

Business and Enterprise

Famous entrepreneurs :

An entrepreneur is someone who sets up a new business, taking on the financial risks in the hope of making a profit.

There are several famous entrepreneurs, you have been very successful, many starting their business very young:

Bill Gates – founder of Microsoft, aged 23

Sir Richard Branson – started his first business at 16 and is a multi-billionaire now.

Mark Zuckerberg – co-founder of Facebook and became the worlds youngest self-made billionaire at the age of 23.

Walt Disney – set up the Disney Brothers Studio at the age of 22

Cher Wang – founder of the HTC phone company and is in the top 100 most powerful women in the world.

Kylie Jenner – the worlds youngest female entrepreneur, she founded her make up company aged 18.

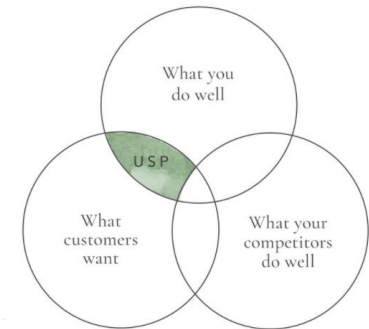
Beyonce – has founded fashion houses in her mid-20s and fragrance lines as well as being a successful singer.

Key Vocabulary

Resources	A means to produce goods and services that satisfy needs and wants. There are four economic resources (factors of production) – land, labour, capital and enterprise. Production usually requires a combination of resources.
Consumer	A person or group that is the user of goods and services produced within an economy.
Business	An organisation, enterprise or business engaged in the production and trade of goods or services usually for profit.
Goods	Tangible items that satisfy needs and wants, that can be seen and touched.
Economics	A social science (study of human behaviour) that studies decisions made by individuals, households, businesses, governments and other groups about how scarce resources are allocated in attempting to satisfy needs and unlimited wants.
Data	Information that is directly recorded, which can be quantitative (numbers) or qualitative (words).

Unique selling point

The unique selling point is the one thing that makes your business better than your competition.



When starting up a business, you need a plan and vision for your business. You also need to consider your competition – who else has a business like yours.



Around the world

Human and physical geography:

Human and physical features are things that you can see all around you.

Physical features like seas, mountains and rivers are natural. They would be here even if there were no people around. Physical geography is the examination of the natural changes in the Earth. The shifting of plate tectonics and volcanic eruptions would be considered features of physical geography.

Human features like houses, roads and bridges are things that have been built by people. Human geography looks at the impact and behaviour of people and how they relate to the physical world.

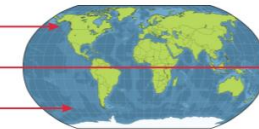
World map:



northern hemisphere

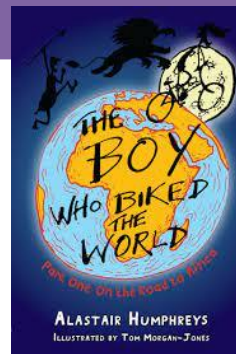
equator

southern hemisphere



The Boy Who Biked The World:

Meet Tom, who one day decided to set off on his bike to follow his dreams of seeing the world.



Longitude and Latitude

Latitude lines run around the earth east to west.

These lines are the same distance apart from each other.



Longitude lines run over the top of the earth north to south.

These lines are not equally distant from each other.



These lines are used to give the specific location of anywhere in the world using **co-ordinates**.

Chronological:

Following the order in which they occurred

Around the world

Human and physical geography:

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physical



geography

Physical features like seas, mountains and rivers are natural. They would be here even if there were no people around.



human



geography

Human features like houses, roads and bridges are things that have been built by people.

The Boy Who Biked The World:



boy



who

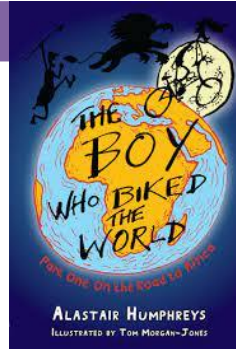


biked



the world

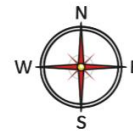
Meet Tom, who one day decided to set off on his bike to follow his dreams of seeing the world. We will be reading this book in class



World map:



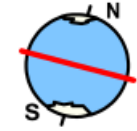
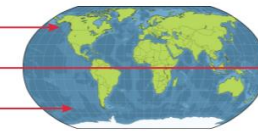
world map



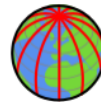
northern hemisphere

equator

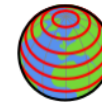
southern hemisphere



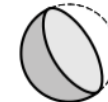
equator



longitude



latitude



hemisphere

Longitude lines run from North to South (top to bottom)

Latitude lines run around the globe (East to West)

Chronological:

Following the order in which they happened



date

1 2 3 4

order