



University Centre Abdelhafid Boussouf **E-** **learning Centre**



English –
MA.1

Lesson one: Terminology & Definitions

Pedagogical Staff

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Students Concerned- Semester 1

<i>Institute</i>	<i>Department</i>	<i>Year</i>	<i>Specialty</i>
<i>Economic Science</i>	<i>Economic & Commercial Science</i>	<i>Master one</i>	• <i>All specialties</i>

Objectives of the lesson:

- This lesson seeks to familiarize students with keywords relevant to their expertise as well as their simplest & most common definitions in English.

إدارة المالية/ مالية المؤسسة/ اقتصاد نقدي و بنكي

1. **Banking operations (العمليات المصرفية)**: are the practices and procedures that a bank uses to ensure that customers' transactions are completed accurately and appropriately.
2. **Bank credit (الائتمان المصرفي)**: is the total amount of funds a person or business can borrow from a financial institution.
3. **Entrepreneurship (المقاولاتية)**: is the process of developing, organizing, and running a new business to generate profit while taking on financial risk.
4. **Liquidity (السيولة)**: refers to the ease with which an asset, or security, can be converted into ready cash without affecting its market price.
5. **The International Financial Market (السواق المالية الدولية)**: is the place where financial wealth is traded between individuals (and between countries).
6. **The international finance (التمويل الدولي)**: is an economic arrangement between the financial institutions of different countries that allows the transferring of funds between those countries.
7. **The International Monetary Fund (IMF) (صندوق النقد الدولي)**: is an international organization that promotes global economic growth and financial stability, encourages international trade, and reduces poverty.
8. **Electronic banking (الصيرفة الالكترونية)**: Use of computers and telecommunications to enable banking transactions to be done by telephone or computer rather than through human interaction.
9. **Islamic banks (البنك الإسلامي)**: refers to banks with a banking system that is based on the principles of Islamic law (Sharia law), and guided by Islamic economics.
10. **Bank marketing (التسويق المصرفي)**: deals with providing services to satisfy customers' financial needs and wants.

إدارة أعمال / تسويق الخدمات

1. **Competition law (قانون المنافسة)**: is a group of laws that are meant to prevent market distortion caused by anti-competitive practices on the part of businesses, to ensure a fair marketplace for consumers and producers.
2. **Entrepreneurship (المقاولاتية)**: is the process of developing, organizing, and running a new business to generate profit while taking on financial risk.
3. **Crisis management (ادارة الازمات)**: is the application of strategies designed to help an organization deal with a sudden and significant negative event.
4. **Customer relationship management (CRM) (ادارة علاقات الزبائن)**: is a technology for managing the company's relationships and interactions with its customers.
5. **Marketing (التسويق)**: is an action taken to bring attention to a business' offerings.
6. **Mass marketing (التسويق الواسع)**: is the process of marketing the product to an entire market rather than one targeted group.
7. **Target marketing (التسويق المستهدف)**: is the process of marketing products or services to a specific group of people with shared characteristics.
8. **Interactive marketing (التسويق بالعلاقات)**: is a one-to-one marketing strategy that focuses on personalized interaction with the customers and their needs.
9. **Strategic marketing (التسويق الاستراتيجي)**: is a method through which a company makes itself different from other companies by focusing on its strengths, to provide better service, value to its customers, and to create a positive differentiation in the competition through the consumers' perspective.
10. **Services marketing (تسويق الخدمات)**: is a form of marketing businesses that provide a service to their customers use to increase brand awareness and sales.

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