



BUSINESS/ WORKPLACE/ OFFICIAL JARGONS

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4.0 OBJECTIVES

After going through this unit, you will be able to,

- get meaning and concept of jargon
- understand business jargons
- understand workplace jargons
- understand official jargons

4.1 INTRODUCTION

The word ‘jargon’ has deep roots in the Latin language as well in the Middle English. It is believed that the jargon has derived from the Latin word “gaggire” which means to “chatter” which was used to describe as a speech, which the listeners fail to understand. Jargon also believed to be derived from the Middle English word “*jargounen*” which means to chatter.

Every profession and section has its own unique method of working and disseminating information and it is preferred too hence the people involved with the concerned profession or section use the technical words of that respective department which make sense to the routine communication and at the same time common people do not understand what has been conveyed . In this way, they do not need to use other language and by using the technical words, they communicate.

4.2 CONCEPT AND MEANING OF JARGONS

Jargons are the technical words used to communicate with the people. As mentioned earlier, every profession, every subject and every section of the society is different and they differ through the language they use rather the technical words that they use. Sometimes these technical words sound like slang words too.

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In order to magnify the meaning of Jargon, let's refer the following meanings:

1. According to Cambridge Dictionary, "Special words and phrases that are used by particular groups of people, especially in their work."
2. According to Oxford Dictionary, "Special words or expressions used by a profession or group that are difficult for others to understand."
3. According to Urban Dictionary, "Speech or writing having unusual or pretentious vocabulary, convoluted phrasing, and vague meaning."

CHECK YOUR PROGRESS 1

ANSWER THE FOLLOWING QUESTIONS IN BRIEF.

1. From which language has the word "jargon" been derived?
2. What is the definition of Jargon according to Oxford Dictionary?
3. What is the simple meaning of Jargons?

4.3 LIST OF BUSINESS JARGONS

- **Acquire** v [T] if one company acquires another, it buys it acquisition n [C] when one company buys another or part of another company, or the company or part of a company that is bought advertising campaign n [C] an organization's programme of advertising activities over a particular period with specific aims, for example an increase in sales or awareness of a product.
- **Agenda** n [C] a list of the subjects to be discussed at a meeting.
- **AOB** n [U] any other business; the time during a meeting when items not on the agenda can be discussed.
- **Asset** n [C] something belonging to an individual or a business that has value or the power to earn money.
- **Balance sheet** n [C] a document showing a company's financial position and wealth at a particular time. The balance sheet is often described as a 'photograph' of a company's financial situation at a particular moment.
- **Bank statement** n [C] information sent regularly by a bank to a customer, showing the money that has gone into and out of their account over a particular period.
- **Benchmark** n [C] something that can be used as a comparison to judge or measure other things.
- **Benefits package** n [C] the total amount of pay and all the other advantages that an employee may receive such as bonuses, health insurance, a company car etc.
- **Bid** n [C] an offer to buy something, for example a company in a take-over, or the price offered.
- **Billboard** n [C] a large sign used for advertising. Billboards are usually called hoardings.

- **Blueprint** n [C] a plan for achieving or improving something.
- **Bonus** n [C] an extra amount of money added to an employee's wages, usually as a reward for doing difficult work or for doing their work well.
- **Brand loyalty** n [U] the degree to which people buy a particular brand and refuse to change to other brands.
- **Broker** n [C] a person or organization whose job is to buy and sell shares, currencies, property, insurance etc. for others.
- **Cash flow** n [U] the amounts of money coming into and going out of a company.
- **Chair** n [singular] the position of being the chairman of a company or organization or the person who is chairman, the position of being in charge of a meeting or the person who is in charge of it.
- **Chief Executive Officer (CEO)** n [C] usually singular, the manager with the most authority in the day to day management of a company, especially in the US. The job of CEO is sometimes combined with others, such as that of president.
- **Collapse** v [I] if a company, organization, or system collapses, it suddenly fails or becomes too weak to continue.
- **Commission** n [C,U] an amount of money paid to someone according to the value of goods, services, investments etc. they have sold.
- **Compensation** n [U] an amount paid to someone because they have been hurt or harmed in some way, the total of pay and benefits for an employee, especially a high-level manager.
- **Competitive advantage** n [C] something that helps you to be better or more successful than others.
- **Copycat product** [C] a product that copies a competitor's idea for a product.
- **Counterfeit**[adj] made to look exactly like something else, usually illegally.
- **Customs** n [U] the government department responsible for collecting the tax on goods that have been brought into the country and making sure that illegal goods are not imported or exported.
- **Deceit** n [C,U] when someone tries to gain an advantage for themselves by tricking someone, for example by making a false statement.
- **Defect** n [C] a fault or the lack of something that means that a product etc is not perfect.
- **Dumping** n [U] the activity of selling products in an export market cheaper than in the home market, or cheaper than they cost to make, usually in order to increase market share.
- **Etiquette** n [U] the formal rules for polite behavior.

