Curriculum Enhancement Center (CEC)

BUSINESS

RESOURCE MANUAL

2013 - 2014
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Business Communication

CD’s

Communication on the Job
Victoria Learning Systems, 1990
CD 651.7 C737

PoWER: Professional writer’s electronic resource
South-Western College Publishing, 1998
CD 808.06 P871 (4 computer disks)

Contents: Self-Assessment; Business English; Business Communication; Exercises; Glossary; Resources.

Abstract: An on-line reference tool and electronic workbook for business communications. Interactive exercises, assessments, lessons, and examples combine to build grammar, writing, and communication skills.

VC’s and DVD’s

Applied Communication
Indiana Dept. of Education, Instructional Video Services, 1988
VC 302.2 AP58 (17 videocassettes; 26 min. ea.)

Contents:
workplace of the future; A company meeting the challenge.--Pt.16. Technical writing: safety in the nuclear industry.--Pt.17. Electronic communication at CNN.

**Developing communication skills**
*Cambridge Educational, 2000*
VC 650.13 D492CS (22 min.)

**Summary:** Discusses the importance of communicating in the workplace, verbally and with e-mail.

**Powerful Ways to Persuade People**
*Communication Briefings, 1990*
VC 153.852 P871 (42 min.)

**Abstract:** This program discusses persuasion techniques including analyzing needs and expectations; then gearing the message to the audience.

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**Business Etiquette**

**VC’s and DVD’s**

**10 Basics of Business Etiquette**
*Meridian Education Corp., 1993*
VC 395.52 T25TE (22 min.)

**Summary:** A quick review of the common courtesies of the workplace, including handling introductions, making entrances, telephoning, note writing and more.

**Resolving Conflict in the Workplace**
*Cambridge Educational, 2000*
VC 650.13 R312CR (21 min.)

**Summary:** Examines conflict management with a step-by-step analysis for conflict resolution. Stresses the value of communication and collaboration and includes interviews with a diverse group of employees and managers who discuss their experiences with conflict.
Telephone Skills: courtesy on the line
*McGraw-Hill Training Systems, 1985*
VC 651.7 T236 (14 min.)

**Summary:** Illustrates the proper use of the telephone in a business setting.

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**Economics**

**CD-ROM’s**

DiscoverEcon 3.0 software tutorial
*McGraw Hill, 1999*
CD-ROM 330.220 D631 1999

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**VC’s & DVD’s**

American Enterprise
*American Enterprises, 1976*
VC 330 Am35 (Pts. 1-5; 28 min. ea.)

**Contents:**
- Pt. 1. Land;
- Pt. 2. People;
- Pt. 3. Innovation;
- Pt. 4. Organization;
- Pt. 5. Government

Can Working Women Have It All
*Films for the Humanities, 1986*
VC 331.4 D714c (30 min.)

**Summary:** Panelists join Phil Donahue and his audience in exploring the issues confronting today's women and the choices they must make.

Careers and Values: Understanding the Choices
*Sunburst Communications, 1982*
VC 331.702 C18 (31 min.)

**Contents:** Pt. 1. What matters to you?; Pt. 2. How to decide.

**Summary:** Takes a phase-by-phase journey through life from infancy to old age to illustrate the enormous imprint every American makes during his or her time on Earth.
Incorporates surprising facts with playful visuals to reveal our level of consumption and the simple changes we can all make to reduce the impact of our ecological footprint on the world.

Economics Made Memorable: videos to accompany principles of economics
*Video Library*, 2001
VC 330 EC74  (Pts. 1-4; 11 min. ea.)

**Contents:** Pt. 1. Opportunity cost; Pt. 2. Reservation price; Pt. 3. Supply and demand; Pt. 4. Elasticity

Human Footprint
*Touch Productions Ltd. for National Geographic Channel*, 2007
DVD 304.280973 H88F  (90 min.)

**Contents:** Human presence, Diapers and milk; Meat, eggs, and carbs; Sweets, fruits, and vegetables; Plastics and metals; Cleansing and beauty products; Water and solid waste; Clothing and textiles; Alcohol; Housing, furnishing, and appliances; Entertainment consumption; Transportation; Consumption of natural resources; Cell phones; Shrinking wildlife.

Man and the Industrial Revolution
*American Broadcasting Co.*, 1970
VC 330.9 M311 (21 min.)
Series: History of man series

**Summary:** Describes the beginnings of the first industrial revolution in Europe, its spread, and its social, political, and technological implications.

Man and the Second Industrial Revolution
*American Broadcasting Co.*, 1970
VC 330.9 M311s (20 min.)
Series: History of man series

**Summary:** Shows how man is using new technological knowledge to change the world and to reach out to new worlds. Poses the problems that have come with this knowledge: overpopulation, pollution, and the ability to destroy the environment. Provides a point of departure for discussion on how the future of men will be written.
Masses and the Millionaires: the homestead strike (the shaping of the American nation)  
*Learning Corp. of America, 1974*  
VC 331.89 M384 (26 min.)

**Summary:** A dramatization of the strike at the Homestead Steel Mills which took place in 1892 and ended in violence. Provides insight into the beginnings of labor-management dealings in the United States.

Medicine and money, parts 1 and 2  
*McGraw-Hill Films, 1976*  
VC 368.426 M468  (Pts.1-2; 25 min. ea.)

