



University Centre Abdelhafid Boussouf E- learning Centre



English –
MA.2

Lesson Four: Collocations

Pedagogical Staff

<i>Name</i>	<i>Grade</i>	<i>Institute</i>	<i>E-mail Address</i>
<i>Djalal Mansour</i>	<i>MCB</i>	<i>Letters and Languages</i>	djalal.mansour@centre-univ-mila.dz
<i>Assia Azzioui</i>		<i>Letters and Languages</i>	A.azzioui@centre-univ-mila.dz
<i>Sebti Sarah Sawsen</i>		<i>Letters and Languages</i>	Sarah.sebti@centre-univ-mila.dz

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 Two</i>	<ul style="list-style-type: none"><i>All specialties</i>

Objectives of the lesson:

- The goal of this lesson is to introduce students to the concept of collocations and to enlighten them about the most commonly used collocations in business.

Collocations

I. Definition of Collocations:

Collocation refers to a group of two or more words that usually go together.

- Co - meaning together.
- location - meaning place.

So, collocations are words that are located together. Or simply, they are a natural combination of words. For example:

- Do homework = do + homework
- Fast food = fast + food

II. Common collocations used in business:

1) Verb + Noun Collocations

1. Do business:

To do business is to enter into a business relationship with another person or company.

- According to an article in Entrepreneur, there are many risks to consider if you're planning to do business in other countries.

2. Make money:

To make money simply means to earn a profit from your business.

- While waiting for a job offer, he's trying to make money as a seller on Amazon.

3. Join forces:

To join forces means to team up and work together with another person or business.

- The Sales and Marketing Departments will join forces to promote the next product campaign.

4. Go bankrupt:

To go bankrupt is a situation where a company doesn't have enough money to pay its debts.

- The weak economy is causing many companies to go bankrupt.

5. Run a company:

To run a company is to be in charge of the operations of a company. The verb run here refers to the act of managing a business activity or store. So then, you could say run a business, run a restaurant, run a flower shop, etc.

- After I retire, I plan to move to the countryside and run a small business.

6. Chair a meeting:

To chair a meeting is to play the role of a chairperson at a meeting.

- It's your turn to chair the sales meeting this week.

7. Lead a team:

To lead a team is to be the leader of a group of people working together on a business activity.

- Robert doesn't have enough experience to lead the team.

8. Attract investors:

To attract investors is to promote a business in such a way as to encourage people and companies to invest in it.

- This Forbes article shows you how to attract investors to fund your own startup company.

9. Suffer losses:

To suffer losses means your costs are more than your earnings. It's usually used to talk about business investments, markets, etc.

- He suffered losses in the stock market recently. That's why he follows the market news closely every day.

10. Build trust:

To build trust is to develop a strong relationship with others, where you both expect the best of each other.

- One way to build trust with our customers is by keeping our promises to them.

11. Discontinue a product:

To discontinue a product is to stop manufacturing or selling the product.

- Since this line of adidas is doing well, the company may never decide to discontinue the products.

12. Meet a deadline:

To meet a deadline is to complete a task or job by the scheduled date.

- The whole team has been working long hours to meet the deadline.

13. Make A deal:

To make a deal is to agree on a set of conditions set by two or more parts, and the results are positive for both parts.

- We made a deal with our competitor

2) Noun + Noun Collocations

1. Customer service:

Customer service is about providing your customers quality support and assistance, and ensuring they're happy with your product or service.

- Good customer service is one of the main reasons customers keep coming back.

2. Price war:

A price war refers to a period of intense competition between businesses where they continually lower their prices to gain more customers and increase their market share.

- The best time to book your plane ticket is when airlines are having a price war.

3. Brand name:

A brand name is the name a company gives to its product that makes it easy for people to recognize it. It's typically used to refer to very well known products and indicate a certain level of quality.

- I'm sure you know of famous brand names like Toyota, Kleenex, etc.

4. Business model:

A business model refers to a business plan of how a company intends to successfully make a profit. This includes many details such as the business goals, financing, products and services, market, etc.

- Let's review the success other companies have had using a business model like this one.

5. Customer base:

A customer base is a group of customers who repeatedly buy your products and services.

- The sporty design of this watch will appeal to a young customer base.

6. Market leader:

A market leader is the company with the highest sales and largest market share in the industry.

- We have to work much harder this year to maintain our position as the market leader.

7. Product launch:

A product launch refers to the act of introducing a new product to the market for the first time. This usually involves marketing activities where the company draws attention to the new product.

- It seems the best time for a product launch of beverages is in April, just before summer begins.

8. Regular customer:

Refers to customers that have a regular purchase of a particular product

- He's a regular customer. He comes in every Friday afternoon.

References

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