

Glossary

A **glossary** is an alphabetical list of words plus their meanings. Glossaries mostly focus on a specific dialect, text, subject or theme. For example, banking glossaries focus on the meanings of words that banking people commonly use.

What is a Glossary?

MBN

MARKET BUSINESS NEWS

A|B|C|D|E|F|G|H|I|J|K|L|M|N|O|P|Q|R|S|T|U|V|W|X|Y|Z

Macroeconomics – a branch of economics that is concerned with general or large-scale economic factors, such as national output, interest rates, unemployment and prices (inflation). It contrasts with microeconomics, which focuses on the behavior of individual consumers, households, workers, companies and markets. The macroeconomy equals the total sum of all microeconomic activities.

Majority Shareholder – a person or entity that owns more than 50% of the common stock (ordinary shares) of a company. They can choose the members of the board of directors and make policy decisions. Also known as a *majority interest* or *controlling shareholder*.

Management – this involves the leadership, staffing, organization, and planning of a company to reach a goal or target. The term refers to either the people who manage, or the function of managing.

Manager – a person in a company or organization who exercises managerial functions primarily. These functions include hiring, firing, disciplining, doing performance appraisals, monitoring attendance, approving overtime, and authorizing vacations. The manager is in charge of a part of a company, which usually has a team of employees.

A glossary may exist on its own - like a dictionary.

Glossaries also appear at the end of books or articles. They explain the meanings of the unfamiliar or difficult words the author used.

An alphabetical list of difficult or unfamiliar words plus their meanings.



Types of Business Letters

- Cover Letters
- Offer Letters
- Letters of Recommendation
- Sales Letters
- Letters of Commendation
- Apology Letters
- Thank you Letters
- Welcome Letters
- Letters of Resignation
- Interview Follow-up Letters
- Termination Letters
- Complaint Letters
- Office Memorandum
- Announcement Letters
- Request Letters



**What's
the Motive?**

So ?What



- Why do you buy what you do?
- Each person has his/her own motives for buying.
- Buying motives impact what you do—both as a customer and as a salesperson.

What Are Buying Motives?

Reasons or benefits that cause customers—both individuals and businesses—to make purchases to satisfy their needs and wants

Businesses



Individuals



Three Types of Buying Motives

Rational

Emotional

Patronage

What Do Rational Buying Motives Do?



Drive customers to make purchases on the basis of reason, judgment, or logic

Examples of Rational Motives

- Dependability
- Durability
- Economy or price

What Do Emotional/Buying Motives Do?



**Drive customers to make purchases based
on their feelings, emotions, or impulses**

Examples of Emotional Motives



- Appearance
- Comfort
- Fear
- Pleasure
- Recognition
- Social approval

What Do Patronage Motives Do?

