

Business Vocabulary

Upper intermediate wordlist: English to German

Page No.	English	Part of Speech	Definition	German
13	appraisal	n	assessment or evaluation of how well you do your job	Beurteilung
13	bonus scheme	n	system in which employees receive extra payments if certain targets are reached	Prämienplan
10	book-keeping	n	recording the money that an organisation or business spends and receives	Buchführung
12	computer literate	adj	able to use a computer competently	vertraut mit dem Computer
12	core business	n	central essential activity of a company	Hauptgeschäft
13	graduate	n	someone who has obtained a university degree	akademischer Grad, Hochschulabschluss
13	degree	n	university qualification	
13	firm	n	company	Firma
12	flying start	n	very good beginning	Traumstart
11	goal	n	aim, objective, target	Ziel
13	graduate	n	someone who has obtained a university degree	Hochschulabsolvent
12	hands-on	adj	practical, not theoretical	praxisorientiert
11	high flier	n	someone with a lot of ability and ambition who is expected to be successful	Seitenschlatterer
10	in-house	adj	taking place within the company	firmenintern
12	key	n	very important	entscheidend
12	learning goals: meet the learning	n	provides good enough instruction in what the employees want to learn	Lernziele erreichen
10	initials	n	letters used to identify someone	Initialen
11	invest	adj	more than the amount that has been invested in the company	Luftballon (Unternehmensform)
12	monitor	v	check regularly and record the results	überwachen
10	on-the-job training	n	training while you are working	Ausbildung am Arbeitsplatz
13	peer	n	person at the same level as you in a company	gleichrangiger Kollege
14	short-term contract	n	employment agreement which is not for a limited period of time	Arbeitsvertrag
12	promising	adj	showing signs of being likely to develop successfully	versprechend
11	promote	v	give someone a better paid, more responsible job; advertise or publicise a product or service so that people will buy it	fördern, befördern
11	recruit	n	someone who has recently started working for a company	Neuling
10	salary	n	money paid regularly to employees for doing a job	Gehalt
10	software	n	expansion of skills and consequent good promotion for employees	Fähigkeit
13	study leave	n	period of time away from work for study	Fortbildungsjahr
12	tailor-made	adj	specifically designed to meet individual needs	maßgeschneidert
12	top-level	n	reputation based on things done up to now	Arbeitsniveau
12	workload	n	the amount of work you have to do	Arbeitslast
14	accounting	n	activity of preparing and maintaining financial records	Buchhaltung
16	analyse	n	careful study of something	Beschreibung
16	audit	v	check that financial statements and accounts are correct	Prüfung, das einem besonders am Herzen liegende Projekt
CD1 T3	baby your own baby	n	project or piece of work you care about a lot because it was your idea	Leitungsgremium, Vorstand
16	board of directors	n	top-level managers of a company	Kandidat
17	candidate	n	person applying for a job	Kandidat
17	cash	n	part no. reserves the money when customers pay at a supermarket	Kassier
14	CEO	n	short for Chief Executive Officer	Abkürzung für Vorstandsvorsitzender
17	challenging	adj	difficult and demanding to do	anspruchsvoll, herausfordernd
14	checkout	n	the place in a supermarket where you pay for your shopping	Kasse
14	Chief Executive Officer	n	the manager with responsibility for the day-to-day running of a company	Abkürzung für Vorstandschef
14	Chief Information Officer	n	manager responsible for information and computer systems	IT-Verantwortlicher
14	CIO	n	short for Chief Information Officer	Abkürzung für IT-Vorstand
14	customer relations	n	approach to managing which recognizes the value of building and maintaining a long-term relationship with customers through, e.g. special credit cards, loyalty cards	Kundenbetreuung, Kundenpflege
17	customer service	n	giving customer good service	Kundenservice
17	deadline	n	time by which something must be completed	Frist
14	Finance Manager	n	the person responsible for the accounting and financial affairs of a company	Leiter Finanzen
16	financial year	n	the 12-month period in which a company produces accounts	Geschäftsjahr
17	fire	v	dismiss someone from their job	entlassen
16	forecast	v	predict business and financial performance for the future	prognostizieren
17	graduate	n	someone who has obtained a university degree	Erstling, ein Hochschulabschlossener
16	graduation	n	the moment of successfully completing one's university course	Erstling, ein Hochschulabschlossener
