

INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

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Vzdělávací obor: Anglický jazyk
Tematický okruh: odborná slovní zásoba pro studenty ekonomických oborů
(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 structure

Sole traders

- a ***sole trader*** describes a business that is owned and controlled by one person - although they may employ workers
- individuals who provide a specialist service like hairdressers or photographers are sole traders
- the owner is personally liable for the firm's debts and may have to pay for losses made by the business .This is called ***unlimited liability***.

Partnerships

- partnerships are businesses owned by two or more people
- doctors, dentists and solicitors are typical examples of professionals who may go into partnership together and can benefit from shared expertise.
- partners have unlimited liability

Limited companies

- the ownership of a limited company is divided up into equal parts called shares
- owners are not personally liable for the firm's debts.
- the owners of a limited company are not necessarily involved in running the business
- there are two main types of limited company:
 - a private limited company (ltd) is often a small business such as an independent retailer in a market town (shares do not trade on the stock exchange)
 - a public limited company (plc) is usually a large, well-known business (shares trade on the stock exchange)

Franchising

- franchise is a joint venture between:

a franchisee, who buys the right from a franchisor to copy a business format
and

a franchisor, who sells the right to use a business idea in a particular location

- many fast foods are franchises

Remember

- the sole trader has no one to share the responsibility of running the business with
- sole traders often work *long hours*, it can be difficult to take holidays or time off if they need
- opening a franchise is usually *less risky* than working as an independent retailer. The franchisee is adopting a well known business model and selling a famous product.

Literatura

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