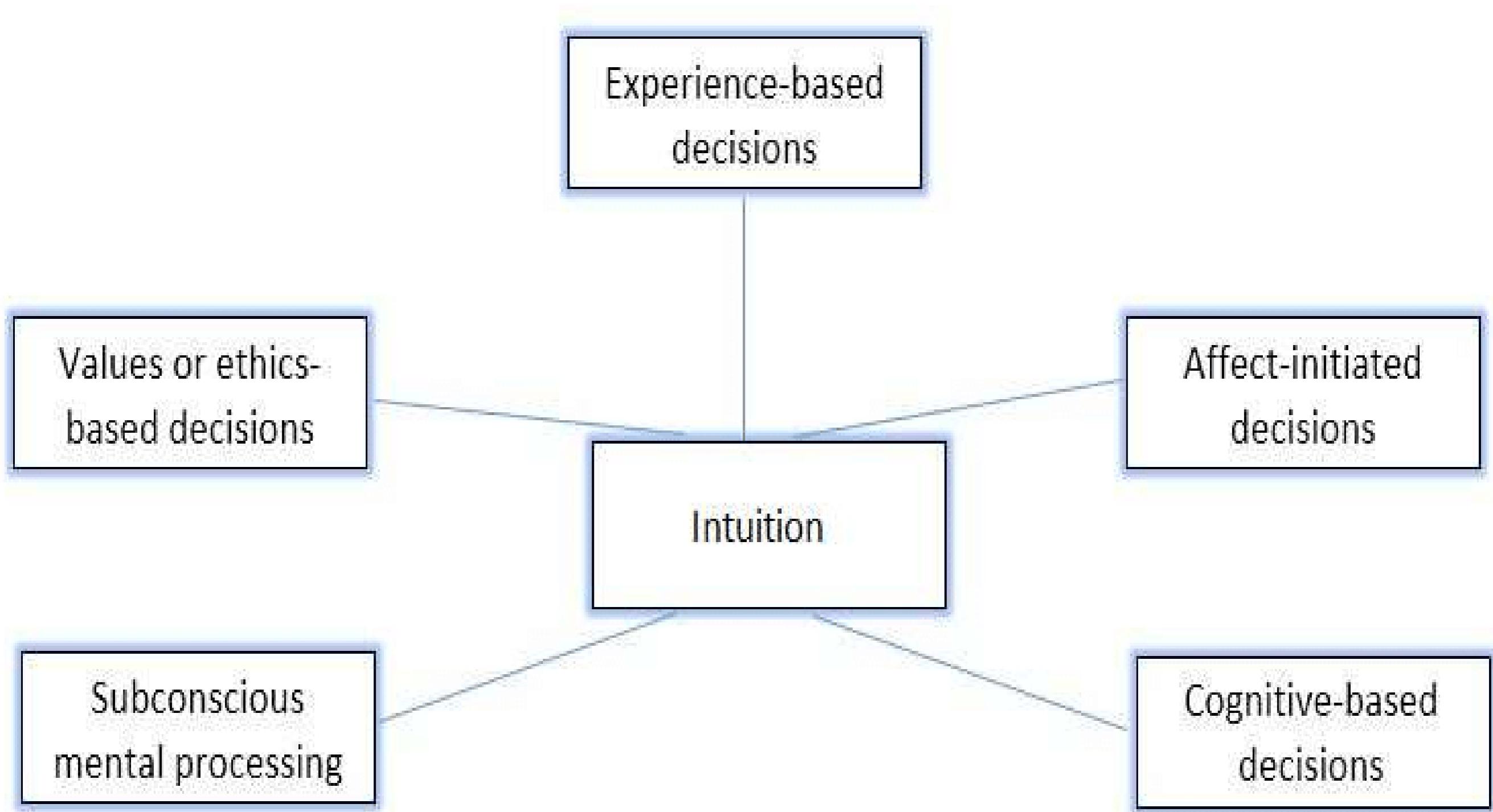
Drive customers to make purchases from one business rather than another



Examples of Patronage Motives

- Customer services and policies
- Courteous sales force
- Product quality
- Business location

INTUITIVE DECISION MAKING MODEL



SEMINAR



DEFINITION

- Seminar is an instructional technique of higher learning which involves paper reading on a theme and followed by the group discussion to clarify the complex aspects of the theme



INTRODUCTION

- Seminar is an exchange of ideas in some particular area guided discussion of concepts
- Seminar is a type of group discussion where it focuses on problem solving approach.
- It involves discussion of the problem using a small group of students and a teacher who is an expert in the field of study.

OBJECTIVES

- To develop higher cognitive abilities.
- To develop the ability to give clarification and defend the ideas of others effectively.
- To develop the feelings of co-operation.
- To develop the emotional ability among the participants of the seminar.
- To acquire the good manners of putting questions and answering the questions of others effectively

TYPES

- 1 • MINI SEMINAR
- 2 • MAIN SEMINAR
- 3 • NATIONAL SEMINAR
- 4 • INTERNATIONAL SEMINAR

- 1) Mini seminar:-A seminar organized to discuss a topic in class is known as mini seminar.
- 2) Main seminar:-such seminars are organized in departmental level or institutional level.
- 3) National seminar:-it is organized by an association at national level.
- 4) International seminar:-such seminars are organized by UNESCO and other international organizations

EFFECTIVENESS OF SEMINAR

- ✓ Ability of teacher to direct total process.
- ✓ Effective use of primary data.
- ✓ Member's ability to use group discussion techniques effectively



