



**UNIVERSITETI I PRISHTINË “HASAN PRISHTINA”  
FAKULTETI EKONOMIK PRISHTINË**

Lista e termave ekonomike nga lënda **Gjuhë angleze I**, për të cilat duhet të shkruhen definicionet përkatëse në gjuhën angleze. Kjo listë e termave të përzgjedhura vlen për mësimin tek Prof. Ass. Dr. Sadete Pllana.

<b>Unit 1</b>
<b>innovation:</b> a new idea or method
<b>promotion:</b> when someone is raised to a higher or more important position.
<b>public sector:</b> the section of the company under governmental control.
<b>subordinate:</b> a person with a less important position in an organization.
<b>Who was Peter Drucker and how did people call him?</b> He was an Austrian-born American business professor, consultant and author and is often called “The Father of Modern Management”.
<b>5 tasks of a manager (by P. Drucker):</b> planning (setting objectives), organizing, integrating (motivating and communicating), measuring performance and developing people.
<b>Unit 2</b>
<b>Theory X:</b> Is the rather pessimistic approach to workers and working which assumes that people are lazy and will avoid work and responsibility if they can, and that they have to be looked after.
<b>Theory Y:</b> assumes that most people have a psychological need to work, are motivated by the satisfaction of doing a good job, are ambitious, and want to take responsibilities and be creative in their work.
<b>promotion:</b> means to be raised to a higher rank or better job.
<b>wages:</b> money paid (per hour, day or week) to manual workers.
<b>salary:</b> is a fixed amount of money or compensation paid to an employee by an employer in return for work performed. Salary is commonly paid in fixed intervals, mostly each month.
<b>corporate culture:</b> a company’s shared attitudes, beliefs, practices and work relationship.
<b>job rotation:</b> regularly switching between different tasks.
<b>job security:</b> knowing that there is little risk of losing one’s employment.
<b>incentives:</b> things that encourage people to do something.
<b>Unit 3</b>
<b>hierarchy or chain of command:</b> a system of authority with different levels, one above the other, e.g. a series of management positions, whose holders can make decisions, or give orders and instructions.
<b>line authority:</b> the power to give instructions to people at the level below in the chain of command.
<b>Wikinomics:</b> means collaborating with people outside the traditional corporate structure, letting people around the world cooperate to improve an operation or to solve a problem.
<b>Matrix management:</b> allows people to report to more than one superior, without passing everything through their line superior.
<b>Teams:</b> are wholly autonomous, temporary groups that are responsible for an entire project, and are split up as soon as it is successfully completed.
<b>the 5 most common company structures:</b> The chain of command; functional structure; flattening hierarchies and delegating responsibility; matrix management; teams
<b>outsourcing:</b> a practice used by different companies to reduce costs by transferring portions of work to outside suppliers rather than completing it internally.

#### Unit 4

**The 3 cultural types are:** Linear active cultures; multi-active cultures; reactive cultures.

**linear active cultures are:** generally organized and rational, try to act logically rather than emotionally, plan in advance, and like to do one thing at a time. They believe in respecting rules, regulations and contracts. They are essentially individualists (universalists).

**multi-active cultures are:** flexible, good at changing plans and happy to improvise. They give more importance to feelings, emotions and intuition, and relationships and connections. They are essentially collectivists (particularist).

**reactive cultures are:** people who prefer to listen to and establish the other's position, and then react to it. They try to avoid confrontation, and don't want to lose face. They rarely interrupt speakers and often avoid eye contact.

**individualist:** is someone who believes that personal goals and desires and interests are more important than those of a group of people.

**collectivist:** is someone who believes that the group is more important than the individual.

**glocalization:** an invented word combining worldwide and regional concerns.

**status:** respect, prestige or importance given to someone.

#### Unit 5

**recruitment:** The process of finding and hiring the best-qualified candidate (from within or outside of an organization) for a job opening, in a timely and cost effective manner.

**shortlist:** is a preliminary selection of the candidates who have applied for a job.

**covering letter:** explains why you want the job.

**interviewee:** is the person who is interviewed.

**interviewer:** is the person who is interviewing another person.

**cue:** means a sign or a signal for someone to do, to think or to believe something.

#### Unit 6

**critical mass:** the number of people needed to start and sustain a change.

**outperforming:** doing better than others, financially.

**return on equity:** the amount of money a company earns on the investment of its shareholders.

**accountability:** being officially responsible for something

**quota:** an official imposed number or quality.

**compliance:** obeying laws or regulations.

**apprentices:** trainees, people still learning their job.

**dissolution:** the ending or termination of an organization.

#### Unit 7

**the primary sector:** agriculture, and the extraction of raw materials from earth.

**the secondary sector:** manufacturing industry, in which raw materials are turned into finished products.

**the tertiary sector:** the commercial services that help industry produce and distribute goods to their final consumers, as well as activities such as education, healthcare, leisure, tourism, etc.

