Note:
Words and definitions in red bold are the essential vocabulary for the BizWorld program. If you are short on time or teaching younger students it is recommended to focus on these terms.
Quick Link Guide to Vocabulary Words

To travel to a specific word, click the link for the word below.

Advertising
Assembly line
Assets
Balance sheet
Brand
Business
Business plan
Cash on hand
Capital
Chief Executive Officer
Debt
Deposit
Design
Efficient
Entrepreneur
Equity
Ethics
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Pricing structure
Product
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Reconcile
Rent
Retail
Revenue
Salary
Sales
Scarcity
Service
Slogan
Stock
Stock market
Venture capital
Venture Capitalist (VC)
Vice President (VP) Design
Vice President (VP) Finance
Vice President (VP) Manufacturing
Vice President (VP) Marketing
Vice President (VP) Sales
Wholesale
Withdrawal
Advertising
the activity of attracting public attention to a product or business
Assembly line
a manufacturing technique where a product is assembled step-by-step by multiple individuals, each performing a specific task
Assets
items a business owns that can be exchanged for cash
Balance sheet
a financial document that shows what your company owns and what it owes at a specific moment in time, usually at the close of a financial period
Brand
the features that make one company’s goods or services distinct from other sellers
Business
a person or other group of people who create and sell products and/or services in order to make money
Business plan
a written document describing a business and its goals
Cash on hand
money in the form of cash that a business has at a particular time
Capital
money and/or other resources used to make more money
Chief Executive Officer (CEO)
a person who leads the team and manages the smooth operation of the company and its employees
Debt
something owed, such as money, products, or services
Deposit
money put into an account
Design
to plan or create something artistically
Efficient
operating in a way that does not waste time, money, or effort
Entrepreneur
a person who takes on the risk of beginning and operating a new business
Equity
money that is invested in the company plus profit
Ethics
the rules of society that help people to tell the difference between acceptable and unacceptable behavior
Expense
a cost associated with operating a business
Finance
the management of money and other items of value
Founder
a person who starts a business
Funding
money, in the form of cash, that is available for use
Income statement
a financial document that shows a company’s revenue, expenses, and profit (or loss) over a period of time
Incorporate
to form a company that is recognized by the government as an independent organization
Interest
the fee paid for borrowing money
Inventory
the number of finished products on hand
Job application
a form filled out by someone who wants a job, summarizing their skills and experience
Job shop
a manufacturing technique where one individual produces a product from start to finish
Liabilities
the money a business owes
Loan
a sum of money borrowed that is repaid with interest
a company’s name, trademark, or symbol, often designed for easy recognition
Loss
total expenses exceed total revenue; opposite of profit
Manufacturing
the making or producing of goods (products)
Marketing
the activities involved in transferring a company’s product and/or service from the company to the consumer (customer)
Marketing campaign
a series of actions intended to achieve the specific goal of promoting and selling a product(s)
Negotiate
to bargain and come to an agreement with another person
Pitch
presentation made to convince someone (a VC) to invest money in a company
Pricing structure
the planned selling price of products calculated to generate a desired profit
Product
something made by humans, machines, or nature
Profit
money made by a company, after expenses have been paid
Prototype
a full-scale model of a new product or new version of an existing product
Reconcile
to check for accuracy
money regularly paid to use or occupy a space
Retail
the price of goods, in smaller quantities, not intended for resale
Revenue
money a company earns from selling a product or service
Salary
money a person is paid for working
Sales
the act of selling a product/service in return for money
Scarcity
shortage of supply
Service
work that someone does for another person
Slogan
a short, unique phrase used to advertise a company or product
Stock
pieces of ownership in a company; a piece of stock is called a “share” of stock
Stock market
where stocks are bought and sold
Venture capital
money received from a venture capitalist as an investment in a company
Venture Capitalist (VC)
a person who invests money in new and innovative businesses
Vice President (VP) Design
a person who leads the team in creating an attractive design and quality product that will appeal to customers
Vice President (VP) Finance
a person who leads the team in making sure all money is accounted for and the company is making a profit
Vice President (VP)
Manufacturing
a person who leads the team in making the product as easily and inexpensively as possible
Vice President (VP) Marketing
a person who leads the team in promoting the company, product, or service
Vice President (VP) Sales
a person who leads the team in providing excellent customer service and selling lots of products
Wholesale
the price of goods, in larger quantities, sold for the purpose of resale
Withdrawal
money taken out of an account