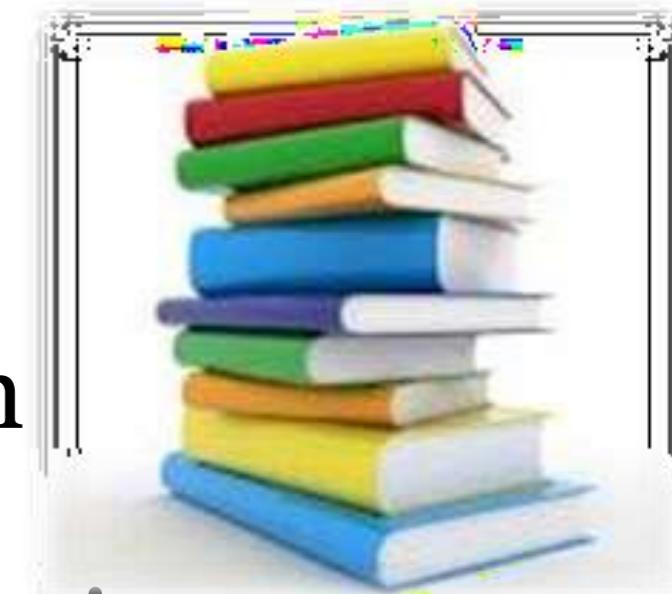
REQUIREMENTS OF SEMINAR

- Teacher is a leader.
- 10-15 members are participants.
- The topic is presented by the students taking 15-20 minutes time.
- Duration is 1-2 hours.
- Leader should keep the discussion within the limits of problem discussed.
- Students present their data in an informal way under the leadership of the teacher.
-



RULES FOR CONDUCTING SEMINAR

- Define the purpose of the discussion.
- Relate the topic of discussion to the main concept or the objectives to be achieved.
- Direct and focus the discussion on the topic.
- Helps students express their ideas.
- Discussion should be kept interesting .
- Set limit for each person to contribute.
- Have the discussion recorded either video or audio.
- Plan for teacher and student self evaluation of achievement of objectives.



ROLE OF ORGANIZER

- Responsibility of an organizer is to plan and prepare the whole program of the seminar.
- To decide the theme.
- Assign the parts of theme to different person
- He decides that who will be the speaker
- Decides date, time and place.
- Prepare total schedule.

ROLE OF CHAIRMAN

- Direct the whole program and keeps the discussion on the theme of seminar.
- At the end, summarizes the discussion and present his view point on theme.
- Give thanks to speaker, participants and observers.

ROLE OF SPEAKERS

- They prepare the topic thoroughly and Xerox copies of papers are prepared and distributed among the participants before the commencement of the topic so the participants should also prepare themselves for the topic.
- The speaker should be ready to define the questions

ROLE OF PARTICIPANTS

- participants should be well acquainted with theme.
- They should appreciate the performance of the speaker.
- They should be able to put questions and seek clarification.
- There are 25 -30 participants in seminar.

PROCEDURE OF SEMINAR

- Organizer select the theme and organize the seminar. Chairman conduct the activities of seminar and direct the seminar on theme.
- Speaker speaks about the theme.
- Group discussion.
- Participants seeks clarification and put questions.
- Observers observe the activity of seminar.

ADVANTAGES



- Gives assumption that students have background knowledge.
- Group and individual students try to solve problem.
- Brings exchange of facts.
- Students develop skills in problem solving.
- Gives training in self learning and promote independent thinking.
- All doubts can be cleared.

DISADVANTAGES

- Time-consuming
- Cannot be applied to new students.
- Timid students cannot improve.
- If subject knowledge is poor, unnecessary discussion



WORKSHOP

INTRODUCTION

- Workshop is the name given a novel (refreshing new) experiment in education.
- It is a place where group of people work together to produce a new item or try to solve a problem in an old item.
- Same way, educational workshop is a type of meeting of different people to find out a solution for a problem.

DEFINITION

- According to **BASAVANTAPPA**, “workshop is defined as assembled group of 10 to 25 persons who share a common interest or problem, they meet together to improve their individual skills of a subject through intensive study, research and discussion”.
- According to **LORRETA**, “workshop refers to a group of individuals who work together toward the solution of problems in a given subject matter field during a specific period of time”.

