

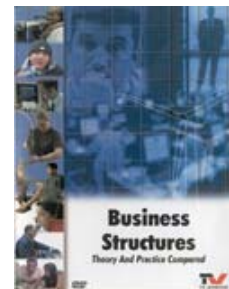
Neue Business DVDs im RZB Multimedialen Sprachlabor

Genauere Beschreibungen zu den einzelnen DVDs finden Sie unter folgendem Link:
www.tvchoice.uk.com

Kategorie: Introducing Business

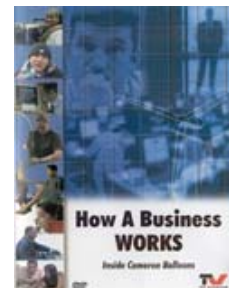
Business Structures – Theory and Practice Compared

When you look at a business, what do you see? You see offices and people working in them. But perhaps the thing you can't see is the most important. It's called the structure. We explain what this means in clear and simple terms, using case studies including Daimler Chrysler, Burger King, Easy Jet, ferry company Stena Line and drugs company Eli Lilly.



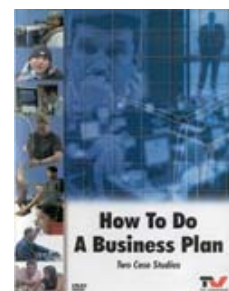
How A Business Works – Inside Cameron Balloons

What are the key things a business needs to do to stay in business? Cameron Balloons is the largest manufacturer of hot air balloons in the world. It's grown from a one-man operation to a multi-million pound international business. The video examines how the business is organised, and goes inside the main departments.



How To Do A Business Plan – Two Case Studies

Every business needs a business plan. But how exactly do you write one? This video shows how Jay, a clothes designer, and Robin, a tree surgeon, put together their business plans. We go through the various sections of the plan with them. We look at the Aims and Objectives and Marketing and Production sections, the Resources Needed and the Financial Plan. The video highlights the key issues that people going into business need to consider.



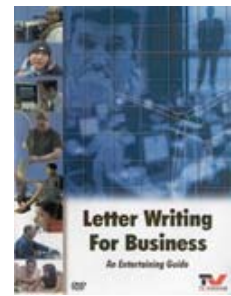
Into The Fire

Brian Bailey is fed up with working in a giant factory and wants to leave. He and his wife Linda decide to set up their own business. Brian is in love with ironworking, and the idea is to make money by making iron gates, balconies, etc, and doing restoration work on existing ironwork. He dreams of being a blacksmith ...



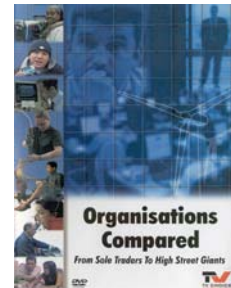
Letter Writing For Business – An Entertaining Guide

Using a series of case studies set in business organisations, this video offers a guide to key problems and pitfalls in writing business letters.



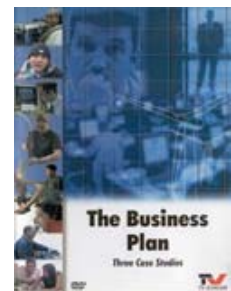
Organisations Compared – From Sole Traders to High Street Giants

In the video "Organisations Compared", Dave Nellist offers a simple, light-hearted introduction to the different kinds of organisations, looking at their advantages and disadvantages. Along the way he visits a variety of real-life examples, from the retail giant Arcadia to a small co-op called Brixton Cycles.



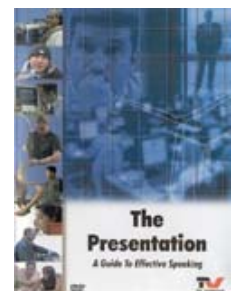
The Business Plan – Three Case Studies

What is a business plan? What part does it play in setting up a business? This video looks at three case studies in detail: a radio station, a training company and a clothing manufacturing business to demonstrate business planning in the real world.



The Presentation – A Guide to Effective Speaking

What does it take to make a good presentation? Three novice presenters are put through their paces and in the process grapple with some of the classic problems. The video highlights the need for careful preparation, knowing your audience and the importance of body language.



What is a Business? – A Profile of a Company

Businesses are everywhere. Out of them come products, services and jobs. But what exactly is a business? This programme explores this question by looking at the example of Rose Toys, a medium-sized company which makes model trains.