14	HRM	n	Human Resources Manager	Abkürzung für Leiter Personalwesen
14	Human Resources Manager	n	the manager responsible for recruiting, training and managing employees	Leiter Personalwesen
CD1 T3	incentive event	n	conference or other event which companies use for thanking customers and rewarding them	Motivationsveranstaltung
17	interviewee	n	person being interviewed	Befragter
16	IT	n	short for Information Technology, computer and telecommunications technology	Abkürzung für Informationstechnologie
14	launch	v	start selling a product or service for the first time	erhitzen
CD1 T3	life cycle	n, adj	the way that you live your life	Lebenszyklus
16	management accounting	n	provides financial information to help management decisions	Interne Buchhaltung
14	Managing Director	n	highest manager with responsibility for the day-to-day running of a company, Chief Executive Officer	Geschäftsführer
14	Marketing Consultant	n	someone who gives specialist advice to companies on how to market their products or services	Marketingberater
14	PA	n	short for Personal Assistant	Abkürzung für persönliche Assistentin
17	part-time job	n	job which is only done for part of the working week, less than a full-time job	Teilzeitstelle
14	performance	n	how well a person or company does	Leistung
14	Personal Assistant	n	someone who is employed to do secretarial and administrative tasks, especially for a manager	Abkürzung für Assistentin, Chefssekretärin
14	PRO	n	short for Public Relations Officer, the person responsible for ensuring that the public think well of a company	Abkürzung für Leiter Öffentlichkeitsarbeit
14	R&D	n	Research and Development	F & E
14	recruitment	n	the activity of finding and employing new people to work in an organisation	Personalleistung
CD1 T4	refer	n	person that makes a piece of another worker so that he/she can have a break	Abdrehen
16	reporting to me	n	that I have authority over	mir unterstellt
16	Research and Development	n	department responsible for developing new products	Forschung und Entwicklung
16	role	n	job or function in a company	Rolle, Funktion
16	routine correspondence	n	normal, everyday letters and emails which are not special	Routinekorrespondenz
17	selling point	n	feature of a product that makes people want to buy it	Verkaufspunkt
16	smooth-talking	adj	price at which a product is sold	eloquent
17	supervisor	n	person who makes sure people do their jobs properly	Vorgesetzter
14	target	n	goal or objective decided in advance against which performance can be measured	Ziel
CD1 T3	think	v	rely on your own ideas	gehören
CD1 T3	vision	n	the person who looks after the money in an organisation	Leiter Finanzen
17	involve	v	plan or hope for the future	Zukunftsfähig
4	workwise	adj	as far as work is concerned	die Arbeit betreffend
UNIT 3				
21	academic background	n	what you have studied and the qualifications you have received	akademischer Hintergrund
CD1 T5	common sense	n	practical, sensible thinking and judgement	gesunder Menschenverstand
21	consumer product	n	product bought by the public and not by companies	Verbraucherprodukt
21	cost	n	the amount of money it costs to produce something	Abkürzung für Lebenslauf
CD1 T5	found out	v	show to be dishonest	erwischt werden
19	fulfil	adj	to fulfil a promise	komplett
19	go	v	perform to, occur	auftreten
CD1 T5	go about	v	start dealing with	ansprechen
CD1 T5	go straight in the bin	v	be thrown away without being looked at	direkt in den Papierkorb gehen
15	incentive	n	something that encourages someone to do something	Neuzug
18	job satisfaction	n	feeling of pleasure and achievement in a job	Zufriedenheit mit der Arbeit
19	knock	n	small building where products are sold	Kiosk
19	local distribution	n	selling goods in a particular area	lokale Distribution
18	perk	n	extra payment or benefit which is not part of your salary, e.g. a company car	Verfügung
19	promotion	n	being given a better-paid, more responsible job	Beförderung
19	receipt	adj	willing to listen and accept	aufgeschlossen
20	rehearse	v	person who gives information about your experience and ability when you apply for a job	Sachbearbeiter
21	reflect	v	show or represent	widerspiegeln
19	scope	n	the range of what something is available for the public to buy	Erreichbarkeit
19	scope	n	opportunities	Erreichbarkeit
CD1 T5	small mail	n	letters sent by post compared with the speed of email	Postbrief
CD1 T5	wordsmith/wisdom	pn	very good writer	Wortmeister
UNIT 4				
23	bring up details	v	find information on a computer	Daten aufrufen
25	critical	adj	very important	entscheidend
23	clearing up your details	adj	clearing up information on my computer	Information aufräumen