**the quaternary sector:** the information services such as computing, ICT, consultancy, R&D, and also the news media, libraries, universities and colleges, and other intellectual activities.

**exported goods:** products sold to other countries.

**real estate:** property: buildings such as offices, houses, flats or apartments.

**labour:** work done in return for money.

#### Unit 8

**inventory or stock:** is a company's reserves of raw materials, parts, work in process, and finished products.

**plant:** is a collective word for all the buildings, machines, equipment, and other facilities used in the production process.

**supply chain:** is a network of organizations involved in producing and delivering goods or a service.

**economies of scale:** are the cost savings arising from large scale production.

**lead time:** is the time needed to perform an activity such as manufacturing a product or delivering it to a

customer.
<b>risk premium:</b> is the potential cost of taking a chance.
<b>procurement:</b> means the obtaining of supplies. / The purchasing of something (supplies) usually for a company, government or other organization.
<b>Unit 9</b>
<b>logistics:</b> means designing and managing the flow of goods, information and other resources.
<b>lean of production:</b> means using small quantities and avoiding any waste.
<b>Pull strategy:</b> with a pull strategy, a company manufactures according to current demand. Pull systems only buy or produce things when they are needed.
<b>Push strategy:</b> with a push strategy production is based on estimates of future demand, and begins according to the planned production lead time.
<b>Kanban systems:</b> signal that items need to be replaced. Kanban is a Japanese word and means “visual card”.
<b>Unit 10</b>
<b>bountiful:</b> providing a large amount of good things.
<b>reworking:</b> changing or improving a product or service.
<b>scrapping:</b> getting rid of things which are no longer useful or wanted.
<b>warranties:</b> guarantees: written promises to repair or replace products that develop a fault.
<b>TQM:</b> Total Quality Management is a management approach designed to improve the production quality of goods and services.
<b>Unit 11</b>
<b>outlets:</b> places of business for selling goods to customers (shops, stores, kiosks, etc.).
<b>product mix:</b> all the different products, brands and items that a company sells.
<b>retailers:</b> businesses that sell goods or merchandise to individual consumers.
<b>brand recognition:</b> the extent to which consumers are aware of a brand, and knows its name.
<b>market share:</b> the sales of a company expresses as a percentage of total sales in a given market.
<b>brand-switchers:</b> consumers who buy various competing products rather than being loyal to a particular.
<b>‘high frequency passage’:</b> a lot of people (potential customers) walking past the store.
<b>Unit 12</b>
<b>distribution channel:</b> all the companies or individuals (‘middlemen’) involved in moving goods or services from producers to consumers.
<b>market penetration:</b> the strategy of setting a low price to try to sell a large volume and increase market share.
<b>market skimming:</b> setting a high price for a new product, to make maximum revenue before competing products appear on the market.
<b>product differentiation:</b> making a product (appear to be) different from similar products offered by other sellers, by product differences, advertising, packaging, etc.
<b>sales representative:</b> someone who contacts existing and potential customers, and tries to persuade them to buy goods or services.
<b>wholesaler:</b> an intermediary that stocks manufacturers’ goods or merchandise, and sells it to retailers and professional buyers.
<b>4 stages of the product life cycle:</b> 1. Introduction stage, 2. Growth stage, 3. Maturity stage, 4. Decline stage
<b>Unit 13</b>
<b>media plan:</b> the choice of where to advertise in order to reach the right people.
<b>advertising campaign:</b> the advertising of a particular product or service during a particular period of time.
<b>target costumers:</b> a defined set of costumers whose needs a company plans to satisfy.
<b>comparative-parity method:</b> choosing to spend the same amount on advertising as one’s competitors.
<b>word-of mouth advertising:</b> free advertising, when satisfied costumers recommend products to their

friends.
<b>viral marketing:</b> trying to get consumers to forward an online marketing message to other people.
<b>Unit 14</b>
<b>ATMs:</b> Automated Teller Machines, cash points, machines where you can withdraw money with a credit card.
<b>loan:</b> a sum of money borrowed from a bank.
<b>bonds:</b> certificates of debt issued by governments or companies to raise money.
<b>merger:</b> when one company combines with another one.
<b>conglomerate:</b> a group of companies, operating in different fields, which have joined together.
<b>credit rating:</b> estimates of people's ability to fulfil their financial commitments.
<b>stocks or shares:</b> certificates representing part-ownership of a company.
<b>deregulation:</b> the ending or relaxing of legal restrictions.
<b>stockbroking:</b> buying and selling stocks or shares for clients.

