

HSAED – TOUTRISM

Careers: Hospitality and Tourism

R2 000.00

This DVD explores job opportunities at such hospitality and tourism establishments as restaurants and resorts. It includes informational interviews about the positive and negative aspects of this growing field and features advice from a chef, a sales director, an event coordinator, a travel agent, a hospitality professor, the general manager of a hotel, and the general manager of a restaurant.

DVD / 2001 / 26 min / HSTOUR001

Inside a Travel Business

R2 000.00

With the growing popularity of Internet-based travel planning, traditional travel businesses are in decline. This program examines one travel company's business plans and discusses the company's attempts to reinvent itself. The DVD also considers the relative advantages and disadvantages of buying and assimilating an existing Internet travel company.

DVD / 2000 / 28 min / HSTOUR002

MAKING TRAVEL ARRANGEMENTS – HSTOUR003

R2 000.00

Ecotourism: What Is It?

R2 000.00

This DVD defines ecotourism; examines the changing expectations of tourists; and considers the effects of tourism on the environment, local communities, and global and regional economics. It also highlights different types of ecotours, including whale watching, sea kayaking, and wildlife research.

DVD / 1998 / 24 min / HSTOUR004

Impacts of Tourism: Economic, Environmental, Social, and Cultural

R2 000.00

This program defines tourism and explores the impacts of the industry in terms of economic, environmental, social, and cultural sustainability. *DVD / 2001 / 22 min / HSTOUR005*

REGIONAL AND CULTURAL TOURISM

Culture, Identity, and Behavior

R2 000.00

This program explores the interrelationships among culture, identity, and behavior and evaluates models proposed by such theorists as Freud, Benedict, and Mead. The DVD examines the ways in which culture, social structure, and beliefs affect social behavior and covers motivation, deviance, and subcultures.

DVD / 2003 / 35 min / HSTOUR006

Human Made Wonders of Africa, Australia, and the Americas

R2 000.00

This DVD explores man-made wonders throughout Africa, Australia, and the Americas. It visits such locations as Macchu Picchu, Easter Island, the Pyramids, the Panama Canal, and the Statue of Liberty. *DVD / 1995 / 17 min / HSTOUR007*

World Tourism Case Studies: America, Asia, and Africa

R2 000.00

This DVD visits a Chinese town where tourism has damaged the local culture, shows how cruise ships have revived depressed coastal towns in Alaska while presenting environmental consequences, looks at deforestation and pollution in Nepal's Sagarmatha National Park, explores a Dubai ski resort that was built in the middle of the desert, and explains how ecotourism benefits the gorillas of Africa.

DVD / 2008 / 62 min / HSTOUR008

What Do We Know About Africa?**R2 000.00**

This DVD introduces Africa and explores common stereotypes of and assumptions made about the continent. It explains that there are many cultures across Africa, but that limited exposure has caused misunderstandings.

DVD / 2012 / 33 min / HSTOUR009

Egypt: Secrets of the Sand**R2 000.00**

This documentary travels to Giza to explore the history and mythology of Egypt's pyramids. It corrects myths and visits the tomb of Ka-em-ankh. *DVD / 2004 / 20 min / HSTOUR010*

SOUTH AFRICA BEYOND APARTHEID – HSTOUR011**R2 000.00****ZIMBABWE: VICTORIA FALLS – HSTOUR012****R2 000.00****World Regional Geography: Southeast Asia****R2 000.00**

This DVD covers the physical geography of the countries in the Indochinese peninsula, Malay peninsula, and Indonesian and Philippine archipelagos. It also examines the culture of each subregion.

DVD / 2003 / 30 min / HSTOUR013

Architecture of China**R2 000.00**

This program traces the 7,000-year evolution of Chinese architecture and examines the four categories of Chinese architecture: palaces, temples, residential houses, and pavillions. *DVD / 2002 / 27 min / HSTOUR014*

Asia: An Orient and South Pacific Cruise**R2 000.00**

This program follows a 62-day cruise around Southeast Asia and the South Pacific. It tours Hong Kong; Vietnam; Singapore; Bali; Darwin, Australia; Cairn, Australia; and the Great Barrier Reef. The program visits historic, religious, and tourist sites at each location.

