## *Chapter One*

# *Business and Management*



**1. What is Business?**

**2. What is Management?**

**3. How can you start a Business?**

# Vocabulary

**Match the following words with the Persian equivalents.**

| | | |
|---|---|---|
| 1. Good | ( ) | الف) قانونی |
| 2. Exchange | ( ) | ب) مشتری |
| 3. Investment | ( ) | ج) مبادله کردن |
| 4. Profit | ( ) | د) سازمان |
| 5. Publicly-Traded | ( ) | هـ) سرمایه گذاری |
| 6. Corporation | ( ) | و) معامله سهام |
| 7. Cooperative | ( ) | ز) کالا |
| 8. Coordinate | ( ) | ح) به انجام رساندن |
| 9. Accomplish | ( ) | ط) هماهنگ کردن |
| 10. Customer | ( ) | ی) موسسه |
| 11. Organization | ( ) | ک) شرکت تعاونی |
| 12. Staffing | ( ) | ل) سود |
| 13. Target | ( ) | م) محصول |
| 14. Output | ( ) | ن) هدف |
| 15. Legal | ( ) | س) استخدام |

# Business and Management

Business is an **organization** or economic system where **goods** and services are **exchanged** for one another or for money. Every business requires some form of **investment** and enough **customers** to whom its **output** can be sold on a consistent basis in order to make a **profit**. A business can be a for-profit entity, such as a **publicly-traded corporation**, a non-profit organization engaged in business activities, such as an agricultural **cooperative**.

Management in businesses and organizations is the function that **coordinates** the efforts of people to **accomplish** goals and objectives by using available resources efficiently and effectively. Management includes planning, organizing, **staffing**, leading or directing, and controlling an organization to accomplish the goal or **target**.

Starting a business involves planning, making key financial decisions and completing a series of **legal** activities.10 steps can help to plan a business.

1. Write a Business Plan
2. Get Business Assistance and Training
3. Choose a Business Location
4.Finance Your Business
5. Determine the Legal Structure of Your Business
6. Register a Business Name ("Doing Business As")
7. Get a Tax Identification Number
8. Register for State and Local Taxes
9. Obtain Business Licenses and Permits
10. Understand Employer Responsibilities

*http://www.businessdictionary.com/definition/business.html*
*https://www.sba.gov/content/follow-these-steps-starting-business*
*https://www.investopedia.com/terms/b/business.asp*

# True or false

**Write T for True statements and F for False statements.**

1. …….. A business can be a for-profit entity or a non-profit organization.
2. …….. Management in business is the function that coordinates the efforts of the people to collect much information.
3. …….. The first step to start a business is preparation of a business plan.
4. …….. Management includes planning, organizing, staffing and leading.
5. …….. For starting a business you don't need to get a tax identification number.
6. …….. The first step to plan a business is to register a business name.

# Grammar Note

## The verb be

1. The verb be is irregular and is often contracted. We use it to talk about age, nationality, job, and status.

I'm (I am) Italian.
You're (you are) my line manager
He's (he is) hungry.
She's (she is) married.
They're (they are) Swedish.
We're (we are) both engineers.

2. To make a question with the verb *be*, we invert the subject and the verb.

| | |
|---|---|
| Are you married? | Yes, I am. |
| Is she German? | No, she is not. |
| What is his job and where is he from? | He is a designer. |
| | He is from Sweden. |

# Communication Note

## Meeting someone for the first time

1. Introducing yourself
Let me introduce myself. My name's……..
Hello. I'm ……..
How do you do? Pleased to meet you.
Nice to meet you.

2. Introducing another person

Let me introduce you to……

This is my colleague ……

Nice to meet you.

How do you do? or Nice/ pleases to meet you.

Nice to meet you too.

3. Other questions

| | |
|---|---|
| Where are you from? | I'm from……..(but I work in…….) |
| What do you do? | I'm a ……..what about you? |
| Who do you work for? | I work for……..And you? |

# Writing Note

## Business letter

There are several business letter formats, but all of them can be subdivided into two basic groups: the block format and various indented formats. Although the block format is somewhat more common, (perhaps because it is easier), either one is acceptable. All conventional formats contain the same features:

1. Return address of the letter writer.
2. The date of the letter.
3. Complete name, title, and address of the recipient.
5. Body of the letter.
6. Closing.
7. Enclosure.

