August 2017

Buzzwords: Jargon that will Keep You Going Through the Year

Hayoung lee

Brigham Young University - Provo, lee.hayounge@Gmail.com

Follow this and additional works at: https://scholarsarchive.byu.edu/marriottstudentreview

Part of the Business Administration, Management, and Operations Commons, Business and Corporate Communications Commons, and the Entrepreneurial and Small Business Operations Commons

Marriott Student Review is a student journal created and published as a project for the Writing for Business Communications course at Brigham Young University (BYU). The views expressed in Marriott Student Review are not necessarily endorsed by BYU or The Church of Jesus Christ of Latter-day Saints.

Recommended Citation

lee, Hayoung (2017) "Buzzwords: Jargon that will Keep You Going Through the Year," Marriott Student Review: Vol. 1 : Iss. 2 , Article 2. Available at: https://scholarsarchive.byu.edu/marriottstudentreview/vol1/iss2/2

This Recurring Feature is brought to you for free and open access by the All Journals at BYU ScholarsArchive. It has been accepted for inclusion in Marriott Student Review by an authorized editor of BYU ScholarsArchive. For more information, please contact scholarsarchive@byu.edu, ellen amatangelo@byu.edu.
Blue Ocean is the opening of a new market space and creating new demand through differentiation. Companies can create value by venturing “blue oceans” of uncontested market space as opposed to “red oceans” where the market is already saturated. For example, Cirque du Soleil broke away from traditional circuses for an unprecedented entertainment experience that combined circus with theater art.

Cross-Functional Team is a committee of people drawn from various departments in an organization to solve specific problems. Cross-functional teams are often formed for projects that require multiple areas of expertise.

Scalability refers to the capability to cope or perform under an increased or expanding workload. A system that is scalable can maintain its performance level and handle increased demands.

Streamline is to improve the efficiency of a process by simplifying it which may require eliminating redundant steps or finding better technology. For example, Amazon streamlined the process of online shopping. Now, Amazon customers can shop conveniently with 1-Click Ordering.

C-Level Executive is an abbreviation for chief-level executives, such as Chief Executive Officer, Chief Operating Officer, and Chief Financial Officer. These positions are considered the most influential in a company’s organization. Synonym: C-suite.

Notes