DVD / 2000 / 20 min / HSTOUR015

World Regional Geography: Russia, the Ukraine, and Transcaucasus**R2 000.00**

Russia, the Ukraine, Georgia, Armenia, and Azerbaijan comprise a vast area that stretches from St. Petersburg and Vladivostok to the remote Kamchatka Peninsula and southward to the Black Sea and Caspian Sea. This program explores the physical, historical, and cultural geographies of the region.

DVD / 2004 / 30 min / HSTOUR016

Europe: The Orient Express**R2 000.00**

Introducing the Venice Simplon-Orient Express, this program simulates the experience of riding on this world famous deluxe train. It features location footage of key destinations along the rail line and offers insider perspectives from travel show hosts Jake and Mieke de Boer. Highly Recommended, California ITC.

DVD / 1999 / 30 min / HSTOUR017

EUROPE: SCHIPHOL AIRPORT AND EURAIL – HSTOUR018**R2 000.00****A YEAR IN ARIGANO – HSTOUR019****R2 000.00****PRICES EXCLUDE VAT****AFRICAN EDUCATIONAL DISTRIBUTORS**

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CUSTOMER SERVICE

HSL001 FRONTLINE/ LIP SERVICE

R1 500.00

The level of service output directly determines the level of success of a business. Frontline staff carries a large portion of this service responsibility. This well documented programme is aimed at the management who plan, co-ordinate and monitor frontline activities, as well as train the personnel who are the public face of a business. This programme should be part of the frontline staff training and should be made available to be viewed by other departments and management levels to enable every individual in the organization to gain better insight and understanding of their individual roles in the common business goal. This programme is presented by Martin Bailey, a popular television celebrity, who's vivacious character and numerous visual aids make this title interesting as well as informative. (Duration: 36min)

HSL002 EFFECTIVE COMMUNICATION

R1 500.00

Communication, the passing information between people in an organisation can be compared with the role and importance of the blood stream in the human body. The productivity or health of any organisation maybe determined by two very important things, ie: - The system by which information moves around that organisation, - And the level of awareness and training that the individuals in that organisation have of communicating effectively. This training looks at communication through the following main subjects: - Defining communication or message sending through graphic illustrations and role plays; - Causes of ineffective communication; - The dynamics involved in two way communication; - How to improve communication; - What people in management or supervisory positions need to know and understand about communication. This training video can be used in various training roles. It is suitable for specific or focused training for management and supervisors to improve their personal communication level, or to help them implement effective systems of communication within the organisation, be they electronic or hand written memos. This title may also serve as an awareness builder amongst all staff in an organisation, especially when preparation is being made towards more formal studies which include the subject of communication. (Duration: 18min)

HSL003 HOW MAY I HELP YOU?

R1 500.00

The telephone has been with us for just over 120 years. In that time it has become arguably the most widely used and important instrument in our social and business lives. In many instances the first point of contact that anyone makes with any business is via telephone. The switchboard operator or customer service agent, more often than not, has the individual responsibility of creating that all-important "first impression". This training video details the practical skills that frontline personnel need to be familiar with. The main topics covered by the presentation are: - The mental and attitude preparation required by customer service staff to create that positive connection with customers and associates telephonically and or face to face; - The responsibility of being the 1st point of contact of an organisation; - The practical telephone skills and mannerism that enhance the professionalism of the customer service agent; - How to uphold self image and grace in difficult situations; - The practical preparation and maintenance of personal work zones. The information in this training video is presented using role-plays, onscreen graphics, summarised points in note form, and a well-paced delivery by a vibrant presenter. (Duration: 28min)

