

GLOSSARY

BizMovie Vocabulary

BUSINESS 101

Business	a person or group of people that create and sell products and/or services in order to make money
Capital	money and/or other resources used to make more money
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
Deposit	money put into an account
Entrepreneur	a person who takes on the risk of beginning and operating a new business
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
Job application	a form, filled out by someone who wants a job, summarizing their skills /experience
Loss	total expenses exceed total revenue; opposite of 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
Service	work that someone does for another person
Vice President (VP) Design	a person who leads the team in creating a quality movie with a compelling storyline that will appeal to customers
VP Finance	a person who leads the team in making sure all money is accounted for and the company is making a profit
VP Production	a person who leads the team in producing the product (movie) on the computer as efficiently as possible
VP Marketing	a person who leads the team in promoting the company and the product (movie)
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

PART A: DESIGN

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
Crowdfunding	when many individuals pool together their money (usually via internet) to support a project, like making a film
Design	to plan or create something artistically
Funding	money, in the form of cash, that is available for use
Incorporate	to form a company that is officially recognized by the state government as an independent organization
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
Special effects	visual or sound effects used to enhance a movie or film
Stock	pieces of ownership in a company
Storyline	the series of events that will make up a movie; plot
Storyboard	a sequence of pictures (similar to a comic strip) designed to communicate the desired general visual appearance of a scene or movie

Terms in **bold** are the essential vocabulary for the BizMovie program and are meant to cover the biggest concepts. If you are short on time or teaching younger students, it is recommended to focus on these terms in **bold** as vocabulary words.

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PART A: DESIGN (CONTINUED)

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 the company
Venture capitalist (VC)	a person who invests money in a new and innovative business

PART B: PRODUCTION

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
Debt	something owed
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
Loan	a sum of money borrowed that is repaid with interest
Movie trailer	a group of collected scenes from a movie, used to persuade an audience to see the full-film
Pricing structure	the planned selling price of products calculated to generate a desired profit
Production	the process of making or creating goods (services)
Stock market	where stocks are bought and sold

PART C: MARKETING

Advertising	the activity of attracting public attention to a product or business
Brand	the features that make one company's goods or services distinct (or unique) from other companies
Logo	a company's name, trademark, or symbol, often designed for easy recognition
Marketing	everything a company does to get its product and/or service from the company to the customers
Marketing campaign	a series of actions intended to promote and sell a product
Slogan	a short, unique phrase used to advertise a company or product

PART D: SALES

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 a theater
Equity	money that is invested in the company plus profit
Income statement	a financial document that shows a company's revenue, expenses, and profit (or loss) over a period of time
Liabilities	all the money you owe
Sales	the act of selling a product/service in exchange for money

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