OBJECTIVE OF WORKSHOP

There are Three objectives

- 1. Cognitive objective.**
- 2. Psychomotor objective.**
- 3. Affective objective.**

1. COGNITIVE OBJECTIVE:-

In cognitive objective the workshop is organized in below steps:-

- Solve the problems of teaching profession.
- Provide the philosophical and sociological background for instructional and teaching situation.
- Develop an understanding regarding the use of a theme and problem.
- Identify the educational objectives in the present context.

2. PSYCHOMOTOR OBJECTIVE (SKILL DEVELOPMENT):-

- To develop the proficiency for planning and organizing teaching and instructional activities.
- To develop skills to perform a task independently.
- To determine and use of teaching strategies effectively.
- To train the person for using different approaches of teaching.

3. AFFECTIVE OBJECTIVE (ATTITUDE DEVELOPMENT):-

- To develop professional relationship between participants and resource person.
- To permit the extensive study of a situation its background and its social and philosophical implication.
- To take necessary steps to solve the problem of education.

PURPOSES OF WORKSHOP:-

- To put teachers in situations that will break down the barriers between them to facilitate communication.
- To give opportunity for personal growth through accepting and working towards a goal held in common with others.
- To give teachers an opportunity to work on the problems those are direct current concern to them.

PRINCIPLE OF WORKSHOP:-

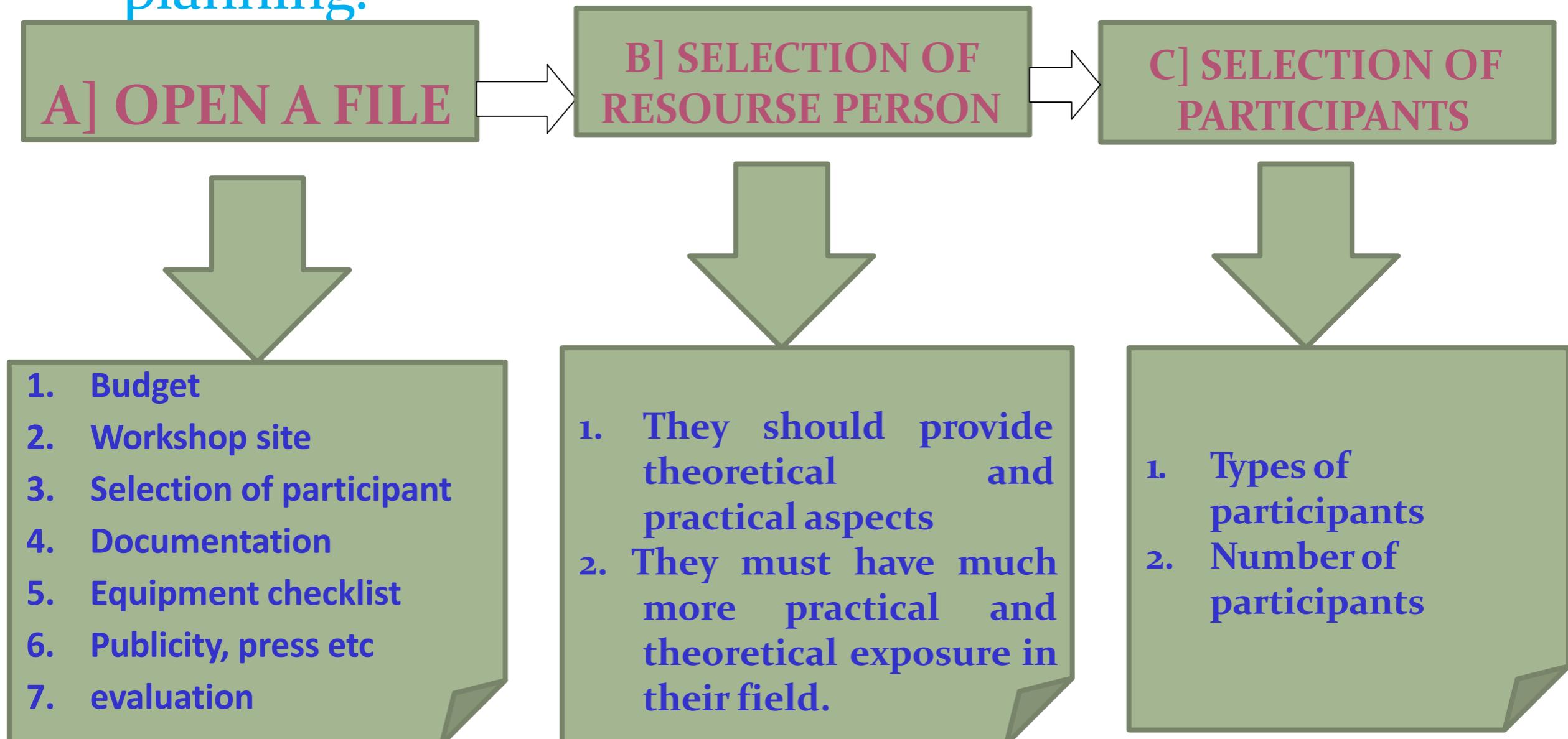
- Workshop should focus on the current issues in the profession to be discussed.
- Workshop should be conducted with full co-operation within organizers.
- Giving the participants an active role will make teaching more effective.
- Every individual has worth and has a contribution to make to the common goal.

