

Inglês Técnico

Administrador de Empresas





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Introdução

Vocabulário e expressões essenciais para Administradores de Empresas

Bem-vindo à nossa apostila para Administradores de Empresas!

Neste material, exploraremos os termos e expressões fundamentais necessários para uma comunicação eficaz no contexto empresarial.

Você desenvolverá vocabulário para articular ideias de forma clara e precisa, enquanto adquire a capacidade de compreender e responder de maneira eficaz às demandas e desafios do mundo dos negócios.

Estamos entusiasmados para embarcar nesta jornada de aprendizado com você, contribuindo para o seu sucesso profissional!

Vamos começar!



Orientação

Siga estas orientações para otimizar o uso deste material e potencializar o seu aprendizado

- 1 Imprima este PDF;
- 2 Destaque com caneta marca-texto as palavras desconhecidas;
- 3 Leia a coluna meaning para descobrir o significado, sem usar tradutores;
- 4 Construa frases com aplicação das novas palavras que você está aprendendo.

Se precisar de inspiração, use o dictionary.cambridge.org/

Faça isso por meio da escrita e não da digitação, pois isso potencializa o armazenamento do novo conhecimento na memória de longo prazo.



Expressões

Exemplos		
Accountability Prestação de contas	The organization suffers from a lack of accountability. A organização sofre com a falta de prestação de contas.	
Break-even	We'd have to sell 2000 copies of the book to break even.	
Ponto de equilíbrio	Teríamos que vender 2.000 cópias do livro para o ponto de equilíbrio.	
Budget Orçamento	The firm has drawn up a budget for the coming financial year. A empresa elaborou um orçamento para o próximo exercício financeiro.	
Cash flow Fluxo de caixa	When starting a business you face a constant negative cash flow until your sales build up. Ao iniciar um negócio, você enfrenta um fluxo de caixa negativo constante até	
Chairman Presidente	que suas vendas aumentem. In his closing remarks, the chairman thanked everyone who had helped. Em suas considerações finais, o presidente agradeceu a todos que haviam ajudado.	
EBITDA EBITDA	Because of heavy expansion, the company's EBITDA will move from positive to negative next year. Devido à forte expansão, o EBITDA da empresa passará de positivo para negativo no próximo ano.	
Gross Bruto	A person's gross income is the money they earn before tax is deducted from it. A renda bruta de uma pessoa é o dinheiro que ela ganha antes que os impostos sejam deduzidos.	
Inheritance tax Imposto sobre herança	If you are a UK resident, you are liable to inheritance tax on your assets worldwide. Se você é residente no Reino Unido, está sujeito ao imposto sobre herança de seus ativos em todo o mundo.	
Insurance Seguro	You can take out insurance against employee injury. Você pode fazer um seguro contra lesões de funcionários.	
Loan Empréstimo	Before you take out a loan sit down and list all the money you have coming in. Antes de fazer um empréstimo, sente-se e liste todo o dinheiro que você recebe.	



Expressões

Exemplos		
Markdown Redução de preço	We're offering a ten percent markdown on selected items. Estamos oferecendo uma redução de dez por cento em itens selecionados.	
Merger Fusão	The boards finally approved the merger between the two energy groups. Os conselhos finalmente aprovaram a fusão entre os dois grupos de energia.	
Net pay Pagamento líquido	At present, average pay is calculated on the basis of net pay. Atualmente, o salário médio é calculado com base no salário líquido.	
Outsource Terceirizar	The decision to outsource had been made for financial reasons. A decisão de terceirizar foi tomada por razões financeiras.	
Overdraft Cheque especial	We have an overdraft facility of £500 with our bank. Temos um cheque especial de 500 libras com nosso banco.	
Partnership Parceria	The government is promoting a partnership between the state and the private sector. O governo está promovendo uma parceria entre o estado e o setor privado.	
Profit Lucro	The expectation is that both turnover and trading profit will have increased during last year. A expectativa é que o volume de negócios e o lucro comercial tenham aumentado durante o ano passado.	
Profitability Lucratividade	Management would like you to conduct a study of the profitability of expanding our market overseas. A gerência gostaria que você conduzisse um estudo sobre a lucratividade de expandir nosso mercado no exterior.	
Revenue Receita	Company revenue rose 4% last year. A receita da empresa aumentou 4% no ano passado.	
Sales revenue Receita das vendas	New products accounted for 35 to 40% of sales revenue for industrial firms. Novos produtos representaram 35 a 40% da receita de vendas para empresas industriais.	



