

**Technical Language for
Business Administration
Students**

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Lesson 1

Applied Words

- 1. Management:**
- 2. Forecast:**
- 3. vital:**
- 4. Concept:**
- 5. Fundamental:**
- 6. consultant:**
- 7. Characteristic:**
- 8. Involves:**
- 9. Envisage:**
- 10. Definition:**
- 11. Profession:**
- 12. Comprise:**
- 13. Course:**
- 14. Advocate:**
- 15. Vice president:**
- 16. Pursuit:**
- 17. Enumeration:**
- 18. Assignment:**
- 19. Authority:**
- 20. Leadership:**
- 21. Deviation:**
- 22. Synchronizing:**
- 23. Concrete:**
- 24. Compare:**
- 25. Achive:**

MANAGEMENT; CONCEPT & BASE

Section One:

What Is Management?

Definitions:

- **F.W. Taylor:** “Art of knowing what you want to do and then seeing that it is done the best and cheapest way”.
- **Henry Fayol:** “To manage is to forecast, to plan, to organize, to command, to co-ordinate and to control”.
- **Peter F. Drucker:** Management is work and as such it has its own skills, its own tools and its own techniques”.

Pioneers of Management

➤ **Fredrick W. Taylor (1856-1915):**

He is known as ‘father of scientific management’. His ideas about management grew out of his wide-ranging experience in three companies: Midvale Steel Works, Simonds Rolling Mills and Bethlehem Steel Co. As an engineer and consultant, Taylor observed and reported on what he found to be inexcusably inefficient work practices, especially in the steel industry. Taylor believed that workers output was only about

one-third of what was possible. Therefore, he set out to correct the situation by applying scientific methods. Taylor's philosophy and ideas are given in his book, 'Principles of Scientific Management' published in 1911. Taylor concluded that scientific management involves a complete mental revolution on the part of both workers and management, without this mental revolution scientific management does not exist.

Henri Fayol (1841-1925):

He was a Frenchman with considerable executive experience that focused his research on the things that managers do? He wrote during the same period Taylor did. Taylor was a scientist and he was managing director of a large French coal-mining firm. He was the first to envisage a functional process approach to the practice of management. His was a functional approach because it defined the functions that must be performed by managers. It was also a process approach because he conceptualized the managerial job in a series of stages such as planning, organizing and controlling. According to Fayol, all managerial tasks could be classified into one of the following six groups:

- Technical (related to production);
- Commercial (buying, selling and exchange);
- Financial (search for capital and its optimum use);
- Security (protection for property and person);
- Accounting (recording and taking stock of costs, profits, liabilities, Keeping balance sheets, and compiling statistics);
- Managerial (planning, organizing, commanding, coordinating and

Control);

What a Manager Does?

In the world of business, managers play a vital role in the success of a company overall. They have to utilize company resources effectively and figure out how to motivate employees at the same time. If you get into the management field, you will have to do several things to be classified as successful in your field.

Roles of a Manager

- **Plan:** planning the operation and function of the area over which the manager is assigned responsibility in a way that accomplishes the goals for which he or she is responsible.
- **Organize and Implement:** organizing the production of the work, and the workforce, training, and resources necessary, in a way that accomplishes the desired and required outcomes to meet the goals.
- **Direct:** providing the employees and their resources with enough guidance, direction, leadership, and support necessary to ensure that they are able to accomplish their goals.
- **Monitor:** following up to ensure that the plan to achieve the goals is being carried out in such a way that its accomplishment is assured.
- **Evaluate:** reviewing and assessing the success of the goal, the plan, and the allocation of the employees and their resources.
- **Performing other responsibilities:** as assigned by the president, vice president, or director to whom the manager reports.

In brief, managers do:

Plan, Analyze, Interpret, Collaborate, educate, Problem solver, Communicator, build team, Change agent, Chief executive.

Top Ten Mistakes That Managers Make:

- Insensitive to others: abrasive, intimidating, bullying style.
- Cold, aloof, arrogant.
- Betrayal of trust.
- Overly ambitious: thinking of next job, playing politics.
- Specific performance problems with the business.
- Over managing: unable to delegate or build a team.
- Unable to staff effectively.
- Unable to think strategically.
- Unable to adapt to boss with different style.
- Over dependent on advocate or mentor.

Section Two:

Reading:

Management Yesterday and Today

Organizations and managers have existed for thousands of years. The Egyptian Pyramids and the Great Wall of China were projects of tremendous scope and Magnitude, and required good management. Regardless of the titles given to managers throughout history, someone has always had to plan what needs to be accomplished, organize people

and materials, lead and direct workers, and impose controls to ensure that goals were attained as planned. Two historical events significant to the study of management are work of Adam Smith, in his book, 'The Wealth of Nations', in which he argued brilliantly for the economic advantages of division of labor (the breakdown of jobs into narrow, repetitive tasks). The Industrial Revolution is second important pre-twentieth-century influence on management.

