



[Glossary]

Innovation and Creativity in Business

Subject:	Business Economics
Course:	B. A. (Hons.), 1st Semester, Undergraduate
Paper No. & Title:	Paper – 103 Fundamentals of Business and Accounting
Unit No. & Title:	Unit – 1 Introduction to Business
Lecture No. & Title:	Lecture – 2 Innovation and Creativity in Business

Glossary

Break-even: The point of no profits no loss.

Capital Expenditure: A **capital expenditure** is an amount spent to acquire or improve a long-term asset such as equipment or buildings.

Fixed cost: The cost which is fixed irrespective of increase or decrease of production.

Merger & Acquisition: A merger is a combination of two companies to form a new company, while an acquisition is the purchase of one company by another in which no new company is formed.

Overseas Market: The market outside the boundaries of a company.

Primary Data: The first hand data which is collected by the researcher himself for his research.

Screening: A screening is processes to look after various processes & weed out all but keep the best ideas.

Secondary data: The second had data which was collected by the researcher from any published or unpublished source.

Seed Capital: The initial capital used to start a business.

Stakeholders: **Stakeholders** can affect or be affected by the organization's actions, objectives and policies. Some examples of key stakeholders are creditors, directors, employees, government (and its agencies), owners (shareholders), suppliers, unions, and the community.

Strategic partner: A strategic partnership is a formal alliance between two commercial enterprises, usually formalized by one

or more business contracts but falls short of forming a legal partnership or, agency, or corporate affiliate relationship.

Variable cost: The cost which vary with the increase or decrease of production.

Venture capitalist: A *venture capitalist* is an investor who either provides *capital* to startup ventures or supports small companies that wish to expand but do not have access to equities market.

Working Capital: The capital which is required for day to day operation of business.