CARLETON DECA

Business Jargon

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What is Business Jargon?

- Business jargon refers to a group of words that can help describe situations in business that are precise
- Can help you sound more knowledgeable
- E.g. Use terms like “marketing” instead of “advertising”

How Can I Sound “Business Smart”?

- Getting in the swing of things:
  - Watch Ted Talks
  - Listen to Interviews with CEO’s
  - Read books by CEO’s
  - Research words on the internet
  - Business Podcasts

Why Do I Need to Sound "Business Smart"?

- Future Career
- Understanding theories taught in lectures
- Very helpful in cases, especially provincials
  - Most judges are industry specific and have lots of experience, including knowing all the terms

Common Words to Use

- Return on Investment
- Marketing Strategy
- Competitive Advantage
- Fiscal Year
- Quarters
- Bottom Line
- Balance Sheet
- Mitigating Risk
- Risk Management
- Net Sales/Profit

Examples

- “Game-Changing” instead of “awesome/good product”
- “Competitive Advantage” instead of “something on them/better product”
- “Mass Customization” instead of “opening up a factory”

Guess the Definition

- Mass Customization
- Refers to the mass production and automation of products in the product cycle

Guess the Definition

- Synergy
  - The act of working together to have a greater outcome than two entities working separately.

Guess the Definition

- Cross-Functional
  - People working from different departments of a company together as a team to achieve a common goal

Some Fun Ones

- Low – hanging fruit: Tasks that require minimal effort but achieve great results
- Flavour of the month: current popular activity/person as directed by the company/client/management
- Touch Base: To chat/meet with a colleague to talk about current project

Summary

- Helps to add “flavour” to your presentation
- Can help describe topics
- Adds a certain degree of professionalism to your case
- Please review the correct definition and make sure to understand what it means yourself before you use it in any business presentation.
- Use them! Don’t Lose Them!

Illuminate!

- Upcoming 2nd annual DECA Carleton Conference!
- November 18-20
- Come on come all!
- Buy Tickets Now!
- Lots of fun guaranteed!

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