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- **Fiddle** n [C] a dishonest way of getting money or not paying money.
- **Flaw** n [C] a 1 mistake or weakness in a machine, system etc. that prevents it from working correctly.
- **Free port** n [C] a port where import duty does not have to be paid on imports that are to be sent to another country to be sold, or used to manufacture goods that will be sold abroad.
- **Goodwill payment** n [C] a payment made by a supplier to a customer because of a problem the customer has had, for example with quality or late delivery of goods
- **Hot-desking** n [U] when people working in an office do not have their own desk, but work where there is one available.
- **Tariff** n [C usually plural] a tax on goods coming into a country or going out of it.
- **Turnover** n [singular] the amount of business done in a particular period, measured by the amount of money obtained from customers for goods or services that have been sold.
- **Whistleblower** n [C] someone working for an organization who tells the authorities that people in the organization are doing something illegal, dishonest, or wrong.
- **Zero defects** n [plural] the aim of having no faults at all in products that are produced.

CHECK YOUR PROGRESS 2

MATCH THE FOLLOWING JARGONS WITH THEIR MEANINGS.

Business Jargons		Meaning		Answer
1	Hot-desking	A	any other business	1
2	Fiddle	B	a dishonest way of getting money or not paying money	2
3	AOB	C	a plan for achieving	3
4	Tariff	D	when people working in an office do not have their own desk	4
5	Blueprint	E	a tax on goods coming into a country	5

4.4 LIST OF WORKPLACE JARGONS

- **Actionable:** Something that you can take action on.
- **Baked in:** Built into
- **Career-limiting move:** Doing something bad that could limit any future promotions.
- **Deep dive:** Examining a business proposal or results in great detail.
- **Eat the elephant one bite at a time:** To break a large task into smaller ones.

- **Flavor of the month:** Latest management fad hitting the business landscape.
- **Gain traction:** Become more popular.
- **Herding cats:** Managing a group of people who don't necessarily want to be managed.
- **In the cards:** It is inevitable.
- **Jockey for position:** To try to move yourself, your company, or your products into a better position than your competition.
- **Kudos:** Congratulations.
- **Low-hanging fruit:** Easiest targets or goals to accomplish with minimal effort.
- **Marinate:** To privately consider an idea further.
- **Ninth inning:** At the last minute.
- **On the same page:** When two or more people are in agreement.
- **Passes the smell test:** Something that is morally acceptable.
- **Quick fix:** Putting a temporary patch on a broken process or system.
- **Reinventing the wheel:** Develop something that's already been done before.
- **Scuttlebutt:** Gossip.
- **Think outside the box:** Thinking outside your standard paradigm in uncommon ways in hopes of arriving at a creative idea or solution.
- **Upshot:** The final outcome.
- **Verbiage:** The use of too many unnecessary words.
- **Whitewater change:** A fast-changing and unpredictable business environment.
- **Xerox:** A xerographic process, copying process.
- **Your take:** Another person's perspective or opinion.
- **Zombie project:** A project that never ends, no matter how hard you might try to kill it.

CHECK YOUR PROGRESS 3

WRITE THE MEANING OF THE FOLLOWING WORDS.

Workplace Jargons		Meaning
1	Quick fix	
2	Upshot	
3	Ninth inning	
4	Kudos	
5	Your take	

4.5 MOST COMMON BUSINESS ACRONYMS

4.5.1 GENERAL

- BID: Break it down
- COB: Close of business
- EOD: End of day
- EOM: End of message
- EOT: End of thread
- EOW: End of week
- ETA: Estimated time of arrival
- FTE: Full-time employee
- FWIW: For what it's worth
- IAM: In a meeting
- IMO: In my opinion
- KISS: Keep it simple stupid
- LET: Leaving early today
- LMK: Let me know
- MoM: Month over month
- MTD: Month to date
- NIM: No internal message
- OOO: Out of office
- OT: Off topic
- OTP: On time password
- PA: Performance appraisal
- POC: Point of contact
- PTE: Part-time employee
- PTO: Paid time off
- NRN: No reply necessary
- NSFW: Not safe for work
- NWR: Not work related
- Re: Referring to
- RFD: Request for discussion
- SMART: Specific, measurable, attainable, realistic, time-bound
- SME: Subject matter expert
- TED: Tell me, explain to me, describe to me
- TL;DR: Too long, didn't read
- TLTR: Too long to read
- TOS: Terms of service

