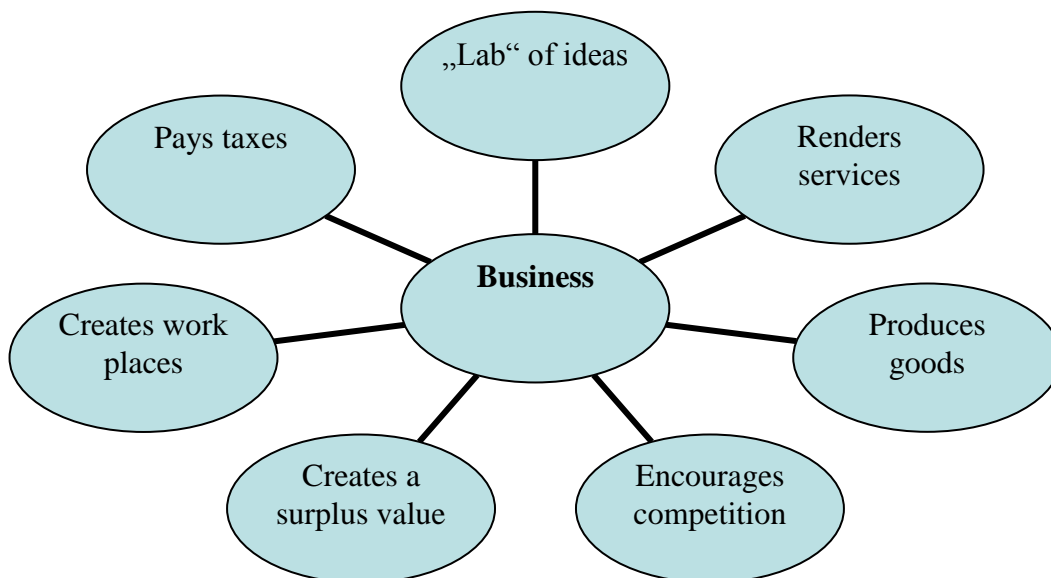


BUSINESS, BUSINESSPEOPLE, BUSINESS LEADERS

Business

Business is the activity of producing, buying and selling goods and services. A **business, company, firm** or more formally, a concern, sells goods or services. Large companies considered together are referred to as **big business**. A company may be called an enterprise, especially to emphasize its risk-taking nature. Businesses vary in size, from the self-employed person working alone, through the small or medium enterprise (SME) to the large **multinational** with activities in several countries.

Business functions in a society:



Businesspeople and entrepreneurs

A **businessman, businesswoman or businessperson** is someone who works in their own business or as a manager in an organization.

An **entrepreneur** is someone who starts or founds or establishes their own company.

Someone who starts a company is its **founder**.

An entrepreneur may found a series of companies or **start-ups**.

Entrepreneurial is used in a positive way to describe the risk-taking people who do this, and their activities. Some entrepreneurs leave the companies they found, perhaps going on to found more companies. Others may stay to develop and **grow** their businesses.

Conception of a term „businessman“ in Lithuania

What people are involved in business?

Business owner



Manager



Leader



Employee



Stockholder

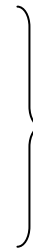


Conception of a term „businessman“ in Lithuania:

Business owner



Stockholder (If a control packet of stock
belongs:50 percent+1 stock)



Businessman

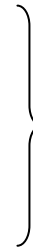
Employee



Manager



Leader



Hired employess

(not businesspeople)

Leaders and leadership

A large company mainly owned by one person or family is a **business empire**. Successful businesspeople, especially heads of large organizations, are **business leaders** or, in journalistic terms, **captains of industry**.

Features of businessman:

- Ability to take a risk;

- Ability to lead;
- Leader`s qualities;
- Entrepreneurship (initiative of changes, creativity, observation of possibilities, innovation).

Magnates, moguls and tycoons

People in charge of big business empires may be referred to, especially by journalists, as **magnates, moguls or tycoons**. These words often occur in combinations such as these:

Media	}	magnate
Press		
Shipping		
Oil		

Movie	}	mogul
Media		
Shipping		

Property	}	tycoon
Software		

Shipping



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Press



Property

QUESTIONS:

- A) What are the main business functions in a society? Could you name any other?
- B) What are the differences between a businessperson and an entraprenour?
- C) What are the main features of a businessman?
- D) How do the terms: magnate, mogul, tycoon differ?