

## INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

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(Ekonomika a podnikání, Obchodník, Podnikání)  
Klíčová slova: podnik, podnikatelský plán, faktory právní a politické

## Metodický list/anotace:

Materiál slouží k seznámení se základní odbornou slovní zásobou pro studenty ekonomických oborů. Jedná se zejména o termíny z oblasti ekonomie.

Studenti odhadují na základě svých znalostí význam slov. V případě potřeby pracují se slovníkem.

Business

# What is it?

- **a business** is any organisation that makes goods or provides services
- there are many types of business
- entrepreneurship is the act of being an entrepreneur
- the most obvious form of entrepreneurship is starting new businesses (referred as *startup company*)
- these range from small firms owned and run by just one self-employed person, through to large companies which employ thousands of staff
- a business opportunity consists of four integrated elements
  - a need
  - the means to fulfill the need
  - a method to apply the means to fulfill the need
  - a method to benefit

# Why start a business?

- the individual who sets up their own business is called an ***entrepreneur***
- making a ***profit***. A business does this by selling items at a price that more than covers the costs of production. Owners keep the profit as a reward for risk-taking and enterprise.
- the satisfaction that comes from setting up a successful business and being independent
- being able to make a difference by offering a service to the community such as a charity shop or hospice

# A business plan

- A ***business plan*** is a report by a new or existing business that contains all of its research findings and explains why the firm hopes to succeed. A business plan includes the results of **market research** and **competitor analysis**.

# Economic factors

- government regulations
- rate of interest
- inflation
- price level
- economic growth and development
- gross domestic product (GDP)

# Law factor

- governments can pass **legislation** protecting consumers and workers or restricting where businesses can build new premises
- government economic objectives include
  - low unemployment
  - lower prices (continually rising prices is called ***inflation***)
  - economic growth so that individuals have a *higher standard of living*
  - the **exchange rate** (the price of foreign currency)

# Literatura

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