

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

Brand

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**

Logo

**a company's name, trademark,
or symbol, often designed for
easy recognition**

Loss

**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