Expressões

Exemplos		
Sole proprietor	Both the business and personal assets of the sole proprietor are subject to the claims of creditors.	
Proprietário único	Tanto os negócios como os bens pessoais do único proprietário estão sujeitos às reivindicações dos credores.	
Supply	We supply systems for clients on the Pacific Rim.	
Fornecer/fornecimento	Fornecemos sistemas para clientes na orla do Pacífico.	
Trade-off Troca	She said that she'd had to make a trade-off between her job and her family. Ela disse que teve que fazer uma troca entre seu trabalho e sua família.	
Turnover	Large supermarkets have high turnovers.	
Volume de negócios	Grandes supermercados têm alto volume de negócios.	
Wholesale	The wholesale market price of gasoline is starting to rise.	
Atacado	O preço da gasolina no mercado atacadista está começando a subir.	





Ability

Having the means or skills to do something.

Access

A Microsoft database program.

Accountability

Responsibility to someone or for some activity.

Accounts pabule

This is an accounting term that refers to the credit debt your business has incurred. Many businesses use credit for supplies, raw materials, or inventory purchases. The organizations you owe payment to are considered an account. These accounts can be put on a report for viewing. A quick glance at this report reveals the identities of your creditors, how much money is owed to each creditor, and how long that money has been owed.

Accuracy

The quality of being near to the true value.

Action

You'll know the word "action" from its normal contexts, such as action movies, or simply describing something being done ("taking action"). However, in the business environment this one of many examples of a noun being turned into a verb. "Can you action that?" might be a request you'd hear in an office, meaning simply "Can you do that?"

Analytical

Using or skilled in using reasoning.

Analyze

To break down into components or essential features.

Annual leave

Many business people now write in their out-of-office emails that they're on "annual leave". This simply means that they are on holiday. "Annual leave" is really a term used by the military, and it's unclear how it became adopted into the world of civilian business.

Appropriate

Suitable for a particular person, place or condition, etc.

Arrange

Put into a proper or systematic order.



Assets

Every business has assets, which in its simplest terms are items with value. All businesses need assets to produce products or sell services. An asset is anything a business owns. According to generally accepted accounting principles, the sum of the owner's (shareholders') equity and a business' liabilities equals the total assets a business has.

Assist

Give help; be of service.

Assistant

A person who contributes to the furtherance of an effort.

Audit

Examine carefully for accuracy.

Authorize

The verb to authorize means to give approval or permission to someone to do something. Authorization, or the act of giving approval, is commonly given in the form of a signature.



B₂B

A B2B (business to business) company is one that offers products or services directly to other businesses. The business can be a buyer, such as when a company purchases material for its products, or it can be a supplier providing products to other companies.

B₂C

B2C is an acronym for business-to-consumer. A B2C business is one that sells products or services directly to the consumer.

B₂C

B2C is an acronym for business-to-consumer. A B2C business is one that sells products or services directly to the consumer.

Balance sheet

A balance sheet details the company accounts at a certain point in time (often the end of the financial year). It lists the values of the company's assets (things belonging to it), liabilities (what it owes) and ownership equity (what's left after liabilities). It's intended to provide a snapshot of how the company is doing financially, which can then be compared with goals outlined in the business plan.

Benchmarking

Benchmarking, or goal setting, allows a company to assess the opportunities they may have for improving a number of areas in any of its functions. A baseline is established, and metrics are developed with which to compare the future performance of the functions.



Best practice

You might hear colleagues referring to industry "best practice", which describes a generally acknowledged 'best way of doing things' in order to achieve optimum results.

Blue sky thinking

The archetypal piece of office jargon, the term "blue sky thinking" is another way of expressing the idea of "thinking outside the box".

Bottom Line

Generally, the term bottom line refers to the last line in a financial statement of a business, where a profit or loss is shown. It has also been adopted as a term to replace "What this means is..." in presentations and papers.

Brand

"Brand" is the term given to a company's name and the recognisable attributes that go with that company, which define its unique identity. The company's tone of voice and design of official communications are part of what gives it this "brand identity".

Budget

The verb to budget means to make a plan for the amount of money to spend on something. The word budget can also be used as a noun to mean the amount of money that's made available for spending.

