Glossary (By Module)

Term Definition

**Foreward**

entrepreneur an individual who takes on the risks of creating a new business

financier a person whose business is providing, investing, or lending money

infrastructure basic physical and organizational structures and facilities

intellectual capital knowledge acquired through structured learning, usually a school

Real Estate Investment Trust (REIT) a company that owns or finances income-producing real estate

stock a security that represents ownership of a portion of a company

**Module 1**

capacity the amount that can be produced

cultural institutions organizations whose mission is to preserve and promote culture, such as libraries, museums, theaters, etc.

incentive-driven motivated to act by potential rewards

market economy production and prices are determined by unrestricted competition

property rights the ability to legally purchase and accumulate private property

reflection serious thought

representative government a political system where citizens elect people to represent them and make laws

universal education free and open access to education for all children from kindergarten through high school

**Module 2**

asset an item of value that is owned by a business or individual

balance sheet a statement of the assets, liabilities, and capital at a particular point in time

bond a security for money you lent to a government or a company that they will pay back at a particular interest rate

bribe to make someone do something by giving them money or presents

capital money used to start a business or to invest

common stock a security that represents some percentage of ownership in a company

compensation employee salary or wages

copyright an exclusive legal right to written or recorded material

deferred taxes income taxes that a company will pay in the future

dividends money paid regularly to shareholders

empirical based on observation, experience and experimentation

empirical knowledge knowledge acquired by observation, experience and experimentation

equity the value of the shares issued by a company

formal education structured and systematic learning in school, from pre-school through university

goodwill the monetary value of the established reputation of a business

intangible asset a thing of value that is owned, but not physical, such as patents

intellectual capital knowledge acquired through structured learning, usually a school

intellectual property owned creative work, such as patents, manuscripts and designs

liability something a person or company owes, or that increases risk

moral compass a person's standard of behavior or beliefs

morals a person's standard of behavior or beliefs

Note a loan

patent an exclusive right granted for an invention, product or process

payable required to be paid

payroll the wages and salaries paid to a company's employees

retained earnings profits after paying taxes and any dividends

security a tradeable financial asset, such a stock, bond, or option.

stock a security that represents ownership of a portion of a company

trademark any word, phrase, symbol, design, or a combination of these things that identifies a company's goods or services

wealth sum of your valuable possessions

**Module 3**

asset an item of value that is owned by a business or individual

balance sheet a statement of the assets, liabilities, and capital at a particular point in time

capital money used to start a business or to invest

compromise (a reputation) a change that makes something worse and that is not done for a good reason

confiscate take possession of something as a penalty

conscious memories or thoughts that you are aware of

continuous learning gaining new knowledge and learning new skills on an on-going basis

deviate stray from an established direction

diagnose identify a problem or illness

empirical based on observation, experience and experimentation

empirical knowledge knowledge acquired by observation, experience and experimentation

ethical following a set of moral principles or standards

formal education structured and systematic learning in school, from pre-school through university

intellectual capital knowledge acquired through structured learning, usually a school

invaluable priceless, indispensable

kickback an illegal payment made for preferential treatment in a transaction

liability something a person or company owes, or that increases risk

moral compass a person's standard of behavior or beliefs

morals a person's standard of behavior or beliefs

peer someone at the same level or age

**Module 4**

adaptive learning using new, learned knowledge to adapt plans and tactics

affirming encouraging, supporting

asset an item of value that is owned by a business or individual

conscious memories or thoughts that you are aware of

formal education structured and systematic learning in school, from pre-school through university

impede delay or prevent

implement put into action

intrinsic a basic part of something

liability something a person or company owes, or that increases risk

self-image how one perceives their own abilities, appearance and personality traits

wealth sum of your valuable possessions

**Module 5**

asset an item of value that is owned by a business or individual

balance sheet a statement of the assets, liabilities, and capital at a particular point in time

complacent unconcerned

continuous learning gaining new knowledge and learning new skills on an on-going basis

endeavor work to achieve a goal

entrepreneur an individual who takes on the risks of creating a new business

implement put into action

logistics coordinating and moving resources

peer someone at the same level or age

quadrillion 1,000 trillions

relevant significantly important in relationship to something that is happening or being considered

retail sells products directly to the end consumer

tactic a specific action taken toward reaching a goal

**Module 6**

asset an item of value that is owned by a business or individual

conscious memories or thoughts that you are aware of

creative mechanism the unconscious mind that sorts through stored knowledge and generates ideas and solutions

implement put into action

self-image how one perceives their own abilities, appearance and personality traits

servomechanism automatic device that uses sensor feedback to correct the action of a mechanism

success mechanism the unconscous mind that focuses on a goal and steers you toward it

tactic a specific action taken toward reaching a goal

trajectory the curved path that an object follows after it has been thrown or shot into the air

unconscious the part of the mind that one is not aware of, but that affects ones behavior and emotions

**Module 7**

accounts payable money that a company owes creditors but has not yet paid

accounts receivable money owed to a company by its debtors

accrue accumulate

adversity difficulty, or unlucky situations or events

balance sheet a statement of the assets, liabilities, and capital at a particular point in time

conscious memories or thoughts that you are aware of

creative mechanism the unconscious mind that sorts through stored knowledge and generates ideas and solutions

endeavor work to achieve a goal

enhance improve

perfectionism belief that anything short of perfection is unacceptable

procrastinate delay or postpone an action

psycho-cybernetics a theory of how you can use your mind to steer yourself toward success

servomechanism automatic device that uses sensor feedback to correct the action of a mechanism

success mechanism the unconscous mind that focuses on a goal and steers you toward it

tactic a specific action taken toward reaching a goal

unconscious the part of the mind that one is not aware of, but that affects ones behavior and emotions

**Module 8**

N/A

**Module 9**

active listening listening and responding to another person using all five senses

apprehension fear, or anxiety

benefits advantages, such as medical insurance, life insurance, and sick pay, provided to employees in addition to money

conscious memories or thoughts that you are aware of

pending waiting to be settled

reluctance unwillingness

unconscious the part of the mind that one is not aware of, but that affects ones behavior and emotions

**Module 10**

active listening listening and responding to another person using all five senses

asset an item of value that is owned by a business or individual

balance sheet a statement of the assets, liabilities, and capital at a particular point in time

bias an unfair personal opinion that influences someone’s judgment

chronic continuous or endlessly recurring and troublesome

creative mechanism the unconscious mind that sorts through stored knowledge and generates ideas and solutions

delegating trust another person to take care of something

ethical following a set of moral principles or standards

groupthink the desire for harmony or conformity in the group results in an irrational or dysfunctional decision-making process

servomechanism automatic device that uses sensor feedback to correct the action of a mechanism

unconscious the part of the mind that one is not aware of, but that affects ones behavior and emotions

**Module 11**

freelance work work done by an independent individual, usually by contract

gig work temporary freelance work

Hospitality Industry includes, lodging, restaurants, bars, event venues and planning, etc.

incentive-driven motivated to act by potential rewards

intrapreneur an employee who manages the development of new ideas or projects

servomechanism automatic device that uses sensor feedback to correct the action of a mechanism

unconscious the part of the mind that one is not aware of, but that affects ones behavior and emotions

wealth sum of your valuable possessions