HSL004 SERVICE EXCELLENCE

R1 500.00

The level of service offered by any business directly determines its level of success and in some cases its demise. This training video takes a close look at cutting edge service and how to achieve this in any business model. Issues impacting on service are discussed under several subjects. The programme is well presented with a number of dramatised scenarios illustrating the impact of the various issues being dealt with. "Service Excellence" depicts service as a puzzle that has got to be put together by every business. We all are emotional beings, how we feel about what is happening to us play a bigger role than we give due credit. Successful businesses have identified this and address their client's emotional well being in a positive manner. This programme is most suitable to train frontline personnel and is valuable research tool for anyone whose planning to build a positive business image. (Duration: 28min)

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MARKETING

Introduction to Marketing

R2 000.00

Introducing marketing strategy, this program describes the components of the marketing mix (product, pricing, promotion, and placement) and examines the role that each plays in the creation of quality marketing plans. The DVD differentiates between consumer and industrial markets; discusses target markets and equilibrium price; and covers branding, packaging, labeling, advertising, and sales promotions.

DVD / 2008 / 19 min / HSBUS048

Marketing, 3 DVD SET

R5 100.00

This set introduces marketing. It details the creation of mission statements and marketing plans; explains marketing research, targeting strategies, and product positioning; and teaches how to use the four Ps (product, pricing, promotion, and placement) to determine whether a product is reaching its target consumers.

3 DVDs / 2002 / 26 min each / HSBUS049

Integrated Marketing Communications

R2 000.00

This program explains that integrated marketing communication is two-way communication that begins with either the marketer or the customer. It defines personal selling, advertising, direct marketing, sales promotion, and public relations and features examples of each.

DVD / 1997 / 26 min / HSBUS050

Marketing's Four Ps: The Consumer Angle

R2 000.00

This program explains the four Ps of marketing and considers their relationship to the focus consumer. It features examples of popular brands that illustrate how pricing strategies work; how marketers target different consumers; and how positioning, branding, and profit are connected.

DVD / 2009 / 25 min / HSBUS051

That's Marketing! Understanding Consumer Behavior

R2 000.00

Exploring consumer behavior, this program examines market segmentation, market research, packaging, pricing, positioning, and branding. **"Excellent introduction to marketing," *School Library Journal*.**

DVD / 1999 / 23 min / HSBUS052

Brand Marketing: Why We Eat, Drink, and Wear Brand Names

R2 000.00

This DVD explains that brands offer security and risk reduction and examines brand equity, brand extension, line extension, and co-branding. **"Eye-appealing and interesting video," *School Library Journal*.**

DVD / 2000 / 19 min / HSBUS053

The Idea of Marketing in the Total Access,

R2 000.00

Real-Time Marketplace

This program discusses the ways in which technology has altered the marketing infrastructure in many corporations by providing a dialogue between companies and customers. It considers why older models of marketing no longer work, examines the ways in which distribution channels are vital to a brand, and explores the partnership between marketing and IT. *DVD / 2005 / 56 min / HSBUS054*

Marketing Strategy for Small Business**R2 000.00**

Filmed on location at three small businesses, this program explains that it is necessary to formulate a business plan and a marketing plan and to identify target markets prior to commencing operations. The DVD teaches how to implement marketing strategies as they relate to place, product, promotion, and price.

DVD / 2008 / 24 min / HSBUS055

How to Do a Business Plan**R2 000.00**

Featuring case studies, this DVD shows how to create a business plan. It teaches how to highlight an objective, manage marketing complexities, prepare for production, target resources, and study the financial plan.

DVD / 1997 / 30 min / HSBUS056

HSBUS057 MARKETING IN THE NEW MILLENNIUM**R990.00****HSBUS058 MARKETING FOR BEGINNERS:****R990.00****What Is Marketing Research?****R2 000.00**

This program examines the role of market research in advertisers' claims. It distinguishes between quantitative and qualitative research, provides examples, and explains the utility of focus groups. *DVD / 1996 / 27 min / HSBUS060*

What's Going On in Market Research?**R2 000.00**

This program explains the differences between qualitative and quantitative research and differentiates between primary and secondary research. *DVD / 2005 / 25 min / HSBUS061*