# Translation Note

## معادل[1] مناسب به کار ببرید.

به کارگیری عنصری از زبان مقصد که نزدیک‌ترین همتای بافت، واژه یا گروهی در زبان مبدا است، معادل‌یابی صوری[2] نامیده می‌شود. (نایدا، ۱۹۶۴) بسیاری از معادل‌های ظاهری دال بر کلمه‌هایی است که تفاوت چندان محسوسی با یکدیگر ندارند در چنین مواردی معادل‌یابی کار چندان دشواری نیست مانند معادل‌یابی برای واژه‌های جغرافیایی. با این حال، گاهی در ترجمه واژه‌ها از معادل نامناسب استفاده می‌شود. معادل‌یابی در ترجمه، زمانی برای مترجم دشوار می‌شود که واژه‌ها از چندین معادل در زبان مقصد برخوردار باشند و مترجم به اشتباه معنای اول واژه‌ای را به دیگر حوزه‌های معنایی آن تعمیم می‌دهد. در چنین مواردی باید با توجه به بافت جمله زبان مبدأ بهترین معادل را در زبان مقصد یافت تا پیام متن اصلی به زبان گیرنده منتقل شود. به علاوه، باید توجه داشت برخی از واژه‌های زبان انگلیسی از لحاظ معنایی در متون بازرگانی دارای معادل تخصصی خاص خود هستند و با معادل‌های دیگر خود در سایر متون تفاوت دارند. لذا، می‌باید معادل تخصصی آنها را به کار برد.

Example:

To launch a mobile phone

To launch

به معنای به آب انداختن گوشی تلفن همراه نیست بلکه به معنای «عرضه نمودن گوشی تلفن همراه در بازار» است.

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1. Equivalent
2. Formal Equivalent

# Translate the following passage in to Persian.

## What are Business Management Skills?

To run a successful business you need a diverse range of business management skills. When you start your business it's likely that your responsibilities will include:

- Sales and marketing;
- Accounts;
- Human resources; and
- Information technology (IT).

## How confident do you feel in your ability to manage them?

It's a good idea to plan ahead of time how you're going to manage each area which may include delegating various functions to a business partner, undertaking additional training or contracting a specialist advisor such as a bookkeeper, graphic designer or merchandiser.

## Marketing, sales and promotion

Marketing is more than just selling and promoting your business. It's about identifying your customers and working out how to get them to purchase your product or service. Go to Marketing for more information.

## Human resources

Human resources is about managing and looking after your staff. If you're buying an existing business or taking on a franchise you may find that you've got employees to manage before you even start your business.

## Understanding business financials

The primary objective of any business is to make a profit. Good financial management is essential to ensure your goal is achieved. The first step involves understanding your financial statements which is crucial to running a successful business.

## *Chapter Two*

# *A Business Manager*



**1. Who is a Business manager?**

**2. What are the roles of a Business manager?**

# Vocabulary

**Match the following words with the Persian equivalents.**

| | | |
|---|---|---|
| 1. Drive | ( ) | الف) ترک کردن |
| 2. Owner | ( ) | ب) واگذاری |
| 3. Marketing | ( ) | ج) تنظیم بودجه |
| 4. Finance | ( ) | د) خرید |
| 5. Accounting | ( ) | هـ) گسترش شرکت |
| 6. Auditing | ( ) | و) هدایت کردن |
| 7. Budgeting | ( ) | ح) بازاریابی |
| 8. Purchasing | ( ) | ط) متخصص |
| 9. Penetration | ( ) | ی) حسابداری |
| 10. Synergistic | ( ) | ک) مالی |
| 11. Relinquishing | ( ) | ل) مهارت |
| 12. Specialist | ( ) | م) نفوذ |
| 13. Expertise | ( ) | ن) مالک |
| 14. Shed | ( ) | س) همکاری‌کننده |
| 15. Company Expansion | ( ) | ع) حسابرسی |