PLANNING FOR A WORKSHOP:-

The following steps are follows for a workshop.

1. Selection of a Theme:-

After selection of theme following have should planning.



Cont.

2. Selection of the dates for the workshop.

3. Selection of the place for workshop.

4. Selection of language.

5. Selection of committees:-



Cont.

- 6. Budget for workshop.**
- 7. Invitation of the participants.**
- 8. Preparing workshop pamphlet/booklet.**

ORGANIZATION OF A WORKSHOP:-

A well planned and organized workshop will prove to be a success.

- The topic for the workshop should be decided after assessing the needs and interests of those who will attend.

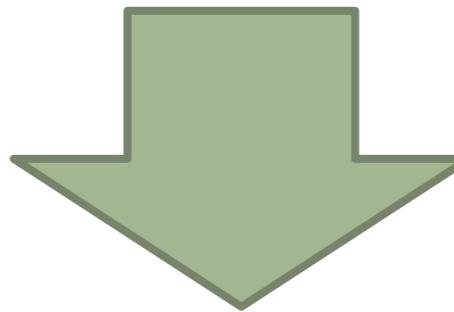
Designing the workshop comprises the following steps:

ESTABLISHING OBJECTIVES

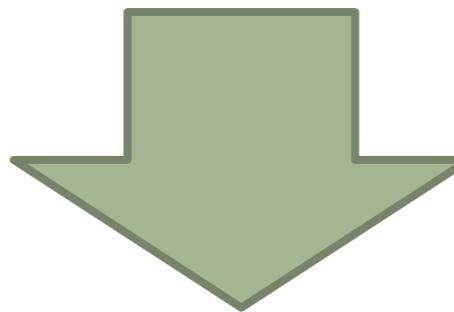


PARTICIPANTS MUST BE ABLE TO ‘LEARN’ OR ‘DO’ SOMETHING

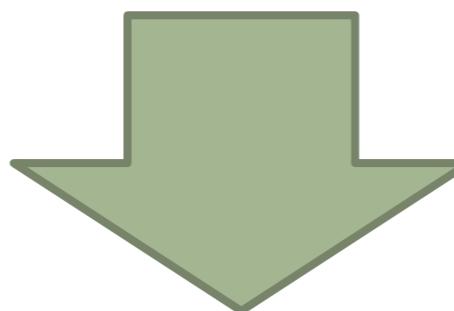
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**RELATE CONTEXT OF WORKSHOP CLOSELY TO WHAT
OCCURS ON THE JOB-KEEP IT PRACTICAL**

