poland.* **Collocations** *road-haulage*

loading bay *n* [C] the area in a factory or warehouse where goods are loaded for transport **dok załadowczy**: *When a truck arrives at the loading bay an employee registers the delivery.*

pilot *v* [T] to test a new idea or product **produkować eksperymentalnie**: *We are piloting new ways to improve our supply chain management.* **Synonyms** **test** *v* [T] [**testować**] **trial** *v* [T] [**przewodzić próby**]

raw materials *n* [plural] materials such as minerals and hydrocarbons which are used in a production process **surowce**: *Securing long term supplies of raw materials is critical.*

ship *v* [T] to move goods from one place to another **wysłać**: *This order is being shipped to Puerto Rico.* – **shipment** *n* [U] [**wysyłka**]– **shipping** *n* [U] [**wysyłanie**]– **ship** *n* [C] [**wysyłka**] **Synonyms** **deliver** *v* [T] [**dostarczać**]

supply chain *n* [C] the interactions between the suppliers, manufacturers and distributors when making and selling a product **łańcuch dostawców**: *Information technology has changed the dynamics of the supply chain* **Collocations** *supply chain management*

Unit 15 Innovation

achievement *n* [C] something that you succeed in doing by your own efforts **osiągnięcie**: *Designing the first laptop computer was one of his greatest achievements.* – **achieve** *v* [T] [**osiągać**] – **achiever** *n* [C] [**osoba, która osiągnęła sukces**]

borderline *n* [C] the point at which one thing ends and another begins **granica**: *Many products fall into the borderline between different product categories* – **borderline** *adj* [**graniczny**]

breakthrough *n* [C] an important new discovery **przełom**: *The iMac was a major breakthrough in computer design.* **Collocations** *make a breakthrough*

business practices *n* [plural] the methods used to conduct business **zasady prowadzenia działalności**: *The company is running a scheme to encourage best business practices.*

design *v* [T] to make a drawing or plan of something that will be made **projektować**: *At the moment she's designing a new range of furniture to be used in schools.* – **design** *n* [C] [**projekt**] – **designer** *n* [C] [**projektant**] – **designed** *adj* [**zaprojektowany**] **Collocations** *designer goods, designer label, designer ware*

feature *n* [C] an important part of something **cecha**: *The programme has a number of interesting new features.* – **feature** *v* [T] [**cechować się**] **Synonyms** **characteristic** *n* [C] [**charakterystyka**] **Collocations** *product features, special features*

generic *adj* a product that does not have a trademark **odtwórczy**: *Generic drugs sell at a much lower price.*

mass-production *adj* produced in large quantities **masowo produkowany**: *Many companies have moved their mass-production overseas to cheaper markets.* – **mass-produce** *v* [T] [**produkować masowo**] – **mass-production** *n* [U] [**produkcja masowa**]

prototype *n* [C] the first form that a new design takes **prototyp**: *The prototype has revealed areas where the design can be improved.*