Marketing Research**R2 000.00**

Basics describes the steps of market research: identifying the problem; designing research; sampling, collecting, and analyzing data; presenting results; and following up. *DVD / 1992 / 23 min / HSBUS062*

Marketing on the Web**R2 000.00**

Explaining that companies are increasing their uses of Internet marketing, this program investigates the appeal at shopping online. It shows how a wine retailer and a bookseller are using the Web, examines the pros and cons of their respective strategies, emphasizes the importance of user-friendly websites, and shows how design affects the probability of success or failure. *DVD / 2000 / 30 min / HSBUS063*

Building the Market-Focused Culture**R2 000.00**

In this program, Hayagreeva Rao of the Stanford Graduate School of Business details the six levels of culture building that allow market-focused organizations to align their business culture with the target customers. He explains how these factors reduce employee stress and turnover and create a self-selected, productive workforce that is in touch with the demands of its potential customers. *DVD / 2005 / 36 min / HSBUS064*

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Finding Untapped Growth in Existing Markets**R2 000.00**

This DVD teaches methods of segmenting customer groups that help businesses explain behaviors and locate customer bases. It shows how to segment customers based on behaviors, rather than beliefs or attitudes; considers the value of customer profiles to target marketing; and explains how to employ customer maps when closing deals in new markets.

DVD / 2007 / 53 min / HSBUS065

Pricing Strategy: Defining Value**R2 000.00**

This DVD examines the role of price in the marketing mix and addresses factors that affect pricing.

DVD / 1999 / 60 min / HSBUS066

EVENT MARKETING HUSBU081**R2 000.00****CROSS CULTURAL COMMUNICATION****Communicating Between Cultures****R2 000.00**

This DVD presents cross-cultural situations that show how such cultural givens as getting right to the point, saving face, and taking turns in conversation can complicate intercultural communication. It provides practical guidelines for communicating respectfully. *DVD / 2004 / 23 min / HSBUS136*

Cross-Cultural Communication: How Culture Affects Communication**R2 000.00**

This program examines issues in cross-cultural communication. It discusses public behavior, taboos, power, stereotyping, prejudice, miscommunication, time conceptualization, socialization, direct and indirect communication, and context. The program features vignettes and offers practical applications for cross-cultural communication. *DVD / 2005 / 20 min / HSBUS137*

I'm Normal, You're Weird: Understanding Other Cultures**R2 000.00**

In this humorous DVD, a group of aliens prepares to take on human form. While rehearsing their new roles, they learn the complexities of diverse cultures and discover that much of human behavior is culturally based.

DVD / 1997 / 23 min / HSBUS138

Resolving Conflict Creatively in the Multicultural Community:**R2 000.00****Intercultural Mediation**

Shot in Ontario, Canada, during the Commonwealth Youth Conference in Conflict Resolution, this program shows how cultural misunderstandings can become the underlying causes of conflict. The DVD offers methods for managing conflict, avoiding violence, and building stronger relationships between individuals and groups. *DVD / 2000 / 24 min / HSBUS139*

Them and Us: Cultural Awareness**R2 000.00**

Explaining that prejudice is rooted in a need to distinguish between "us" and "them," this program explores the mental processes that people use to evaluate other cultures. It shows how common thinking habits can lead to assumptions, biases, and prejudices.

DVD / 2007 / 25 min / HSBUS140

Communication Skills in a Multicultural World R2 000.00

This video demonstrates cross-cultural communication skills. It discusses keeping an open mind, thinking before speaking, and avoiding stereotypes. *DVD / 1994 / 20 min / HABUS141*

Cross-Cultural Communication: How Culture Affects Communication R2 000.00

This program examines issues in cross-cultural communication. It discusses public behavior, taboos, power, stereotyping, prejudice, miscommunication, time conceptualization, socialization, direct and indirect communication, and context. The program features vignettes and offers practical applications for cross-cultural communication. *DVD / 2005 / 20 min / HSBUS142*

Overcoming Barriers to Intercultural Communication R2 000.00

This DVD focuses on ways to break down such barriers to communication as ethnocentrism, anxiety, and prejudices and increase positive cross-cultural communication in the global community. *DVD / 2005 / 25 min / HSBUS143*

The Cultural Environment of International Business R2 000.00

This program discusses international business customs. It features Roger E. Axtell, who examines cultural differences in communication styles, body language, and etiquette. The DVD emphasizes the importance of understanding local business practices when conducting international business.