**Njohuritë gramatikore, që do të kërkohen në këtë provim:**

- Simple Past
- Simple Present
- Future I Simple
- Present Perfect Simple
- Past Perfect Simple
- Present Continuous
- Past Continuous
- Future I Continuous
- Relative pronouns (who / which / whose)
- Adverb or Adjective?
- Comparative or Superlative?
- Prepositions
- Irregular verbs
- Plural of nouns
- Synonyms
- Antonyms

<b>Literatura</b>	
<b>Literatura bazë:</b>	<b>English for Business Studies</b> (A Course for Business Studies and Economics students-3 <sup>rd</sup> Edition) by Ian MacKenzie; Cambridge University Press, 2010.
<b>Literatura shitesë:</b>	<ol style="list-style-type: none"> <li>1. John Eastwood, "<i>Oxford Practice Grammar</i>" Oxford University Press 1997</li> <li>2. Regina Hayon Cohen, Gramatikë praktike e anglishtes, "<i>English Grammar</i>", përktheu: Diana Dibra, Tiranë, 2004.</li> <li>3. Pavli Qesku: "<i>Fjalor Anglisht-Shqip</i>" EDFFA Tiranë, 2000.</li> <li>4. Ilo Duro, Ramazan Hysa, "<i>Fjalor Shqip-Anglisht</i>" Rilindja Prishtinë, 1988.</li> <li>5. Nexhmi Rexha: "<i>Fjalor i biznesit, ekonomikës dhe financës</i>" Anglisht-Shqip Shqip-Anglisht, ASAU, Prishtinë, 2009.</li> <li>6. Internet: Financial Dictionary <a href="http://www.investopedia.com/dictionary/">http://www.investopedia.com/dictionary/</a></li> <li>7. Internet: <a href="http://www.english4u.com">http://www.english4u.com</a>; and other websites</li> <li>8. Longman Business English Dictionary online</li> <li>9. English synonyms and antonyms: <a href="http://www.thesaurus.com/">http://www.thesaurus.com/</a>; and other websites</li> </ol>

# English Tenses

Explanation		Past	Present	Future
		<b><u>Simple Past</u></b>  <b>Signal words:</b> yesterday, 2 minutes ago, in 1990, the other day, last Friday	<b><u>Simple Present</u></b>  <b>Signal words:</b> always, every ..., never, normally, often, seldom, sometimes, usually	<b><u>Future I Simple</u></b>  <b>Signal words:</b> in a year, next ..., tomorrow If-sentence Type I ( <i>If you ask her, she will help you.</i> ) <i>Assumption:</i> I think, probably, perhaps
<b>Moment</b>	action that takes place once, never or several times	P: He played football every Tuesday. N: He didn't play football .. Q: Did he play football ...?	P: He plays football every Tuesday. N: He doesn't play football... Q: Does he play football .....?	P: He will / is going to play football every Tuesday. N: He won't/isn't going to play football .. Q: Will he../Is he going to play football....?
	actions that happen one after another	He played football and then he went home.	He plays football and then he goes home.	He will play football and then he will go home.
	state	He loved football.	He loves football.	He will love football.
		<b><u>Past Continuous</u></b>  <b>Signal words:</b> when, while, as long as	<b><u>Present Continuous</u></b>  <b>Signal words:</b> at the moment, just, just now, Listen!, Look!, now, right now	<b><u>Future I Continuous</u></b>  <b>Signal words:</b> in one year, next week, tomorrow
<b>Period</b>	action going on at that moment	P: He was playing football. N: He wasn't playing football. Q: Was he playing football?	P: He is playing football. N: He isn't playing football. Q: Is he playing football?	P: He will be playing football. N: He won't be playing ... Q: Will he be playing ....?
	actions taking place at the same time	He was playing football and she was watching.	He is playing football and she is watching.	He will be playing football and she will be watching.
		<b><u>Past Perfect Simple</u></b>  <b>Signal words:</b> already, just, never, not yet, once, until that day	<b><u>Present Perfect Simple</u></b>  <b>Signal words:</b> already, ever, just, never, not yet, so far, till now, up to now	<b><u>Future II Simple</u></b>  <b>Signal words:</b> by Monday, in a week
<b>Result</b>	action taking place before a certain moment in time; emphasises the result	P: He had won five matches until that day. N: He hadn't won five .....	P: He has won five matches so far. N: He hasn't won five .... Q: Has he won five matches?	P: He will have won five matches by then. N: He won't have won .....
		<b><u>Past Perfect Continuous</u></b>  <b>Signal words:</b> for, since, the whole day, all day	<b><u>Present Perfect Cont.</u></b>  <b>Signal words:</b> all day, for 4 years, since 1993, how long?, the whole week	<b><u>Future II Cont.</u></b>  <b>Signal words:</b> for ..., the last couple of hours, all day long
<b>Duration</b>	action taking place before a certain moment in time (and beyond), emphasises the duration	P: He had been playing football for ten years. N: He hadn't been playing... Q: Had he been playing....?	P: He has been playing football for ten years. N: He hasn't been playing... Q: Has he been playing....?	P: He will have been playing football for ten years. N: He won't have been playing football for ... Q: Will he have been playing?