25	great deal	n	a lot	viel
23	hang on	v	(to) wait a moment	bitte warten Sie
25	interested recipient	v	someone who is interested in something	interessierter Ansprechpartner
25	put someone on hold	v	make someone wait to speak to the person they have called on the phone	jemanden in die Warteschleife stellen
23	screen: get up on the screen	v	see things on your details	etwas auf den Bildschirm holen
25	update	v	add new information to	aktualisieren
CD1 T7	available job	n	job that is available	offene Stelle
UNIT 5				
29	brand awareness	n	knowledge among people in general that a certain brand exists	Markenwahrnehmung
28	branding	n	giving a company or product a particular design or symbol in order to give it an identity	Markenentwicklung
28	brochure	n	magazine published by a company advertising or giving information about its products	Broschüre
29	capitalise on	v	benefit from, take advantage of	profitieren
29	centrepiece	n	the most important or attractive part or feature of something	Herzstück
29	contact sales	n	other people who are interested in your product	Kontakt für Partnersuche
29	direct mail	n	publicly sent directly to a person's home	direkte Postwerbung
28	drawback	n	disadvantage	Nachteil
28	dream up	v	invent	zusammenstellen
31	essence	n	most important quality	Wesen
31	focus group	n	group of people who are paid to discuss and give their opinions for market research	Fokusgruppe
28	gift	n	something which is given to you	Geschenk
29	hit	n	time when someone visits a website	Besuch
28	image	n	the way that people see a company or product	Bild, Image
28	leaflet	n	printed material of a page or a few pages publicising or giving information about a product or service	Prospekt
30	logo	n	start logo on computer, via website	emblem
31	logo	n	design which represents a company or a product	Logo
29	lottery	n	game in which numbered tickets are sold to people who then have the chance of winning a prize if their number is chosen	Lotterie
29	market share	n	the percentage of the market which is taken by a particular product in comparison with competitors' products	Marktanteil
31	online publicity	n	advertisements on the Internet	Online-Werbung
CD1 T8	overheads	pn	the regular and necessary costs, such as rent and heating, that are involved in operating a business	Gemeinkosten
29	pay a premium	v	pay a higher price	einen Aufpreis bezahlen
29	pitch	n	tactic or trick, especially when used in marketing	Strategie
29	point-of-sales display	n	where products are arranged in a shop in a way which advertises them to customers	Produktdarstellung in Laden
29	pool	v	put on the walls	aushängen
29	promotional activities	n	ways of advertising something	Gemeinwesen
28	purchase	n	something which you buy or order	Werbekäufchen
CD1 T8	reception	n	the way that people react to something	Kauf
31	reinvest	v	change the appearance or characteristics of something, modify	Anpassung
29	retail	adj	selling goods in small amounts to customers in shops, as well to customers in shops	Einzelhandel
28	sample	n	small example which shows what the rest of something is like	Probe
29	scope	n	range, easily remembered phrase used to advertise something	Erreichbarkeit
29	share	n	idea of someone's plan or intention	Teilnahme, Förderung
31	sixth	n	person or particular group of people at whom something is directed	Zielgruppe
29	task	n	job	Aufgabe
28	website	n	computer file with words and pictures which you can reach through the Internet	Internetseite
UNIT 6				
35	turnover	n	the amount of money moving through a business	Cashflow
CD1 T9	chill-out zone	n	area for people to relax in	Entspannungsraum
33	co-founder	n	person you begin a company with	Mitgründer
33	corporate	n	relating to a company	Unternehmens-
CD1 T10	customer base	n	regular customers	Kundenstamm
33	customer	n	made especially to suit the user's needs	maßgeschneidert
CD1 T9	decent	adj	good	gut
33	entrepreneurial skills	pn	abilities connected with starting a new business	unternehmerische Talente
33	found	v	set up or established in a company or organisation	gründen
CD1 T11	founder	n	person who starts up a new business	Gründer
33	gap in the market	n	opportunity to sell a new product which isn't being sold already	Marktlücke
CD1 T9	generic	adj	relating to a group of similar things rather than one thing in particular	allgemein
35	keep momentum	v	keep something developing after it has started	am Ball bleiben
33	label	n	company name or symbol	Markenschild, Etikett
33	line more line	n	no why of products	Produktlinie
33	niche product	n	product which only interests very specialised customers and does not interest the mass market	Nischenprodukt
