

Business Terms for Entrepreneurship

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Arab international Academy-Business Terms for Entrepreneurship

Outlines

- Expected lesson outcomes
- Introduction
- Subtitles
- Quizzes
- Links to external educational materials
- Scientific references for the material

Learning Objectives

- Understand core business and entrepreneurship concepts used in real-world startups and established companies.
- Analyze key business terms within their practical, strategic, and financial contexts.
- Explore the relationship between management, marketing, and finance in building and growing successful ventures.

Learning Outcomes

- Critically discuss and apply essential business terminology in entrepreneurship.
- Identify and explain major concepts in Management, Marketing, and Finance.
- Analyze business situations using relevant terms and frameworks.
- Demonstrate mastery of professional business vocabulary.
- Produce well-structured business plans and reports using accurate entrepreneurship terminology.

Introduction

Business Terms for Entrepreneurship is a practical and essential course designed for aspiring entrepreneurs, startup founders, and business professionals. The course focuses on mastering the key terminology used in the three fundamental pillars of any successful business:

Management, Marketing, and Finance. This program provides a clear and structured understanding of how these terms are applied in real business environments, from launching a startup to scaling a growing company. The content is organized into three focused lectures (60 minutes each), balancing theoretical definitions with practical explanations and Arabic translations.

Business Terms for Entrepreneurship

ثلاث محاضرات تعليمية 60 – دقيقة لكل محاضرة

الإدارة | التسويق | المالية

المحاضرة الأولى: مفاهيم الإدارة وريادة الأعمال

Management & Entrepreneurship المدة 60: دقيقة 15 – مصطلح

ريادة الأعمال والابتكار: القسم الثاني

المحاضرة الثانية: مفاهيم التسويق

— Marketing Concepts المدة 60: دقيقة 14 — مصطلح

التسويق الرقمي وسلوك المستهلك: القسم الثاني

مفاهيم المالية: المحاضرة الثالثة

مصطلح 14 — دقيقة 60: المدة — Financial Concepts

المحاسبة والتحليل المالي : القسم الثاني

— — نهاية المحاضرات الثلاث — —

1. Strategic Planning

Strategic planning is a systematic process used by organizations to define their longterm vision, set goals, and determine the best strategies to achieve them. It involves analyzing internal resources and external market conditions, then allocating financial, human, and technological resources efficiently. Strategic planning usually covers a period of three to five years and helps organizations stay competitive and focused.

1. التخطيط الاستراتيجي (Strategic Planning)

التخطيط الاستراتيجي هو عملية منهجية تستخدمها المؤسسات لتحديد رؤيتها طويلة المدى، ووضع الأهداف، وتحديد أفضل الاستراتيجيات لتحقيقها. يتضمن ذلك تحليل الموارد الداخلية وظروف السوق الخارجية، ثم تخصيص الموارد المالية والبشرية والتكنولوجية بكفاءة. عادةً يغطي التخطيط الاستراتيجي فترة من ثلاث إلى خمس سنوات ويساعد المؤسسات على البقاء تنافسية ومركزة.

2. SWOT Analysis

SWOT analysis is a strategic tool used to evaluate a company's internal strengths and weaknesses, as well as external opportunities and threats. Strengths and weaknesses are internal factors such as skills, resources, or limitations, while opportunities and threats come from the external environment like market trends or competition. This analysis helps decision-makers develop strategies that maximize strengths and opportunities while minimizing weaknesses and risks.

2. تحليل SWOT.

تحليل SWOT هو أداة استراتيجية تُستخدم لتقييم نقاط القوة والضعف الداخلية للشركة، بالإضافة إلى الفرص والتهديدات الخارجية. تمثل نقاط القوة والضعف عوامل داخلية مثل المهارات أو الموارد أو القيود، بينما تأتي الفرص والتهديدات من البيئة الخارجية مثل اتجاهات السوق أو المنافسة. يساعد هذا التحليل صنّاع القرار على تطوير استراتيجيات تعظم نقاط القوة والفرص وتقلل نقاط الضعف والمخاطر.

3. Mission Statement

A mission statement is a clear and concise declaration that describes the purpose of an organization and what it aims to achieve. It communicates the company's core values, target customers, and main activities. A strong mission statement guides employees, informs customers, and supports strategic decision-making. It usually answers the questions: What do we do? Who do we serve? and Why do we exist?

