

# Upper-Intermediate Business English Vocabulary & Activities Pack

This resource includes: (1) a 200+ word Business English vocabulary list, (2) common collocations and phrasal verbs, (3) vocabulary gap-fill exercises, (4) speaking discussion questions, and (5) short case-study activities suitable for B2 / upper-intermediate learners.

## Business Strategy

strategy
objective
mission statement
vision
core values
competitive advantage
benchmarking
stakeholder
long-term planning
risk assessment
diversification
restructuring
downsizing
outsourcing
market positioning
feasibility study
sustainability
corporate governance

## Finance

revenue
turnover
profit margin
overheads
budget
forecast
cash flow
capital

investment
return on investment
equity
liability
assets
break■even point
audit
taxation
dividend
bankruptcy
merger
acquisition

## Marketing & Sales

target market
branding
brand awareness
customer loyalty
value proposition
advertising campaign
market research
consumer behavior
pricing strategy
product launch
promotion
sales target
distribution channel
market share
customer acquisition
upselling
cross■selling
lead generation
conversion rate

## Human Resources

recruitment
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onboarding
job description
performance review
promotion
compensation
benefits
workforce
turnover rate
training
professional development
leadership
teamwork
motivation
workplace culture
employee engagement
conflict resolution
delegation

## **International Business**

globalization
international trade
import
export
tariff
supply chain
logistics
distribution
trade regulations
currency exchange
multinational company
foreign investment

## **Entrepreneurship**

entrepreneur
startup
venture capital

business model
innovation
disruption
pitch
prototype
scaling
incubator
accelerator
seed funding

## **Common Business Collocations**

- make a profit
- make a loss
- reach a deal
- reach an agreement
- conduct market research
- meet a deadline
- increase efficiency
- build customer loyalty
- launch a product
- generate revenue
- gain market share
- reduce costs
- improve productivity
- expand operations
- establish partnerships
- deliver results
- negotiate terms

## **Business Phrasal Verbs**

- carry out (research)
- set up (a company)
- take over (a company)
- phase out (a product)
- scale up (production)
- cut back (costs)

- bring in (revenue)
- roll out (a product)
- look into (a problem)
- step down (from a position)

## Vocabulary Gap Fill Exercise

1. The company plans to \_\_\_\_\_ a new product next month.
2. Our main \_\_\_\_\_ is young professionals aged 25-35.
3. The marketing team conducted extensive \_\_\_\_\_.
4. The CEO announced a major company \_\_\_\_\_.
5. The startup is looking for \_\_\_\_\_ capital investors.
6. We must reduce our \_\_\_\_\_ to increase profits.
7. Our goal is to increase \_\_\_\_\_ share this year.
8. The HR department manages employee \_\_\_\_\_.
9. The finance team prepared a detailed \_\_\_\_\_.
10. The company wants to \_\_\_\_\_ operations in Asia.
11. Strong leadership improves employee \_\_\_\_\_.
12. The company is trying to \_\_\_\_\_ costs.
13. We need to meet the project \_\_\_\_\_.
14. The company plans to \_\_\_\_\_ a competitor.
15. Better branding improves \_\_\_\_\_ awareness.

## Business Discussion Questions

1. What makes a company successful in today's global market?
2. How important is innovation for modern businesses?
3. Should companies prioritize profit or sustainability?
4. What are the advantages of outsourcing?
5. How can businesses build strong customer loyalty?
6. What qualities make a good business leader?
7. Why do some startups succeed while others fail?
8. How does globalization affect local businesses?
9. What are the biggest challenges companies face today?
10. How important is teamwork in business success?

## Case Study Activities

1. A technology startup has developed an innovative product but lacks funding. Discuss possible strategies to attract investors.

2. A company is losing market share due to new competitors. Suggest marketing strategies to regain customers.
3. A multinational company wants to expand into a new country. What factors should they consider before entering the market?
4. A company faces declining employee motivation. Discuss HR strategies to improve engagement.