Business plan

A business plan is, as the name suggests, a document used to outline plans for a business, setting out growth goals for the next three to five years, and identifying information needed to achieve those goals, such as target market, unique selling points, marketing goals, and so on. It might also outline strengths, weaknesses, opportunities and threats (also known by the abbreviation "SWOT"). Business plans are essential for those setting up or developing a business, and will be needed in order to secure funding from banks, the Government or investors.

Buy-in

This term refers to the idea of gaining acceptance for something. If someone agrees to subscribe to a particular way of doing things, for example, they are "buying in" to the idea. You might see a phrase like "seek buy-in from employees" in an HR document discussing the implementation of a new set of rules, for example.





Calendar

A system of timekeeping that defines divisions of the year.

Capability

The quality of being able to do something.

Cash flow

Flow of money in and out of a business or project.

CEO

Top executive in an organization.

Cold call

Phone call, usually from a sales representative of a company, to a potential customer or client who is not expecting the call and with whom there has been no previous contact, with the aim of trying to sell them something.

Collaborate

Work together on a common enterprise or project.

Communicate

Transfer information to another.

Complex

Complicated in structure.

Compose

Form the substance of; write or create.

Computer

A machine for performing calculations automatically.

Consistent

The same throughout in structure or composition.

Continuous improvement plan

A continuous improvement plan is a set of activities designed to bring gradual, ongoing improvement to products, services or processes through constant review, measurement, and action.

Cooperation

The practice of working together on a common enterprise.

Coordinate

Bring the different elements of (a complex activity or organization) into a relationship that will ensure efficiency or harmony.

Core competency

This bewildering phrase refers to the strengths of a person or company. The word "competent" doesn't even refer to strength – it means the ability to do something to a satisfactory standard.





Data

A collection of facts from which conclusions may be drawn.

Demand

The ability and desire to purchase goods and services.

Demonstrate

Clearly show the existence or truth of (something) by giving proof or evidence.

Develop

Grow or cause to grow and become more mature, advanced, or elaborate.

Distribute

Provide information to the appropriate people or organizations.

Distribution

The noun distribution refers to the delivery of products or merchandise to your store or business.

Document

Noun: a piece of written, printed, or electronic matter that provides information or evidence or that serves as an official record.

Verb: record (something) in written, photographic, symbolic, or other form.

Drill down

Used to describe something that deserves closer inspection.



Edit

Prepare for publication or presentation by revising.

Employee turnover

When employees leave a company and have to be replaced its called employee turnover. A certain amount of turnover is unavoidable, but too much can ruin a company. The two general types of turnover are voluntary (such as resigning) and involuntary (such as layoffs).

End of play

This irritating term refers to the end of the working day. "Close of play" is a variant, as in "Can you get this over to me by close of play today?"

Entry

An item written, printed, or recorded electronically in a diary, list, ledger, or electronic file. Also: the act of going in.



Equipment

Items or apparatus needed for an undertaking.

Equity

Equity is the value of the capital contributed by owners or stockholders. This is also referred to as shareholders' equity.

Excel

Verb: to distinguish oneself.

Noun: Microsoft spreadsheet software.

Exemplary

Worthy of imitation.

Experience

Knowledge or mastery of an event or subject gained through involvement in or exposure to it.

Expert

A person with special knowledge who performs skillfully.



Facilitate

To make things easier and help them run more smoothly.

Feedback

Constructive comments on something.

Filing

Storing tems (especially paper documents) in an assigned, logical location, from which they can be retrieved easily. Also: the entering of a legal document into the public record.

Financial accounting standards board

The Financial Accounting Standards Board (FASB) is the primary body in the United States that sets accounting standards. The board updates and publishes generally accepted accounting principles for the standardization of accounting procedures.

Fiscal year

The government fiscal year (FY) generally starts on October 1 of a year and ends on September 31 of the next year. For example, FY 2015 started on October 1, 2014, and ended on September 31, 2015. The fiscal year for some business types mirrors the calendar year. Sole proprietorships, partnerships, and S corporations follow the calendar year for tax purposes, while corporations are allowed to design their own fiscal year.

Fixed assets

Fixed assets are anything a business owns, such as buildings or equipment.



Forecast

Just as a weather forecast predicts what the weather's going to be doing, so a business forecast predicts various aspects of a business's future movement based on its current situation, external factors, new products, plans for marketing and such like. The timeframes are usually somewhat longer than those involved in a weather forecast – three to five year forecasts are common. Types of business forecast include sales, profit and loss, and cashflow; the latter helps business owners predict whether they're likely to run out of money.

