

8th Grade Entrepreneur Vocabulary

Name _____

Period _____ A/B

1. **Business**: A person or group of people who create and sell products and/or services in order to make money.
2. **Entrepreneur**: A person who starts a business and is willing to risk loss in order to make money or “one who organizes, manages, and assumes the risks of a business or enterprise.”
3. **Consumer**: someone who buys and uses products and services.
4. **Marketing**: a form of communication between you and your customers with the goal of selling your product or service to them.

Communicating the value of your product or service is a key aspect of marketing.
5. **Capital**: Money and/or other resources used to make more money.
6. **Deposit**: Money put into an account.
7. **Expense**: a cost associated with operating a business; money spent on something.
8. **Finance**: the management of money and other items of value.
9. **Loss**: total expenses exceed total revenue; opposite of profit.

10. **Profit**: a financial gain; the difference between the amount earned and the amount spent in buying, operating, or producing something. money made by a company, after expenses have been paid.
11. **Loan**: something that is borrowed, especially a sum of money that is expected to be paid back with interest
12. **Debt**: The state of owing something; especially money.
13. **Reconcile**: comparing (one financial account) so that it is consistent or compatible with another; checking for accuracy
14. **Withdrawal**: Money taken out of an account.
15. **Cash in hand**: money in the form of cash that a company/person has at a particular time.
16. **Advertising**: to call public attention to a product or business for the purpose of selling products or services through the various forms of media; such as print or broadcast notices.
17. **Logo**: a company's name, trademark, or symbol, often designed for easy recognition.
18. **Slogan**: a short, unique phrase used to advertise a company or product.

19. **Brand**: the features that make a company's goods or service distinct from other sellers.
20. **Market Research**: talking to the consumers to see if the product fits their needs.
21. **Demographics**: a specific segment of a population having shared characteristics.
22. **Graphic Designer**: the art or skill of combining text and pictures in advertisements, magazines, or books.
23. **Growth Mindset**: Willingness to learn new things.

21st Century Skills

1. **Communication**: Talking
2. **Collaboration**: Working together
3. **Critical Thinking**: using all of your knowledge to come up with a solution.
4. **Creativity**: thinking outside of the box