Note:
Words and definitions in **bolded red** are the basic vocabulary terms that are essential to the BizWorld program.
Advertising
the activity of attracting public attention to a product or business
Assets
items a business owns that can be exchanged for cash
Balance sheet
a financial document that shows what a company owns (assets) and what it owes (liabilities) at a specific moment in time, usually at the close of a financial period
Box office
a place where tickets are sold in theaters
the features that make one company’s goods or services distinct (or unique) from other companies
Business
a person or group of people that create and sell products and/or services in order to make money
Business plan
a written document describing a business and its goals
Capital
money and/or other resources used to make more money
Cash on hand
money in the form of cash that a business has at a particular time
Computer animation
the art of creating moving images using computers
Computer function
the tasks or actions that software performs
Computer icon
small on-screen illustrations that symbolize an application, a file, or a computer function
Computer programming
creating a sequence of instructions to enable the computer to do something
Constructive criticism
a form of feedback where suggestions are offered in a positive and helpful manner
Copyright
protection granted by the government that gives only the creator the right to publish and sell literary, musical, or artistic work
Crowdfunding
when many individuals pool their money (usually via the Internet) to support a project, like making a film
Debt
something owed
Deposit
money put into an account
Design
to plan or create something artistically
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
Executive producer
a person who leads the team and manages the smooth operation of the company and its employees
Expense
a cost associated with operating a business
Finance
the management of money and other items of value (e.g., expenses, cash, revenue, supplies)
Founder
a person who starts a business
Funding
money, in the form of cash, which 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 officially recognized by the state government as an independent organization
Infringement
the act of copying work that has been copyrighted
Intellectual property
a creative idea that has commercial value (can be sold)
Interest
the fee paid for borrowing money
Job application
a form, filled out by someone who wants a job, summarizing their skills and experience
Liabilities
all the money you owe
Loan
a sum of money borrowed that is repaid with interest
a company’s name, trademark, or symbol, often designed for easy recognition
total expenses exceed total revenue; opposite of profit
Marketing
everything a company does to get its product and/or service from the company to the customer
Marketing campaign
a series of actions intended to promote and sell a product
Movie trailer
a group of collected scenes from a movie, used to persuade an audience to see the full film
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
Reconcile
check for accuracy
Rent
money regularly paid to use or occupy a space
Revenue
money a company earns from selling a product or service
Salary
the money a person is paid for working
Sales
the act of selling a product/service in exchange for money
Service
work that someone does for another person
Slogan
a short, unique phrase used to advertise a company or product
Special effects
visual or sound effects used to enhance a movie or film
Stock
pieces of ownership in a company
Stock market
where stocks are bought and sold
Storyboard
a sequence of pictures (similar to a comic strip) designed to communicate the desired general visual appearance of a scene or movie
Target market
a specific group of customers at which a company aims its products and/or services
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 a quality movie with a compelling storyline that will appeal to customers (ticket buyers)
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) Production
a person who leads the team in producing the product (movie) on the computer as efficiently as possible
Vice President (VP) Marketing
a person who leads the team in promoting the company and the product (movie)
Vice President (VP) Sales
a person who leads the team in providing excellent customer service and selling lots of products (tickets)
Withdrawal
money taken out of an account