Format

Noun: the visual appearance or of information; the way in which something is arranged or set out.

Verb: to set up information or other items in a specific manner.

Formatting

The organization of information according to preset specifications (often for computer processing).



GAAP

Generally accepted accounting principles (GAAP), are a set of rules and practices having substantial authoritative support. GAAP is the standard that companies use to compile their financial statements such as the income statement, balance sheet, and statement of cash flows.

Get the ball rolling

This is simply a way of saying "start". You might hear it at the beginning of a meeting, when the person organising the meeting might say "let's get the ball rolling" to mean "let's begin the meeting".

Going forward

This is usually used to mean "from now on". Some may consider it to have connotations of moving on positively from something negative that may have occurred: "we'll adopt a different approach going forward".

Golden parachute

A golden parachute is a name given to the clause in a top executive's employment agreement or contract that defines the payout the individual will receive should they be terminated by the organization before the end of their contract.

Gross

The entire amount of income before any deductions are made;





Helicopter view

Believe it or not, this means "a quick overview". Why anybody felt that describing it in this way was necessary is anybody's guess; but the same could be said of any of the examples on this list of office jargon, so you're best off avoiding these terms if you want to be taken seriously in an office environment.

HR

Human Resources; The part of a company that deals with matters relating to its employees.



Implement

To put (a decision, plan, agreement, etc.) into effect.

Inheritance tax

Also known as estate tax. tax paid by person who is left money or property.

Insider

An insider in a company is someone who has access to important information about a company. This information could influence investor decisions that would impact the firm's stock price or valuation.

Insurance

Promise of reimbursement in the case of loss.

Interaction

The kind of action that occurs as two or more objects or individuals have an effect upon one another.

Internship

On-the-job training similar to apprenticeships.

Inventory

Noun: a complete list of items such as property, goods in stock, or the contents of a location or container.

Verb: to create a complete list of items as described above.



Job rotation

Trainees are rotated periodically between jobs so to broaden their perspective of the business.





Leverage

Though "leverage" is another word that's meant to be a noun – meaning the use of a lever to apply force – it's often heard in a business context being used as a verb, meaning to utilise something to the business's advantage – "leverage our contacts to spread the word", for example.

Liabilities

Liabilities are amounts owed by a business at any one time. They can be expressed as payables for accounting purposes. Included in liabilities are loans, credit payments due, taxes, or any other form of debt in which you are obligated to pay.

Liability

The state of being legally obliged and responsible.

Line manager

A line manager is a person who directly manages other employees and operations of a business while reporting to a higher ranking manager. The line manager term is often used interchangeably with direct manager.

Loan

The temporary provision of money (usually at interest).

Low-hanging fruit

Imagine picking fruit from a tree: you'd go for the ones hanging low first, as they're easiest to get. In business, the phrase "low-hanging fruit" is used to describe the tasks or opportunities that are easiest to tackle.



Maintain

Keep in a certain state, position, or activity.

Markdown

Decrease in price to increase sales.

Marketing

Marketing refers to the promotion of a product or service. It can take numerous forms, including advertising, emailing customers, sending out leaflets or brochures, engaging with potential customers via social media, and so on.

Matrix management

Matrix management is commonly used in organizations if they have a need to share resources across functions (i.e, different departments). In a matrix management system, an individual has a primary report-to boss and also works for one or more managers, most typically on projects.



Merchandise

The noun merchandise simply refers to the products or goods that are bought and sold by your company.

Merger

The combination of two or more commercial companies.

Message

A verbal, written, or recorded communication sent to or left for a recipient who cannot be or is not contacted directly.

Minutes

The "minutes" of a meeting are notes taken during the meeting to record what was said, what was agreed, and to assign actions to individuals whose responsibility it will be to complete them.

Motivate

Give an incentive for action; stimulate interest, enthusiasm or desire.



Negotiate

The verb to negotiate means to formally discuss something and come to an agreement. The noun negotiation refers to the formal discussion to arrive at a decision that all parties agree to.

Net pay

Amount of gross income after tax and other deductions.

Non-disclosure agreement

For many companies, one of their most valuable assets is their intellectual property which they must keep secret. A non-disclosure agreement (NDA) is a legal document between employee and employer, in which the employer agrees to disclose certain information to the employee for a specific purpose. The employee then becomes legally bound not to disclose that information to anyone else.