3. بيان الرسالة (Mission Statement)

بيان الرسالة هو تصريح واضح ومختصر يصف هدف المنظمة وما تسعى لتحقيقه. ينقل القيم الأساسية للشركة والعملاء المستهدفين وأنشطتها الرئيسية. يوجّه بيان الرسالة القوي الموظفين، ويُطلع العملاء، ويدعم اتخاذ القرار الاستراتيجي. وغالبًا ما يجيب عن الأسئلة: ماذا نفعل؟ من نخدم؟ ولماذا نوجد؟

4. KPI (Key Performance Indicator)

A Key Performance Indicator (KPI) is a measurable value used to evaluate how effectively a company is achieving its business objectives. KPIs can be financial, operational, or customer-related. For example, sales growth, customer satisfaction, and employee productivity are common KPIs. Organizations track KPIs regularly to monitor performance and make data-driven decisions.

4. مؤشر الأداء الرئيسي KPI

مؤشر الأداء الرئيسي هو قيمة قابلة للقياس تُستخدم لتقييم مدى فعالية الشركة في تحقيق أهدافها. يمكن أن تكون المؤشرات مالية أو تشغيلية أو مرتبطة بالعملاء. على سبيل المثال، نمو المبيعات، ورضا العملاء، وإنتاجية الموظفين من المؤشرات الشائعة. تقوم المؤسسات بتتبع هذه المؤشرات بانتظام لمراقبة الأداء واتخاذ قرارات قائمة على البيانات.

5. Organizational Structure

Organizational structure refers to how a company arranges its roles, responsibilities, communication channels, and authority levels. It determines who reports to whom and how information flows within the organization. Common types include hierarchical structure, flat structure, and matrix structure. A clear organizational structure improves efficiency, accountability, and coordination among departments.

5. الهيكل التنظيمي (Organizational Structure)

يشير الهيكل التنظيمي إلى كيفية ترتيب الشركة للأدوار والمسؤوليات وقنوات الاتصال ومستويات السلطة. يحدد من يرفع تقاريره لمن وكيف تتدفق المعلومات داخل المؤسسة. تشمل الأنواع الشائعة الهيكل الهرمي، والهيكل المسطح، والهيكل المصفوفي. يساعد الهيكل التنظيمي الواضح على تحسين الكفاءة والمساءلة والتنسيق بين الأقسام.

6. Corporate Governance

Corporate governance is the system of rules, policies, and practices that guide how a company is managed and controlled. It ensures transparency, accountability, and fairness in decision-making. Corporate governance protects the interests of shareholders, employees, customers, and other stakeholders. It often includes a board of directors, internal controls, and compliance mechanisms.

6. حوكمة الشركات (Corporate Governance)

حوكمة الشركات هي نظام القواعد والسياسات والممارسات التي توجه كيفية إدارة الشركة والسيطرة عليها. تضمن الشفافية والمساءلة والعدالة في اتخاذ القرار. تحمي حوكمة الشركات مصالح المساهمين والموظفين والعملاء وأصحاب المصلحة الآخرين. وغالبًا ما تشمل مجلس الإدارة، والرقابة الداخلية، وآليات الامتثال.

7. Competitive Advantage

Competitive advantage refers to the unique strengths that allow a company to outperform its competitors. This advantage may come from lower costs, superior quality, innovation, strong brand reputation, or excellent customer service. Companies strive to maintain sustainable competitive advantage to ensure long-term success.

7. الميزة التنافسية (Competitive Advantage)

تشير الميزة التنافسية إلى نقاط القوة الفريدة التي تسمح للشركة بالتفوق على منافسيها. قد تأتي هذه الميزة من انخفاض التكاليف، أو الجودة العالية، أو الابتكار، أو سمعة العلامة التجارية القوية، أو خدمة العملاء الممتازة. تسعى الشركات إلى الحفاظ على ميزة تنافسية مستدامة لضمان النجاح طويل المدى.

8. Scalability

Scalability is the ability of a business to grow and increase revenue without a proportional increase in costs. A scalable business model allows companies to serve more customers efficiently. Technology companies often have high scalability because digital products can be distributed with minimal additional cost.

8. قابلية التوسع (Scalability)

قابلية التوسع هي قدرة الشركة على النمو وزيادة الإيرادات دون زيادة متناسبة في التكاليف. يسمح نموذج الأعمال القابل للتوسع للشركات بخدمة عدد أكبر من العملاء بكفاءة. غالبًا ما تتمتع شركات التكنولوجيا بقابلية توسع عالية لأن المنتجات الرقمية يمكن توزيعها بتكلفة إضافية محدودة.

9. Supply Chain

The supply chain is the entire network of organizations, people, activities, information, and resources involved in producing and delivering a product or service to customers. It includes suppliers, manufacturers, warehouses, distributors, and retailers. Efficient supply chain management reduces costs, improves delivery speed, and enhances customer satisfaction.