- TYT: Take your time
- WFH: Work from home
- WIIFM: What's in it for me
- WOM: Word of mouth
- YTD: Year to date

4.5.2 FINANCE

- ACCT: Account
- AP: Accounts payable
- AR: Accounts receivable
- BS: Balance sheet
- CPU: Cost per unit
- CR: Credit
- DR: Debit
- EPS: Earnings per share
- FIFO: First in, first out
- IPO: Initial public offering
- LIFO: Last in, first out
- LWP: Leave without pay
- NAV: Net assets value
- P-card: Purchase card
- ROA: Return on assets
- ROE: Return on equity
- ROI: Return on investment
- P/E: Price to earnings
- P&L: Profit and loss

4.5.3 TECHNICAL, MARKETING AND SALES & JOB AND DEPARTMENT TITLES

- API: Application program interface
- CPU: Central processing unit
- CSS: Cascading style sheet
- FTP: File transport protocol
- HTML: HyperText markup language
- HTTP: HyperText transfer protocol
- HTTPS: HyperText transfer protocol secure
- IM: Instant messaging
- IP: Internet protocol
- ISP: Internet service provider

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- OS: Operating system
- QA: Quality assurance
- UI: User interface
- URL: Universal resource locator
- UX: User experience
- VPN: Virtual private network
- RAM: Random-access memory
- ROR: Ruby on Rails
- RSS: Rich site summary or really simple syndication
- WYSIWYG: What you see is what you get

MARKETING AND SALES

- AIDA: Attention, interest, desire, action
- B2B: Business to business
- B2C: Business to consumer
- BR: Bounce rate
- CMS: Content management system
- CPC: Cost per click
- CTA: Call to action
- CTR: Click through rate
- CR: Conversion rate
- CRM: Customer relationship management
- DM: Direct message or direct mail
- ESP: Email service provider
- GA: Google Analytics
- KPI: Key performance indicator
- PPC: Pay per click
- PV: Page view
- RFP: Request for proposal
- ROS: Run of site
- RT: Retweet
- SaaS: Software as a service
- SEO: Search engine optimization
- SM: Social media
- SMB: Small to medium business
- SWOT: Strengths, weaknesses, opportunities, threats
- UV: Unique visitor

JOB AND DEPARTMENT TITLES

- BD: Business development
- CAO: Chief analytics officer
- CDO: Chief data officer
- CEO: Chief executive officer
- CFO: Chief financial officer
- CIO: Chief information officer
- CMO: Chief marketing officer
- COO: Chief operating officer
- CPA: Certified public accountant
- CSO: Chief security officer
- CSR: Corporate social responsibility
- CTO: Chief technology officer
- CFP: Certified financial planner
- DOE: Depending on experience
- GC: General counsel
- HR: Human resources
- PM: Project manager
- PR: Public relations
- R&D: Research and development

(Source: <https://www.themuse.com>)

CHECK YOUR PROGRESS 4

STATE WHETHER THE FOLLOWING SENTENCES ARE TRUE OR FALSE.

Sr.	Sentence	T / F
1	CSR stands for Communication Social Responsibility	
2	KPI stands for Key Performance Indicator	
3	SWOT stands for Strengths, Willingness, Options, Threats	
4	DM stands for Direct Message or Direct Mail	
5	CTO stands for Chief Technology Officer	

SHARE MARKET / STOCK MARKET JARGONS

- **Account day :** (pay day) The day on which the actual delivery of the securities and the payment are settled.
- **Advance:** Going up of prices, price – rise.
- **Above Par:** when the price of the share is higher than its face value.
- **Advices:** Information received from the other markets.

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- **All In:** When the prices of the securities are going down.
- **All Out:** when the prices of the securities are going up.
- **Banging:** When securities are offered at low prices to bring down the price.
- **Bear covering:** When a bear is forced to purchase stock Bear Covering produce a Bullish Trend in the market.
- **Bear hammering:** When a bear (speculator) fails to discharge his obligations in the stock market, he is declared as a defaulter. His name announced with the striking of a hammer. So this is known as bear hammering. It shows a down trend.
- **Below Par:** the price of the share is lower than its face value.
- **Bolstered:** Supported.
- **Boom:** A period of extra – ordinary large/brisk business and rising prices.
- **Brisk Buying:** Many quick and large buying transactions.
- **Bullish Trend:** When the prices are rising, the market is said to have a bullish trend.
- **Buoyant:** The market is buoyant, when there is an upward trend in the prices.
- **Cash List:** List of shares sold on cash basis.
- **Chip Hardware:** Slightly better market.
- **Contango:** Charges paid for a share transaction continued beyond a certain period by a bull.
- **Cum dividend:** With Dividend.
- **Cum Right:** With right.
- **Dampened:** When the market is slack or having listless activity, it is said to have dampened.
- **Defunct:** A company which has been wound up.
- **Disinvestment selling:** When investors are selling holdings in the market to realise cash. This operation is said to disinvestments selling.
- **Drifted:** decreased in value.
- **Dwindled:** Prices dwindled means prices came down.
- **Erratic:** Irregular. At times, the prices of some shares show sudden rise or fall. This trend is known as erratic trend.
- **Erstwhile:** Former
- **Face value:** The normal value which is given on the face of the share certificate or the bond. Printed price of shares.
- **Floating stock:** When a share is unable to find buyers or when a seller is searching for a bidder, it is referred to as a floating stock.
- **Flutter:** Nervousness.