32	on the market	adv	for sale	auf dem Markt
CD1 T9	on the road	adv	travelling to different places	unterwegs
33	opt for	v	choose	sich entscheiden für
33	outreach	n	going beyond other products	Wachstum
32	packaged	n	wrapped and displayed so that people will want to buy	verpackt
35	personal touch	n	having a personal contact with and being aware of the needs of every individual customer	persönliche Note
CD1 T9	pitch	v	aim, direct	anvisieren
CD1 T11	player: big player	n	large and powerful business	großer Akteur
33	publicist	adj	public relations	öffentlicher Beauftragter
33	projected	adj	planned	geplant
CD1 T9	secure	n	small, closed container made of paper or plastic containing a small amount of something, usually only enough for one occasion	Sicherheitskapsel
33	secure a site	v	rent a building or part of a building to run a business	Geschäftsfläche mieten
33	share	n	rise and fall in value of a company	raiser steigen, Korseien
34	sponsor	n	support financially in order to get publicity for your company	Ständ
CD1 T11	start-up	n	arrangement of shelves and tables at an exhibition where an organisation offers information and services	junges Unternehmen
33	sir	n	small business that has just been started	Auflegung
33	supply chain	n	the network of companies who bring goods from manufacture through wholesale supply and distribution to a retailer	Lieferkette
33	take off	v	start selling well, become a popular product	sehr beliebt werden
33	takeover	pn	acquire someone's business by buying their shares	Einnahme
33	turnover	n	total income of a company from sales of its products or services; sales	Umsatz
33	upmarket	adj	expensive, high-quality, appealing to the luxury end of the market	exklusiv
34	word of mouth	n	people telling each other about how good a product is	Mundpropaganda
CD1 T11	write-up	n	report, article	Rezension
UNIT 7				
38	budget	n	money you have available to spend	Budget
38	deliver	v	bring something to someone	liefern, erfüllen
38	edge	n	sharp part	Zusatz
CD1 T12	first-come-first-serve	n	deal with in the order in which people ask	Erstkomme-erstbedient
38	mean	adj	unpleasant and often exclusive information	scharf kalkuliert
38	mean	n	present at, help to run	Austausch
38	help	n	carry out your instructions	besetzen
38	server	n	central computer that most people who use a computer obtain information from	den Anweisungen folgen
CD1 T12	zone cut	n	small, closed container made of paper or plastic containing a small amount of something, usually only enough for one occasion	Sicherheitskapsel
38	stand out	v	make people notice	herausragen
CD1 T12	take note	v	notice someone's particular business or industry	Beschreibung
UNIT 8				
43	bulk in bulk	adj	in large quantities	in großer Menge
42	carry a lot of stock	v	keep a large amount of goods in a shop / chain of shops	große Lagermenge/E264 vorhalten
CD1 T12	come back to you on that	v	talk to you again in order to give you further information	sich wieder bei jemandem melden
42	gadgets	n	small device or machine with a particular purpose	kleiner Apparat
42	get in	v	arrive	ankommen
42	mark-up	n	amount by which the price of something is increased before it is sold again	Handelsspanne
43	payment terms	pn	arrangements made for payment, especially the amount of money and the period of time for payment	Zahlungsbedingungen
41	pop	v	(to) put	hinein
42	recommended retail price (RRP)	n	price at which a manufacturer suggests a product should be sold, although this may be reduced	empfohlener Einzelhandelspreis
43	repeat order	n	something which you order again	wiederholte Bestellung
43	sight at sight	adv	payable immediately, when the item is presented	bei Ansicht
40	stick to	v	not change or be forced to change	beibehalten
40	stock	v	keep a supply of a product in the shop	lagern
41	take a seat	v	(to) sit down	besetzen Sie Platz
41	terms and conditions	n	the details in an agreement or contract	Geschäftsbedingungen
UNIT 9				
CD1 T16	invest	v	invest in	sich einkaufen
49	invest in	v	other companies which produce the same goods or services as your company	in etwas investieren
49	credit facilities	pn	arrangement to borrow or owe money in order to buy goods	Kreditmöglichkeiten
CD1 T16	estate agent	n	person who starts up a new business	Immobilienhändler
49	estate agencies	n	businesses that arrange the selling, renting or management of property and land for other people	Immobilienagenturen
CD1 T16	fail	n	the number which has not succeeded	Ausfallrate
47	failure rate	n	someone who has a lot of money and who has the power to increase their own income	Börse
47	fee			