9. سلسلة التوريد (Supply Chain)

سلسلة التوريد هي الشبكة الكاملة من المؤسسات والأفراد والأنشطة والمعلومات والموارد المشاركة في إنتاج وتسليم منتج أو خدمة للعملاء. تشمل الموردين والمصنعين والمخازن والموزعين وتجار التجزئة. تساعد الإدارة الفعالة لسلسلة التوريد على تقليل التكاليف وتحسين سرعة التسليم وزيادة رضا العملاء.

10. Entrepreneurship

Entrepreneurship is the process of identifying business opportunities and transforming them into viable ventures. It involves innovation, risk-taking, and resource management. Entrepreneurs create value by introducing new products, services, or solutions to market problems. They also play an important role in economic growth by creating jobs and encouraging innovation.

10. ريادة الأعمال (Entrepreneurship)

ريادة الأعمال هي عملية تحديد فرص الأعمال وتحويلها إلى مشاريع قابلة للتنفيذ. تتضمن الابتكار وتحمل المخاطر وإدارة الموارد. يخلق رواد الأعمال قيمة من خلال تقديم منتجات أو خدمات أو حلول جديدة لمشكلات السوق. كما يلعبون دورًا مهمًا في النمو الاقتصادي من خلال خلق الوظائف وتشجيع الابتكار.

11. Business Model

A business model describes how a company creates value for customers and generates revenue. It explains the target customers, value proposition, revenue streams, cost structure, and distribution channels. A strong business model helps organizations understand how they operate and compete in the market. Common business models include subscription, freemium, and marketplace models.

11. نموذج الأعمال (Business Model)

يصف نموذج الأعمال كيف تخلق الشركة قيمة للعملاء وكيف تحقق الإيرادات. يوضح العملاء المستهدفين، وعرض القيمة، ومصادر الإيرادات، وهيكل التكاليف، وقنوات التوزيع. يساعد نموذج الأعمال القوي المؤسسات على فهم كيفية عملها والتنافس في السوق.

12. MVP (Minimum Viable Product)

A Minimum Viable Product (MVP) is the simplest version of a product that includes only the essential features required to test an idea in the market. The goal of an MVP is to collect feedback from early users and improve the product before full-scale development. This approach reduces risk, saves time, and minimizes development costs.

12. الحد الأدنى من المنتج القابل للتطبيق MVP.

الحد الأدنى من المنتج القابل للتطبيق هو أبسط نسخة من المنتج تحتوي فقط على الميزات الأساسية المطلوبة لاختبار الفكرة في السوق. الهدف هو جمع ملاحظات المستخدمين الأوائل وتحسين المنتج قبل التطوير الكامل.

13. Startup

A startup is a newly established company designed to grow rapidly by offering innovative solutions. Startups usually operate in uncertain environments and focus on scalability and market expansion. They often rely on technology and external funding to accelerate growth.

13. شركة ناشئة (Startup)

الشركة الناشئة هي شركة حديثة التأسيس مصممة للنمو السريع من خلال تقديم حلول مبتكرة. تعمل عادة في بيئات غير مؤكدة وتركز على قابلية التوسع والتوسع في السوق.

14. Pivot

A pivot is a strategic shift in a company's business model, product, or target market based on feedback and learning. Companies pivot when their original idea does not perform as expected. A successful pivot helps businesses adapt to market needs and improve their chances of success.

14. التحول الاستراتيجي (Pivot)

التحول هو تغيير استراتيجي في نموذج أعمال الشركة أو منتجها أو سوقها المستهدف بناءً على التغذية الراجعة والتعلم من السوق.

15. Disruptive Innovation

Disruptive innovation refers to new technologies or business models that transform existing markets. These innovations typically start by offering simpler, cheaper, or more accessible solutions. Over time, they challenge established companies and change industry standards.

15. الابتكار التخريبي (Disruptive Innovation)

يشير الابتكار التخريبي إلى تقنيات أو نماذج أعمال جديدة تُحدث تحولاً في الأسواق القائمة من خلال تقديم حلول أبسط أو أرخص أو أكثر سهولة.

16. Target Market

A target market is the specific group of customers a company focuses on. These customers share similar characteristics such as age, income, interests, or location. Identifying a target market helps companies design products and marketing strategies more effectively.

17. Market Segmentation

Market segmentation is the process of dividing a large market into smaller groups of customers with similar needs or behaviors. Segmentation can be demographic, geographic, psychographic, or behavioral. This approach allows businesses to tailor their offerings to each segment.

18. Value Proposition

A value proposition is a clear statement explaining how a product solves customer problems and why it is better than competitors. It highlights benefits, features, and unique selling points. A strong value proposition attracts customers and improves conversion rates.

19. Marketing Mix (4Ps)

The marketing mix consists of four key elements: Product, Price, Place, and Promotion. These elements work together to achieve marketing objectives. Companies adjust the marketing mix based on customer needs and market conditions.