The introduction of machine powers combined with the division of labor made large, efficient factories possible. Planning, organizing, leading, and controlling became necessary activities.

Section Three:

Translate the text to Persian.

Managerial Main Skills

Managerial Skills and the Organizational Hierarchy Managers require four main kinds of skills, namely: technical, human, and conceptual and design. What does each of these skills mean?

Technical skill is knowledge of and proficiency in activities involving methods, processes, and procedures. Thus, it involves working with tools and specific techniques. Human skill is the ability to work with people; it is cooperative effort; it is teamwork; it is the creation of an environment in which people feel secure and free to express their opinions. Conceptual skill is the ability to serve the "big picture". It is also about

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recognizing significant elements in a situation, and to understand the relationships among the elements. Design skill is the ability to solve problems in ways that will benefit the enterprise. To be effective, particularly at upper organizational levels, managers must be able to do more than see a problem. In addition, they must have the skill of a good design engineer in working out a practical solution to a problem.

Managers must also have that valuable skill of being able to design a workable solution to the problem in the light of the realities they face. It has, however, got to be mentioned that the relative importance of these skills may differ at various levels in the organization hierarchy.

Lesson 2

Applied Words

1. Ethic:
2. Principle:
3. Regulation:
4. Assert:
5. Fiduciary:
6. Aspect:
7. Corporate:
8. Responsibility:
9. Dilemma:
10. Conduct:
11. Cultivate:
12. Reputation:
13. Substantially:
14. Diversity:
15. Adhere:
16. Insurance:
17. Obvious:
18. Discrimination:
19. Emerge:
20. Trade:
21. Wage:
22. Commerce:
23. Legislation:
24. Stakeholder:
25. Controversial:

BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

Section One:

Definition of Business Ethics

Business ethics is a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations.

In other word, The study of proper business policies and practices regarding potentially controversial issues, such as corporate governance, insider trading, bribery, discrimination, corporate social responsibility and fiduciary responsibilities. Business ethics are often guided by law, while other times provide a basic framework that businesses may choose to follow in order to gain public acceptance.

Ethics, Principles and Moral Values

simply put, ethics involves learning what is right or wrong, and then doing the right thing .but "the right thing" is not nearly as straightforward as conveyed in a great deal of business ethics literature. Most ethical

dilemmas in the workplace are not simply a matter of "Should Bob steal from Jack?" or "Should Jack lie to his boss?"

(Many ethicists assert there's always a right thing to do based on moral principle, and others believe the right things to do depend on the situation, ultimately it's up to the individual.) Many philosophers consider ethics to be the "science of conduct. Philosophers have been discussing ethics for at least 2500 years, since the time of *Socrates* and *Plato*. Many ethicists consider emerging ethical beliefs to be "state of the art" legal matters, i.e., what becomes an ethical guideline today is often translated to a law, regulation or rule tomorrow. Values which guide how we ought to behave are considered moral values, e.g., values such as respect, honesty, fairness, responsibility, etc. Statements around how these values are applied are sometimes called moral or ethical principles.

What is Business Ethics?

Business ethics is the behavior that a business adheres to in its daily dealings with the world. The ethics of a particular business can be diverse. They apply not only to how the business interacts with the world at large, but also to their one-on-one dealings with a single customer.

The concept has come to mean various things to various people, but generally it's coming to know what is right or wrong in the workplace and doing what's right. This is in regard to effects of products or services and in relationships with stakeholders. Times much like those faced now by businesses, both nonprofit and for profit. In times of fundamental change, values that were previously taken for granted are now strongly

questioned. Many of these values are no longer followed. Consequently, there is no clear moral compass to guide leaders through complex dilemmas about what is right or wrong. Attention to ethics in the workplace sensitizes leaders and staff to how they should act. Perhaps most important, attention to ethics in the workplaces helps ensure that when leaders and managers are struggling in times of crises and confusion, they retain a strong moral compass. However, attention to business ethics provides numerous other benefits, as well.

Note that many people react that business ethics, with its continuing attention to "doing the right thing," only asserts the obvious ("be good," "don't lie," etc.), and so these people don't take business ethics seriously. For many of us, these principles of the obvious can go right out the door during times of stress. Consequently, business ethics can be strong preventative medicine.