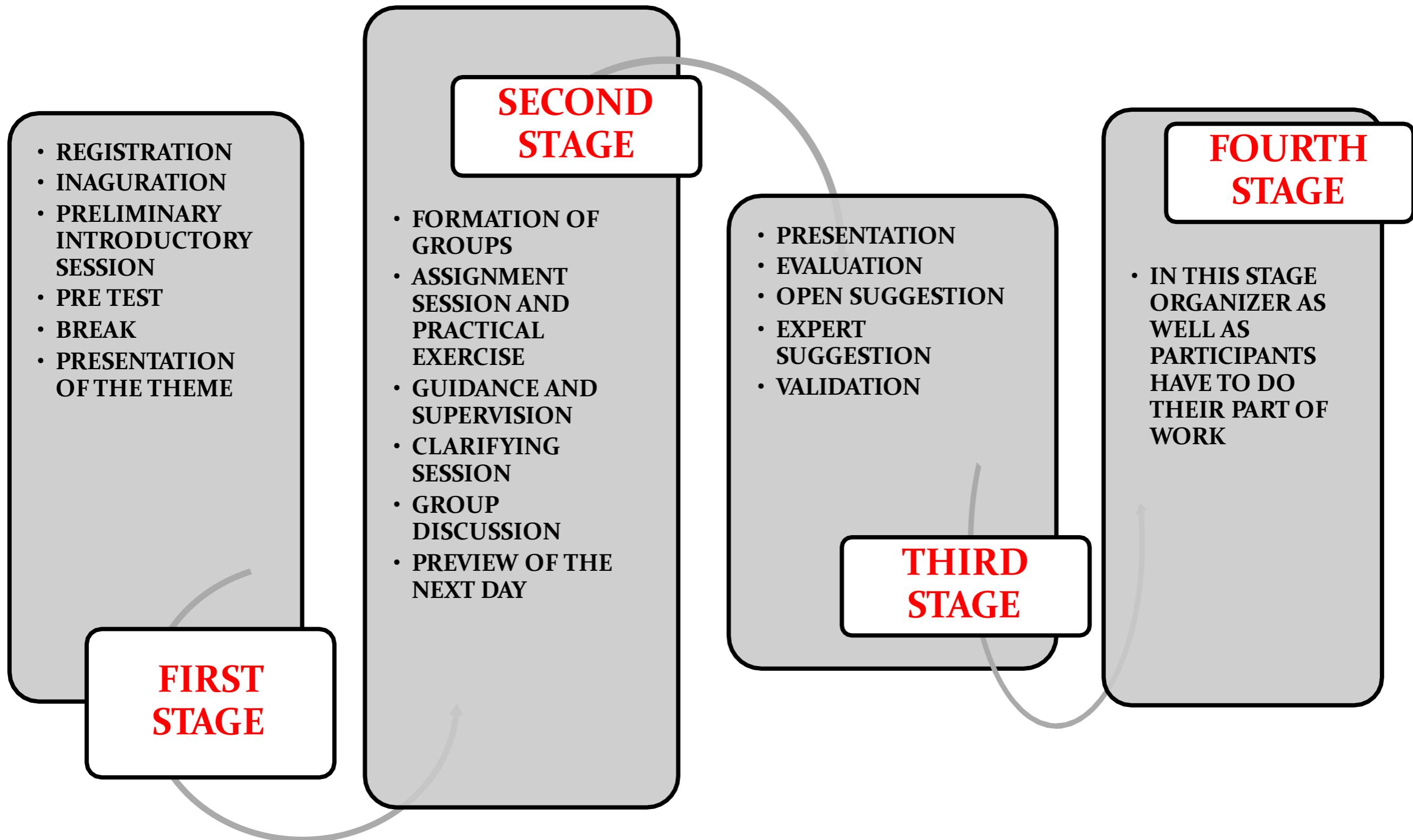


**CONSIDER WHAT INFORMATION SHOULD BE LEARNED
BEFORE, DURING AND AFTER THE WORKSHOP**



**DETERMINE WHETHER PRACTICE IS NECESSARY DURING
THE WORKSHOP**

STAGES OF CONDUCTING WORKSHOP:-



ADVANTAGES OF WORKSHOP:-

A workshop is an instructional situation which is used for the following purposes:-

- It is used to realize the higher cognitive and psychomotor objectives.
- It is used for developing and improving professional efficiency. Ex.-Nursing, Medical, Dental, etc.
- Workshops are flexible.
- Large members can be accommodated.
- Theory and practice may be combined.
- It develops the feeling co-operation and group work.
- The new practices and innovation are introduced to in-service teachers.