- **Gilt edged:** All governments securities are term gilt – edged because they are supposed to be most reliable.
- **Hovering:** Lingering.
- **Jittery:** A quick fall in prices, panicky.
- **Jumpy:** When the price trend in the market is unsettled and irregular, it is known as jumpy.
- **Kerb Rates:** This refers to the price of the shares outside the stock Market. Often, business transaction is done outside the market and after official hours of business.
- **Meagre:** It means very small or insignificant.
- **Packet:** A large amount of stock.
- **PariPassu:** Simultaneously progress.
- **Pegged Market:** Situation created by interested parties in the stock market either by lending or without support to check the prices.
- **Recede:** When the prices begin to go down they are said to be receding.
- **Rig:** To keep the price artificially up to make a profit.
- **Sagging Prices:** This phrase shows the prices are coming down.
- **Scrappy:** Having limited transactions.
- **Settlement Date:** Date on which accounts for buying and setting are settled.
- **Slump:** Fall in the prices.
- **Spurt:** A sudden rise in the prices of shares. “Equities Spurt” means “share prices shoot up”, prices show a marked increased or steep rise.
- **Stock:** Capital of a company in the form of shares, supply of goods ready for sale.
- **Stop – Loss Order or Cutting-the-loss-Order:** This is the instruction given by the speculator to his broker to limit his loss when the prices are going down.
- **Stray Support:** When a share is bought or sold at random by any odd persons or group, it is known as stray support.
- **Thin Dealings:** When trading is slack in the market or trading is slack in a particular share there is said to be thin dealing.
- **Underwriter:** A person or a firm who for a consideration guarantees to take up shares not applied for by the public.
- **Uneventful:** Where there is no remarkable happening in the market or trading is dull or fluctuations in shares are narrow, the happening is uneventful.
- **Unquoted:** Unquoted securities are those which do not appear on the official Stock Exchange List.

- **Volatile Scripts:** Shares of which prices change quickly.

CHECK YOUR PROGRESS 5

WRITE THE MEANING OF THE FOLLOWING WORDS.

Workplace Jargons		Meaning
1	Banging	
2	Defunct	
3	Jittery	
4	Volatile Scripts	
5	Chip Hardware	

4.6 LET US SUM UP

In this unit, we have discussed business jargons, workplace jargons, most commonly used business acronyms and technical words related to share market.

4.7 BOOKS SUGGESTED

- The Ridiculous Business Jargon Dictionary: The world’s most cringe-worthy business jargon, disambiguated. by Matthew Irwin
- 500 Words You Should Know Hardcover – 25 Sep 2014 - by Caroline Taggart
- <https://nptel.ac.in/courses/109106066/module1/lecture1/lecture1.pdf>
- <https://dictionary.cambridge.org/dictionary/english/jargon>
- https://www.pearson.ch/download/media/9781405881357_Glossary_ML_Int.pdf

ANSWERS

Check your progress 2

1 – D, 2 – B, 3 – A, 4 – E, 5 - C

Check your progress 3

Workplace Jargons		Meaning
1	Quick fix	Putting a temporary patch on a broken process or system.
2	Upshot	The final outcome
3	Ninth inning	At the last minute
4	Kudos	Congratulations
5	Your take	Another person's perspective or opinion.

Check your progress 4

1 – F, 2 – T, 3 – F, 4 – T, 5 – T

Check your progress 5**BUSINESS/
WORKPLACE/
OFFICIAL JARGONS**

Workplace Jargons		Meaning
1	Banging	When securities are offered at low prices to bring down the price.
2	Defunct	A company which has been wound up.
3	Jittery	A quick fall in prices, panicky.
4	Volatile Scripts	Shares of which prices change quickly.
5	Chip Hardware	Slightly better market.