Kategorie: Marketing

Marketing On The Web – Two Case Studies

Companies are pouring money into internet marketing. But do people really want to buy online? This film explains how two UK firms are using the web to market themselves and their products.



The Language Of Advertising – How Adverts Work

What are adverts? Where do they come from? What do they say to us? What makes one advert succeed and another fail? Using a wide variety of adverts, old and new on TV and in print, from the earliest classics to the trendiest 'shockers', this video sets out to explore how adverts work.



The Marketing Mix Explained – Beyond the “4 Ps”

Marketing comes with a host of semi-scientific jargon — but much of it comes down to simple common sense. This film cuts through the fancy words to explain the practical realities of the marketing mix.



The Marketing Mix At Tesco – What are the Big Stores Up To?

Tesco is Britain's biggest supermarket chain. It employs over a quarter of a million people across ten countries, and spends more than £30 million a year on advertising and marketing. This video takes a critical look at Tesco's marketing mix.



What Is Marketing? – From Ads to Anti-Globalisation

What is marketing? Why do companies do it? What impact is it having on people, on the world? This film presents a provocative overview of one of the most lucrative business activities of modern times.



What is Marketing Research? – From Surveys To Focus Groups

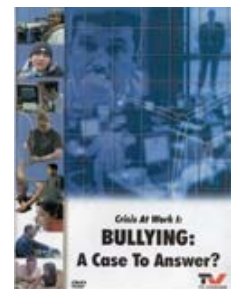
Every day new products appear in the world. An endless stream of things, all promising to make life better. Marketing research plays a central part in this process. But what is it? And what is its real value? This video attempts to answer these questions using a range of examples drawn from the world of business.



Kategorie: People in Organisations

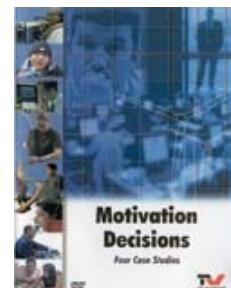
Crisis At Work I: Bullying: A Case to Answer?

Bullying at work, it's now widely accepted, is a major personnel problem. But it's also one of the the hardest grievances to prove. This dramatised case study provides a gripping insight into this thorny human problem.



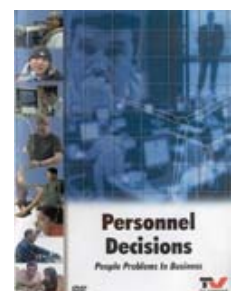
Motivation Decisions – Four Case Studies

All organisations depend on the motivation of their people. But working out what motivates — or de-motivates — a particular individual isn't always easy. This video contains case studies of four people who all appear demotivated in one way or another. The viewer is invited to consider what their problems are and what might be done to solve them. No simple solutions are offered to the problems. These are human situations and as such there are no black and white answers.



Personnel Decisions – People Problems in Business

This film features three companies confronting key problems in the area of personnel. Critical issues are highlighted. The viewer is left to work out what might — or should — happen next.



Recruitment In Action – The Right Person for the Job?

How does a company set about recruiting a new member of staff? This video offers a blow-by-blow account of the recruitment process, from specifying the job to the final selection of the successful candidate.



The Team Working Experiment – A Different Way of Working

This is the story of one company's attempt to introduce a radical new way of working.

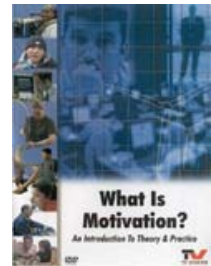
Tony Spence, boss of photocopier company Comtex Limited, has long been known for his bullying, *caveman* style of management. But now he claims to have changed. He says he wants a new culture in his organisation, based on team-working ...



What Is Motivation? – An Introduction to Theory & Practice

What motivates people to work? money? a sense of achievement? or a desire to make others happy? Would you work if you didn't have to?

Drawing on a wealth of interviews with real people, this video presents a clear, straightforward guide to the theories and reality of management and motivation.



Kategorie: Business Training

Coaching In Customer Care – Three Case Studies

Making sure staff give good customer care is a difficult management challenge. One approach is to coach staff but what exactly does coaching in customer care involve? We explore this question using a series of case studies set in an insurance firm.