Office

Place of business where professional duties are performed.

On the same page

In the world of office jargon, it's apparently acceptable to take a wellknown idiom – in this case "singing from the same hymn sheet" – and dumb it down for use in the boardroom. If you're "on the same page" as someone, you're approaching something from the same point of view as them, with the same agreed assumptions in mind.



Outsource

Obtain goods or services from an outside supplier.

Overdraft

The combination of two or more commercial companies.



Partnership

Two or more members of a business.

Payroll deductions

Factors (such as income tax) that decrease gross earnings.

Perform

To carry out, accomplish, or fulfill (an action, task, or function).

Price point

For some reason, some business types like to talk about "price points" instead of just "prices". This is one of many examples of using more complicated language in lieu of a simpler word or phrase.

Prioritize

To prioritize means to deal with things in their order of importance or urgency. Things that are more important are given a higher priority so they get done before the less important things.

Priority

For many companies, one of their most valuable assets is their intellectual property which they must keep secret. A non-disclosure agreement (NDA) is a legal document between employee and employer, in which the employer agrees to disclose certain information to the employee for a specific purpose. The employee then becomes legally bound not to disclose that information to anyone else.

Process

The verb to process means to put something through a series of actions to achieve a certain result. The noun processing describes the series of actions and steps needed to produce a certain result.

Professional

Of or relating to or suitable as an occupation.

Profit

The excess of revenues in a given period of time.

Profit and loss statement

A profit and loss statement (called an income statement under GAAP), is a business report that shows net income as the difference between revenue and expenses.



Profitability

The noun profitability refers to the profit or amount of money gained from your sales or business.

Provide

Give something useful or necessary to.

Public relations

Public Relations, or PR, is the role within a business devoted to communicating with the press, and ensuring favourable media coverage of a company, product or service.

Purchase

Acquire by means of a financial transaction.



Query

An instance of questioning.

Quick wins

This horrible phrase refers to the same sort of thing as "low-hanging fruit" – the things that are easiest to achieve.



Recruit

The verb to recruit means to find suitable people to work for your company.

Recruitment

Recruitment is the process of hiring new employees. Companies exist whose sole purpose is to match employers with potential employees; these are known as recruitment agencies.

Resolving

Settle or find a solution to (a problem, dispute, or contentious matter); bringing an issue or problem to a conclusion.

Responsible

Worthy of or requiring trust; held accountable.

Return on investments

A group of business ratios that indicate the performance of capital contributed to the company from investors.

Revenue

The money generated by all its operations before deductions are taken for expenses.

Route

Verb: to send or direct along a specified course. Noun: an established line of travel or access.





Sales revenue

Income received from selling services or goods.

Scalable

If something is "scalable", this means that it's an idea that will work easily on a larger scale to the one it currently works on.

Schedule

Noun: a plan for carrying out a process or procedure, giving lists of intended events and times. Verb: create the plan as described above.

Scheduling

Creating and maintaining a schedule.

Senior manager

Senior managers (typically used in large organizations with multiple layers of management) have responsibilities and authority broader in scope than a front-line manager. Senior managers are usually positioned to move into a director or general manager position.

Shewhart cycle

Is most often a circle with no beginning or end, meaning that the continuous improvement processes of business never stop.

Skill

An ability or aptitude; usually developed through training or practice.

Skill set

This refers to someone's range of skills. It's jargon because it's an unnecessary way of describing what could easily be referred to simply as "skills".

Sole proprietor

Receives all the profits from the business but also assumes the risks of operating the business.

Stakeholders

This word is used to refer to anyone who's involved in a particular project. If someone has a say in the outcome of a piece of work, they are a "stakeholder".

Start-up

Used to describe a brand new business, typically in its first few months or years of trading.

Stock

A supply of something kept available for future use.



Subject matter expert

An individual with a deep understanding of a particular process, function, technology, machine, material, or type of equipment.

Supervise

To observe and direct the work of (someone). Also: observe and direct the execution of (a task, project, or activity).

Supply

Offering goods and services for sale.

Support

Give assistance to; enable to function or act.



Team

A cooperative unit (especially in sports); any group of people united in a common purpose.

Thinking outside the box

Is most often a circle with no beginning or end, meaning that the continuous improvement processes of business never stop.

Touch base

This is surely one of the most cringe-worthy pieces of office jargon, and it's filtered its way through from the pitches of American baseball into the offices of the UK. All it means in the office environment is "to make contact". You might hear "let's touch base", meaning "let's talk".

