

Lesson 1

What is Business?

Business is a word that is commonly used in many different languages. But exactly what does it mean? Traditionally, business meant exchange or trade for things people wanted or needed. Today it has a more technical definition. One definition of business is the production, distribution, and sale of goods and services for a profit.

First, production is the creation of services or the changing of materials into products. One example is the conversion of iron ore into metal car parts. Next, these products need to be moved from the factory to the marketplace. This is known as distribution. A car might be moved from a factory in Japan to a car dealership in Riyadh.

ما هي الأعمال؟

تعد كلمة الأعمال من الكلمات الشائعة الاستخدام في كثير من اللغات المختلفة. ولكن ما الذي تعنيه بالضبط؟ من الناحية التقليدية، تعني الأعمال التبادل و التجارة في أشياء يريدونها أو يحتاجها الناس. واليوم، فإن لها تعريفاً فنياً. أحد تعريفاتها هو: الإنتاج، و التوزيع، وبيع البضائع والخدمات مقابل ربح.

أولاً: الإنتاج هو إيجاد الخدمات أو تحويل المواد إلى منتجات. مثال ذلك تحويل خام الحديد إلى أجزاء سيارة معدنية. ثانياً: تحتاج هذه المنتجات إلى ناقل ينقلها من المصنع إلى السوق، وهو ما يسمى التوزيع، فقد تُنقل سيارة من مصنع في اليابان إلى تاجر في الرياض.

Third is the sale of goods and services. Sale is the exchange of a product or service for money. A car is sold to someone in exchange for money. Goods are products that people either need or want; for example cars can be classified as goods. Services, on the other hand, are activities that a person or group performs for another person or organization. For instance, an auto mechanic performs a service when he repairs a car. A doctor also performs a service by taking care of people when they are sick.

There is one more important factor. This factor is the creation of profit or economic surplus. Profit is the money that remains after all the expenses are paid. Creating an economic surplus or profit is, therefore, a primary goal of business activity.

والثالث: بيع البضائع والخدمات. المبيعات هي تبادل المنتجات والخدمات مقابل المال؛ فالسيارة تباع لشخص ما مقابل المال، والبضائع هي المنتجات التي يحتاجها أو يريدونها الناس؛ فعلى سبيل المثال يمكن تصنيف السيارات على أنها بضائع.

تعد الخدمات، من ناحية أخرى، أنشطة يؤديها شخص أو مجموعة لشخص آخر أو منظمة، على سبيل المثال: يؤدي ميكانيكي السيارات خدمة عندما يصلح سيارة، والطبيب يقدم خدمة أيضاً عندما يعتني بالناس المرضى.

هناك عامل مهم آخر، هذا العامل هو تحقيق الربح أو الفائض الاقتصادي، الربح هو المال المتبقي بعد دفع كافة المصروفات؛ ولهذا فإن إيجاد فائض اقتصادي أو ربح يعد هدفاً رئيساً لأنشطة الأعمال.

Definitions:

Business: is the production, distribution, and sale of goods and services for a profit.

Production: is the creation of services or the changing of materials into products.

Sale: is the exchange of a product or service for money.

Services: are activities that a person or group performs for another person or organization.

Profit: is the money that remains after all the expenses are paid.

Lesson 1: Exercises

What is Business?

First: Fill in the spaces:

1. Traditionally, business meant or for things people wanted or needed.
2. Products need to be moved from the factory to the marketplace. This is known as
3. Goods are that people either need or want.
4. An auto mechanic performs a when he repairs a car.
5. Creating an economic surplus or is a primary goal of business activity.

Second: Choose the right answer:

1. Production is the creation of (**sale - services - marketplace**) or the changing of (**materials - products - money**) into products.
2. A car is (**sold - bought - fed**) to someone in exchange for money.
3. Services are (**factories - marketplaces - activities**) that a person or group performs for another person or organization.
4. A doctor also performs a (**product - service - repair**) by taking care of people when they are sick.
5. Profit is the (**product - service - money**) that remains after all the expenses are paid.

Third: Match these parts of the business definition to the following real-life situations.

- production of goods
- distribution of goods
- sale of goods
- sale of services

1. Iron ore is made into metal
2. A salesperson sells a car
3. An auto mechanic repairs a car
4. A car is moved from a factory to a car dealership
5. A dentist repairs a child's broken tooth.

Fourth: Define the following:

1. Business
2. Production
3. Sale
4. Services
5. Profit

Fifth: Translate the following into Arabic:

1. Goods are products that people either need or want; for example cars can be classified as goods. Services, on the other hand, are activities that a person or group performs for another person or organization.
2. Profit is the money that remains after all the expenses are paid. Creating an economic surplus or profit is, therefore, a primary goal of business activity.