**Summary:** Investigates the factors which have turned the practice of medicine into an industry. Discusses problems connected with federally-funded programs such as Medicare and Medicaid and focuses on the lack of accountability for both the quality of care and the cost.

Paul Solman Videos DVD to Accompany McConnell-Brue Economics, 17e  
*McGraw-Hill Irwin, 2008*  
DVD 330 P281S

**Summary:** Over 250 minutes of video produced by Paul Solman, the economics correspondent for the News Hour with Jim Lehrer on PBS, explain key economic concepts in a real-world oriented, entertaining manner.

Sick Around America  
*WGBH Educational Foundation, 2009*  
DVD 362.10973 ST12AA (60 min.)

**Contents:** Introduction; "We were incredibly lucky"; Stories of a broken system; More pitfalls; How to get a fairer system?; Change is coming; Credits.

**Summary:** As the worsening economy leads to massive job losses--potentially forcing millions more Americans to go without health insurance--FRONTLINE travels the country examining the nation's broken health care system and explores the need for a fundamental overhaul. This film dissects the private insurance system, a system that not only fails to cover 46 million Americans, but also leaves millions more under-insured and at risk of bankruptcy. Around the world, other developed democracies offer universal health care, requiring insurance companies to cover everyone. At its best, American health care can be very good. But not if people across the U.S. are forced into making life decisions--staying in jobs and even bad marriages--to find or keep health insurance.
Sick Around the World
WGBH Educational Foundation, 2008
DVD 362.10973 SI12AW (60 min.)

Contents:
- Great Britain: a world leader in preventive medicine
- Japan: universal coverage, no gatekeepers
- Germany: a popular largely market-based system
- Taiwan: a new system they copied from others
- Switzerland: before reforms, its system resembled ours.

Summary: "Four in five Americans say the U.S. health-care system needs "fundamental" change. Can the U.S. learn anything from the rest of the world about how to run a healthcare system, or are these nations so culturally different from us that their solutions would simply not be acceptable to Americans? FRONTLINE correspondent T.R. Reid examines first-hand how other advanced capitalist democracies -- United Kingdom, Japan, Germany, Taiwan and Switzerland-- deliver healthcare and what the United States might learn from their successes and their failures."--Container.

The Stock Market
Increase Video, 1984
VC 332.642 St62 (26 min.)

Abstract: This program offers the investment novice an explanation of how the stock market functions. It includes a history of the market and defines associated terminology.

We’re America’s Teamsters
International Brotherhood of Teamsters, 198?
VC 331.881 W492 (28 min.)

Marketing And Management

VC’s and DVD’s

Applied academics
Pearl River Community College, 1996
VC 658 AP58 (32 min.)
Abstract: This program is a video recording of a classroom session of Applied management (MMT 1213) taught by Carol Williams, taped Sept. 20, 1996 at Pearl River Community College.

Effective Business Presentations
Zig Ziglar Corp., 1987
VC 658.45 Ef36 (Pts 1–3; 50 min. ea)

Contents: Pt. 1. Communications in management; Pt. 2. Oral communication; Pt. 3. Persuasion (Rhetoric)

Fast Food Nation
Twentieth Century Fox Home Entertainment, 2006
DVD 791.4372 F265F (114 min.)

Summary: (Rated R) If it's true that we are what we eat, then how do we even know who we are? Don Anderson is trying to balance his search for the truth with an apparent desire not to do anything that might hurt his career. Raul and Sylvia, having crossed the border illegally, take up dangerous, stomach-turning jobs at the meat-processing plant. Amber is a teenage burger-slinger who wants to both change the world and get out of town. These two desires--to fight the system and to win by its rules--are not necessarily incompatible, though they may seem contradictory. Everyone has something to say, but hard ethical choices are set down by the logic of 21st-century consumer capitalism.

Frontline: High Stakes in Cyberspace
PBS Video, 1995
VC 303.4834 F928 (57 min.)

Abstract: This program tracks the new land rush to stake claims in cyberspace by asking questions about the optimistic predictions for a cyber-revolution.

Selling, the Proud Profession
Zig Ziglar Corp., 1983
VC 658.85 Se48 (37 min.)

Setting and Achieving Your Goals
American Management Association, 1992
VC 658.3142 SE78 (27 min.)

Abstract: This program provides the techniques to set goals, and provides effective plans to reach those goals.
Time Management for Managers
Time Life Video, 1986
VC 658.4093 T482  (Pts 1- 6; 25 min. ea.)

Contents: Pt. 1. Principles of Time Management ; Pt. 2. Decision Making; 
Pt. 3. Delegating; Pt. 4. Scheduling; Pt. 5. Managing Interruptions; Pt. 6. Managing 
Time: Professional & Personal

Sound Disc’s

Business Audio Review CDs
Accompanies the book Business, 7th ed., by William M. Pride, Robert J. Hughes, Jack R. Kapoor, 
2002
SD 650 B964


Success in Business

CD’s

Keeping Your Job
EA Video, 1997
CD-ROM 650.14 K254K

Abstract: Viewers learn important skills such as being on time, being honest, being 
disciplined, managing your time, and other important skills needed to do a job well, as 
well as keep a job.

VC’s and DVD’s

Planning Your Future
Education Associates, 1987
VC 650.14 P693 (10 min.)