20. Brand Identity

Brand identity includes the visual elements, messaging, and personality that represent a brand. It includes logo, colors, tone of voice, and brand values. A strong brand identity helps customers recognize and trust the company.

21. Customer Journey

The customer journey describes all interactions a customer has with a brand from awareness to post-purchase. It typically includes stages such as awareness, consideration, purchase, and loyalty. Understanding this journey helps improve customer experience.

22. Positioning

Positioning refers to how a brand is perceived in customers' minds compared to competitors. Companies use positioning strategies to highlight unique benefits such as quality, price, or innovation.

23. Competitive Analysis

Competitive analysis involves evaluating competitors' strengths, weaknesses, pricing, and marketing strategies. This analysis helps companies identify opportunities and differentiate themselves.

24. Digital Marketing

Digital marketing refers to promoting products or services using digital channels such as websites, social media, search engines, email, and mobile applications. It allows businesses to reach a global audience, track performance, and adjust campaigns in real time. Digital marketing is cost-effective and highly measurable compared to traditional marketing.

25. Content Marketing

Content marketing is a strategy focused on creating and distributing valuable, relevant, and consistent content to attract and engage a target audience. This content may include blogs, videos, podcasts, and social media posts. The goal is to build trust and encourage customers to take action.

26. ROI (Return on Investment)

Return on Investment (ROI) is a financial metric used to measure the profitability of an investment. It compares the net profit generated to the cost of the investment. A higher ROI indicates a more successful campaign or investment decision.

27. CRM (Customer Relationship Management)

Customer Relationship Management (CRM) refers to systems and strategies used to manage interactions with current and potential customers. CRM tools store customer data, track communication, and improve customer service. They help companies increase sales and customer loyalty.

28. Customer Retention

Customer retention is the ability of a business to keep its existing customers over time. High retention reduces marketing costs and increases profitability. Companies use loyalty programs, personalized communication, and excellent service to improve retention.

29. Consumer Behavior

Consumer behavior studies how individuals make decisions to purchase, use, and dispose of products. It examines psychological, social, and cultural factors influencing buying decisions. Understanding consumer behavior helps companies design better products and marketing strategies.

30. Cash Flow

Cash flow refers to the movement of money into and out of a business during a specific period. Positive cash flow means the company receives more money than it spends. Managing cash flow is essential to ensure that a company can pay its expenses and continue operating.

31. ROI (Financial)

In finance, ROI measures the efficiency of an investment by comparing profit to the original cost. Businesses use ROI to evaluate different investment opportunities and choose the most profitable option.

32. Break-Even Point

The break-even point is the level of sales at which total revenue equals total costs. At this point, the business neither makes profit nor loss. Calculating the break-even point helps companies understand how much they need to sell to become profitable.

33. Equity

Equity represents the owners' share in a business after subtracting liabilities from assets. It reflects the value belonging to shareholders. Equity increases when the company earns profits and decreases when it incurs losses.

34. Venture Capital

Venture capital is funding provided by investors to startups with high growth potential. In exchange, investors receive ownership shares in the company. Venture capital helps startups expand quickly.

35. Valuation

Valuation is the process of determining the economic value of a company. Investors use valuation to decide how much to invest and what percentage of ownership they will receive.

36. Burn Rate

Burn rate measures how quickly a startup spends its available cash. It is usually calculated monthly. A high burn rate means the company must secure funding soon.

37. P&L Statement

A Profit and Loss (P&L) statement is a financial report showing revenues, expenses, and profits over a specific period. It helps businesses evaluate financial performance.

38. Balance Sheet

A balance sheet is a financial statement that shows a company's assets, liabilities, and equity at a specific point in time. It provides a snapshot of financial position.

39. Gross Margin

Gross margin is the percentage of revenue remaining after deducting the cost of goods sold. It measures how efficiently a company produces its products.

40. Working Capital

Working capital is the difference between current assets and current liabilities. It indicates a company's ability to cover short-term obligations.

41. Accounts Receivable

Accounts receivable refers to money owed to a company by customers who purchased on credit. Managing receivables improves cash flow.

42. Depreciation

Depreciation is the gradual allocation of an asset's cost over its useful life. It reflects wear and tear or usage of equipment.

43. Financial Forecast

Financial forecasting is the process of predicting future financial performance based on historical data and assumptions. It helps in planning and decision-making.

True or False

1. Strategic planning usually covers a period of three to five years.
2. SWOT Analysis only focuses on external factors of a business.
3. A Minimum Viable Product (MVP) is developed to collect real market feedback.
4. Burn Rate measures how quickly a startup is earning profit.
5. The 4Ps of the Marketing Mix include Product, Price, Place, and Promotion.

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Thank You