Section Two:

Reading:

Some Benefits of Managing Ethics in the Workplace

1. Attention to business ethics has substantially improved society.
2. Ethics programs help maintain a moral course in turbulent times.
3. Ethics programs cultivate strong teamwork and productivity.
4. Ethics programs support employee growth and meaning.
5. Ethics programs are an insurance policy.
6. Ethics programs help avoid criminal acts "of omission" and can lower

finer.

7. Ethics programs help manage values associated with quality management, strategic planning and diversity management.

8. Ethics programs promote a strong public image.

9. Last and most formal attention to ethics in the workplace is the right thing to do.

Business Ethics is Now a Management Discipline

Business ethics has come to be considered a management discipline, especially since the birth of the social responsibility movement in the 1960s. In that decade, social awareness movements raised expectations of businesses to use their massive financial and social influence to address social problems such as poverty, crime, environmental protection, equal rights, public health and improving education. An increasing number of people asserted that because businesses were making a profit from using our country's resources, these businesses owed it to our country to work to improve society. Many researchers, business schools and managers have recognized this broader constituency, and in their planning and operations have replaced the word "stockholder" with "stakeholder," meaning to include employees, customers, suppliers and the wider community. The emergence of business ethics is similar to other management disciplines. For example, organizations realized that they needed to manage a more positive image to the public and so the recent discipline of public relations was born. Organizations realized they needed to better manage their human resources and so the recent

discipline of human resources was born. As commerce became more complicated and dynamic, organizations realized they needed more guidance to ensure their dealings supported the common good and did not harm others and so business ethics was born.

Section Three:

Translate the Text to Persian.

Real-World Examples of Bad Business Ethics

Reputation is a company's biggest asset so you would think companies would avoid engaging in shady business practices. However, many large corporate find their reputations and credibility destroyed due to practices that are harmful and illegal.

Nestle

The World Health Organization found children in developing countries who fed on Nestle's infant-formula had mortality rates five to ten times greater than that of breast-fed children. The problem was Nestle's sinister campaign of appointing uniformed nurses to distribute the baby formula to poor mothers for free, long enough for lactating mother's milk to dry up. The mother and child now became entirely dependent on Nestle's infant formula, and since most of them could not afford the formula, they gave their children an insufficient quantity of the formula. The formula also required clean water, which most mothers could not access.

McDonald's

McDonald's, despite its global success, remains the target of a vitriolic public backlash owing to what many perceive as bad business ethics in its relationships with employees and other stakeholders.

This bad business ethics example by McDonald's is what is known as the "McDonald's Legislation" in popular parlance. In 1972, Ray Kroc, the company's founder made a rare donation of \$250,000 to Nixon's reelection campaign and in return got a favorable legislation that allowed companies such as McDonald's to pay teenage employees 20 percent less than federal minimum wages.

Most observers consider this a typical case of corporate influence on lawmakers to enact legislation that serve their selfish ends and harm society. McDonald's also doesn't allow employees to unionize, and in one instance where workers at St. Hubert Quebec did form a union, the company closed down the unit promptly.

Lesson 3

Applied Words

1. Advertising:
2. Method:
3. Effective:
4. Tend:
5. Brand:
6. Purchase:
7. Demand:
8. Outline:
9. Develop:
10. Particular:
11. Surrogate:
12. Communication:
13. Manipulate:
14. Persuasion:
15. Campaign:
16. Visual:
17. Favorable:
18. Prospects:
19. Overseeing:
20. Career:
21. Competition:
22. Combination:
23. Verbal:
24. Announce:
25. Effort:

ADVERTISING MANAGEMENT

Section One:

Introduction

The word *advertising* is a Latin word which means "to turn attention of people to a specific thing."

According to William J. Stanton, "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor identified, and paid for message about a product or organization."

Concept

Advertising management is the method of overseeing campaigns that seek to inform and be overseeing consumers regarding a particular goods or service. This process begins with the first steps of the market research that helps create the advertising strategy, moves on to the development of the general outline for the campaign, of a specific plan of action and the launching of the completed job. Without effective advertising management, ad campaigns and public relation efforts tend to creator and produce little or no results.

Effective advertising forever begins by engaging in capable advertising

research helps to recognize the sectors of the consumer market that are most likely to positively respond to a given product. Advertising management is a career path in the advertising industry. Advertising and promotions managers may work for an agency, a media outlet, or may be hired directly by a company to develop branding for the company's product or service.

Definition of Advertising

Some of the definitions given by various authors are:

1. American Marketing Association has defined advertising as "any paid form of non-personal presentation of ideas, goods and services by an indentified sponsor".
2. According to *Webster*, "Advertising is to give public notice or to announce publicity".
3. According to *Gardner*, "Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production".

Features of Advertising

1. *Communication*: Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.
2. *Information*: Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.