Trade-off

An exchange that occurs as a compromise.

Turnover

The noun turnover is pretty interesting. It may refer to the amount of money your company receives in sales, or the rate at which your company's merchandise is sold and replaced by new stock. It could also mean the rate at which staff leave your company and are then replaced by new people.



Unemployment benefits

If an employee loses a job not for his own fault, the employer must pay for his benefits.

USP

A "USP" is the "Unique Selling Proposition" of a company, product or service – in other words, what makes it different from similar offerings.





Variable expenses

Are those business expenses which vary depending on the volume of business, sales, or the volume of transactions.

Vertical

You'd have thought that the word "vertical" is simply the opposite to "horizontal", but not in a business context. In the world of business jargon, it refers to an area of expertise.

Vision

Vision is the dream of what the owners want the organization to be. It should not be confused with strategy, which is the large-scale plan the company follows to make the dream happen.



Warrant

Legal document granting permission to do something.

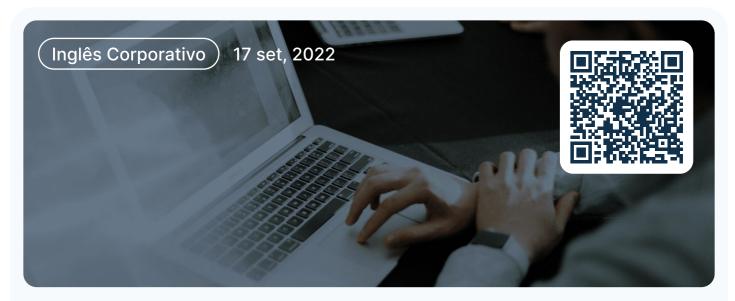
Wholesale

The selling of goods to merchants, usually in large quantities.



Inglês Corporativo

Explore estes recursos para expandir seu vocabulário corporativo:



Inglês Corporativo Técnico: vocabulário útil para sua profissão



Rotina de trabalho em inglês



Fluência Descomplicada

Isso que você acabou de ler foi nosso **conteúdo gratuito**. Espero que tenha sido útil no seu aprendizado.

Se você busca **resultados na evolução do seu inglês**, conheça o curso Fluência Descomplicada, aqui da Nação Fluente.

Ele é focado na prática; por isso, disponibiliza ao aluno cinco encontros semanais para treinar conversação em inglês, com duração de 1 hora e meia cada, totalizando 7 horas e meia de conversação por semana.





Se o aluno precisa tirar dúvidas, praticar sobre um tema específico e deseja avaliar sua evolução, ele também pode contar com as aulas individuais exclusivas entre ele e o professor, que ocorrem uma vez por semana com duração de 50 minutos.

Para **traçar estratégias** para aprender inglês de maneira eficaz, tirando o máximo proveito disso tudo, o aluno também recebe acesso aos encontros de coaching voltado para idiomas.

> Por fim, há a área do aluno, com vídeo aulas e material de apoio em uma plataforma de fácil acesso.

Conheça o Fluência Descomplicada



Compartilhe

Ajude a democratizar o ensino do inglês no Brasil

Caro leitor,

Você chegou ao final de mais uma etapa importante em sua jornada de aprendizado de inglês.

Mas lembre-se, o conhecimento é ainda mais poderoso quando compartilhado.

Nossa missão vai além do ensino; é também sobre criar uma comunidade onde o inglês é acessível a todos, independentemente de onde estão ou de suas condições financeiras.

Ao compartilhar este material, você se torna parte fundamental dessa missão.

Como você pode ajudar?



Baixe este material

Faça o download deste material através do link fornecido para obter uma cópia e explorar seu conteúdo.



Compartilhe com alguém

Pode ser alguém próximo a você - amigo, colega, familiar ou alguém em sua rede social - que se beneficiaria deste aprendizado.



Espaihe a palavra

Converse sobre como este material ajudou você e encoraje outros a se juntarem a nós nesta jornada de aprendizado.

Cada pessoa que você ajuda a aprender inglês é uma semente plantada para um futuro onde barreiras linguísticas são diminuídas e oportunidades são ampliadas.

Juntos, podemos fazer uma grande diferença.

Vamos juntos nessa missão?



Vânia Paula de Freitas

Aula individual | Conversação | Inglês Corporativo Descomplicado