LIMITATION OF WORKSHOP:-

- The workshops in education are seminar-cum workshop on any theme or problem.
- The in-service teachers do not take interest to understanding and user the new practices in their classroom.
- The workshop cannot be organized for large group so that large number of persons is trained.

Conferences

COMMUNITY TOOL BOX



ctb.ku.edu

communityhealth.ku.edu

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What is a conference?

- A conference is a gathering of people with a common interest or background, with the purpose of allowing them to meet one another and to learn about and discuss issues, ideas, and work that focus on a topic of mutual concern.
- There are different types of conferences:
 - Academic.
 - Professional association.
 - Training.
 - Issue- or problem-related.



What is a conference?

A formal meeting of two or more persons for discussing matters of common concern or to interchange views. (compiled from the Merriam-Webster Online Dictionary.)

conference. (2009). In *Merriam-Webster Online Dictionary*.

Retrieved February 22, 2009, from <http://www.merriam-webster.com/dictionary/conference>

The bringing together of a large group of people – as delegates – to listen to expert speakers and to take part in arising discussions and forums (p. 305 Evans 1993).

Who hosts conferences?

- Private sector entities
 - companies
 - educational institutions
 - charities
 - NGO's
- Public sector entities
 - Government ministries
 - Utility companies
 - Emergency services

Why Host Conferences?

- To share knowledge and attitudes about a newly emerged topic
- To gain expert updating on a given theme by national/international experts.
- To formulate, as a group of specialists, a consensus response to a particular topic

Alternative conferences

- Audio telephone conferencing
Meeting via linked telephone systems
- Audio-visual teleconferencing
Meeting via voice and image transmitted through television signals
- Computer workstation conferencing
Meeting via PC with central coordinator who distributes information to a ‘circle’ of users
- Interactive software conferencing
Meeting via PC that allows each user to interact with and modify on-screen data.

Main Stages of a Conference

One (The planning)

- a. The ‘go decision’
- b. Strategic planning.
- c. Costing and conference budget.

Two (Further planning and marketing)

- a. Finalising speakers and programme
- b. Promoting conference.
- c. Organizing services.

Three (Implementation)

- a. Preparing the venue
- b. Finalise conference details
- c. Oversee conduct of conference

Four (Post conference tasks)

- a. Produce conference accounts and reports and publish it.
- b. Pay bills.
- c. Hold team debriefing.
- d. Write and send thank you letters.

The ‘Go’ decision: Factors

This depends on the following:

- Adequate commitment by decision-makers.
- Adequate financial and administrative resources.
- The ability to make a profit.
- Potential exposure for a firm’s activities and products.
- Potential for acceptance as leader in a specialist field.

‘Go’ activities

- Create a conference planning team:
Chairman;
Marketing officer;
Treasurer;
Delegates coordinator;
Hotel and catering services officer and
any other offices as needed.
- Devise a conference project plan.
- Assign clearly understood and accepted responsibilities to team members.

Strategic planning

- Decisions are made as to:
 - **Theme:** is subject interesting and topical?
 - **Venue:** is place easily accessed by potential delegates?
 - **Clientele:** are there enough individuals or organisations interested in the topic?
 - **Speakers:** What speakers can the team interest and what are their costs?
 - **Extra features:** Should any tours, trips or social programmes be included?

Implementation of conference

- Ensure that all crucial tasks are carried out.
- Attend to speakers' needs
- Ensure delegates comfort and enjoyment.
- Look after VIPs
- Ensure good press coverage
- Plan for easy access and smooth movement around conference venue
- Ensure that registration system works effectively

Post-conference tasks

- Dismantle equipment and tidy venue
- Pay bills
- Produce detailed accounts of sources of total income and expenditure.
- Ensure that visiting speakers are hospitably sent off and promptly receive fees and letters of thanks.
- Hold a conference debriefing meeting to analyse outcomes and to learn from experiences.