3. *Persuasion*: The advertiser expects to create a favorable attitude which will lead to favorable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.

Classification of Advertising

Advertising is the paid, non-personal communication of information about products or ideas by an identified sponsor through the mass media in an effort to manipulate customer behavior. Advertising is non-personal because it's a fantasy created by a computer that selects one part of the target audience. It communicates information about products or ideas.

Advertising can be classified on the basis of *Function, Region, Target Market, Company demand, desired response and Media*.

1. Based on Function

- Informative advertising
- Persuasive advertising
- Reminder advertising
- Negative advertising

2. Based on Region

- Global advertising
- National advertising
- Regional advertising
- Local advertising

3. Based on Targeted Markets

- Consumer product advertising
- Industrial product advertising
- Trade advertising
- Professional advertising
- Financial advertising

4. Based on Company Demand

- Market demand
- Primary demand advertising
- Selective demand advertising

5. Based on Desired Responses

- Direct action advertising
- Indirect action advertising
- Surrogate advertising

6. Based on the Media

- Audio advertising
- Visual advertising
- Audio-visual
- Written advertising
- Internet advertising
- Verbal advertising

Section Two:

Reading:

What is a Brand?

A brand is name, term sign, symbol or a combination of them, sign, symbol or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition. For example, Coke, Nestle and Microsoft are well renowned brands. In technical speaking whenever a marketer creates a name logo symbol he or she has created a brand.

Why do Brands Matters?

Brands really matter for both consumer and manufacturer.

From consumer's point of view:

- Identification of source of product
- Assignment of responsibility to product marker
- Risk reducer
- Search cost reducer
- Promise, bond, or pact with maker of product
- Symbolic device
- Signal of quality

From manufacturer's point of view:

- Means of identification to simplify handling
- Means of legally protecting unique features
- Signal of quality level to satisfied customers
- Means of endowing products with unique associations

- Source of competitive advantage
- Source of financial returns

Building a Strong Brand

There are four steps of building a strong brand.

These are as follows:

1. Ensure identification of the brand with customers and as association of the brand in customer's minds with a specific product class or customer need.
2. Firmly establish the totality of brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand associations with certain properties.
3. Elicit the proper customer responses to this brand identification and brand meaning.

Convert brand response to create an intense, active loyalty relationship between customers and the brand.

Criteria for Choosing Brand Elements

There are six criteria in choosing brand elements which are as follows:

1. Memorability
2. Meaningfulness
3. Likeability
4. Transferability
5. Adaptability
6. Protectability

Options and Tactics for Brand Elements

A good brand name should:

- Be protected under trademark law.
- Be easy to pronounce.
- Be easy to remember.
- Be easy to recognize.
- Be easy to translate into all languages in the markets where the brand will be used.
- Attract attention.
- Suggest product benefits or suggest usage.
- Suggest the company or product image.
- Distinguish the product's positioning relative to the competition.
- Be super attractive.
- Stand out among a group of other brands< like that one compared to the others.

Section Three:

Translate the text to Persian.

Media Advertising

Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor. Media advertising includes TV, radio, newspaper and magazines. From brand equity perspective television advertising demonstrate product attributes and

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consumer benefits. There are some benefits and drawbacks of TV, radio, newspaper and magazines which are as under:

Medium	Advantages	Disadvantages
Television	Mass coverage, High reach, High prestige, and attention getting	low selectivity, short message life, high absolute cost and clutter
radio	local coverage, low cost, high frequency, flexible and low production cost	audio only, clutter, fleeting message and low attention getting
newspaper	high coverage, low cost, short lead time for placing ads, timely and can be used for coupons	short life, clutter, low attention getting capabilities, and poor reproduction quality
magazines	segmentation potential , quality long lead time for ad.	

نمونه سوال امتحان

١. Which one of the following sentences is NOT the definition of management?

- A) To plan and organize .
- B) Art of knowing what you want to do...
- C) Management is work.
- D) is a behavior.

٢. a have to utilize company resources effectively.

٣. Which one of the following sentences is the role of a manager?

- A)plan,organize,direct.
- B)domestic care
- C)cleaning&tiding
- D)medication

٤. Which sentences are true and which ones are false about the mistakes of a manager.

- A)unable to staff effectively.
- B) able to plan
- C) unable to think strategically.
- D) able to build a team

٥. The below definition refers to which item of business?

٦.programs support employee growth and meaning.

٧. Which one of the following items is NOT the criteria for choosing brand element?

- A)adaptability
- B)protectability
- C)likability
- D)unattractive

8. Can be classified based on: function, region, targeted markets and so on.

9. What is a brand?

10. What a Manager Does?

11. What is Management?

12. Define business ethics?