

BUSINESS TERMINOLOGY

BCG model: A strategic planning framework developed by business strategist Bruce D. Golden that incorporates three factors for success: the corporation, the customer, and competitors.

360-degree evaluation: A review and feedback model used for business relations purposes that includes input from a wide range of sources, including direct supervisors, subordinates, peers, and customers, as well as a self-evaluation by the person being reviewed.

80/20 rule: First observed by Vilfredo Pareto and sometimes called Pareto's Principle, the theory that in any group 80 percent of results come from 20 percent of participants. For example, 80 percent of sales come from 20 percent of customers, or an 80 percent of problems. Economists refer to this as the law of nondistribution.

accountant: A professional responsible for reporting financial results following government and regulatory rules.

accounting: Recording, reporting, and analyzing financial transactions and economic activity in order to monitor financial performance, usually following the standardized set of rules and regulations called Generally Accepted Accounting Principles (GAAP).

accounting audit: Examination and verification of the accuracy of accounting records by a professional such as a certified public accountant (CPA) when undertaken by businesses seeking investors, loans, or to sell their businesses.

accounts payable: Bills received but not yet paid, which are listed on financial statements as short-term liabilities.

accounts receivable: Money owed to a business for products and services delivered by not yet paid for, earned on the balance sheet as short-term assets.

accrual: The process of adding periodically to an asset or debt, usually at a percentage rate base.

acquire: To purchase a corporation, through either the purchase of its shares or its assets.

action plan: A detailed list of steps that must be taken for a program to be implemented or a goal to be achieved, including tasks to be accomplished, responsible parties, timelines to be followed, and available funds and resources.

ad hoc committee: A short-term single-purpose committee established to address a specific issue or objective and dissolved

immediately after task completion, unlike a standing or long-term committee.

adjuster: An audit system (usually presented by a CPA) comparing financial statements that says the statements as a whole don't properly comply or don't conform with the generally accepted accounting principles (GAAP) of the United States.

advertising: Published announcements in mass media outlets including newspapers, magazines, television, radio, media outlets, and Internet Web sites as a means for businesses, organizations, and individuals to inform and persuade the thinking and actions of potential and current customers.

asset: An item of economic value, listed on financial statements in categories that include current assets, which can be quickly liquidated for cash, and fixed or long-term assets, which may take a longer time to liquidate for cash. Tangible assets of value such as contracts, real estate, loans or patents, intellectual property, and the goodwill of a business, are not listed on financial statements unless the business paid to acquire them.

audit: A formal, often periodic examination and checking of accounts or financial records to verify their correctness.

background check: A review of confidential and publicly available information to verify an individual's background and qualifications prior to employment, agreement to lease transactions, or testing of security clearances.

balance: 1. An equal amount of debits and credits on an account. 2. The remainder in an account when debits are paid.

balance sheet: A statement that summarizes financial condition and worth by presenting the monetary value of everything owned, called assets, less the total amount of obligations owed to others, called liabilities, with the difference between assets and liabilities following the business worth, called owner's equity.

balance payment: A large payment made at the end of a series of smaller payments, usually to pay off a loan or over-leaf lump sum.

bank financing: An approach to funding business startup or growth that involves a traditional bank loan, an option more flexible for companies with established products, customers, and sales history.

bankrupt: When an individual or business is legally declared



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