DVD / 1992 / 37 min / HSBUS144

FINANCE, ECONOMICS AND ACCOUNTING

Statistics – 9 DVD SET R10 000.00

This set covers a variety of topics in statistics, including data representation, variability, standard deviation, discrete and continuous random variables, the binomial formula, probability, normal and uniform distributions, sampling, estimation, confidence, and hypothesis tests. *9 DVDs / 2002 / 26 min each / HSBUS172*

MEANING FROM DATA: STATS MADE CLEAR , 4 DVD SET HSBUS173 R4 000.00

Data Collecting Techniques R2 000.00

Explaining that the key to successful problem solving is knowing how to gather the right data, this program shows how to use sampling methods to save time and effort. It also explains why data collected through sampling is accurate.

DVD / 2000 / 12 min / HSBUS174

The ABCs of Accounting: Definitions and Other Stuff R2 000.00

This program reviews the basics of accounting, including the purpose of accounting, the AICPA and FASB, the concept of GAAP, and the differences between CPAs and CMAs. Detailing the processes of recording and tracking transactions, it describes types of business transactions, charts of accounts, the rules of debits and credits, the purposes of trial balances, types of financial statements, and the accounting equation. *DVD / 2002 / 20 min / HSBUS175*

Accounting – 8 DVD SET R8 000.00

This set introduces the basic principles of accounting and covers a variety of accounting concepts, including accounts, financial statements, ledgers, trial balances, depreciation, and income statements. It also discusses business expenses, inventory, outstanding checks, and accounts receivable. *8 DVDs / 2002 / 26 min each / HSBUS176*

Accounting Equations**R2 000.00**

This program teaches how to use accounting equations, including balance sheets, general ledgers, assets, liabilities, and equities. *DVD / 2001 / 21 min / HSBUS177*

Finance - 10 DVD SET**R8 000.00**

This set introduces finance and covers basic finance, important financial concepts, assets and liabilities, money management, investing, diversification, bonds, cost, corporate finance, and capital. *10 DVDs / 2002 / 26 min each / HSBUS178*

Finance in Business 1: Finance for Starting a Business**R2 000.00**

This program considers the value of finance for business start-ups, discusses primary sources of business funding, and highlights the benefits and drawbacks of each option. It includes case studies that illustrate the practical problems associated with raising funds. *DVD / 2005 / 23 min / HSBUS179*

Finance in Business 2: The Established Business/The PLC**R2 000.00**

In this program, Dave Nellist teaches techniques that help established businesses obtain financing. He emphasizes the importance of sales revenue, discusses retained profits, explores such cash flow problems as overdrafts, considers issues associated with easing cash flow crises, and shows how to maximize working capital. The program also examines public limited companies (PLCs), explains that going public allows companies to generate large amounts of financing, and weighs the pros and cons of PLCs. *DVD / 2005 / 25 min / HSBUS180*

Cost-Benefit Analysis**R2 000.00**

Cost-benefit analyses compare potential solutions and ranks priorities. This program explains the monetary impacts of costs and benefits and teaches how to use this information to improve decision making. *DVD / 2000 / 14 min / HSBUS181*

Profit and Loss Statement**R2 000.00**

This program looks at profit and loss statements. It covers such topics as revenues, costs of goods sold, gross profits, expenses, and net profits. *DVD / 2001 / 20 min / HSBUS182*

Managing the Money**R 2 000.00**

Examining the experiences of small-business owners Linda and Brian, this program looks at the ways in which a business plans and monitors its financial performance. It covers such topics as forecasting profit, loss, and cash flow; sales and purchase ledgers; net profits; balance sheets; and financial control. *DVD / 1996 / 32 min / HSBUS183*

What Is a Price?**R2 000.00**

This program defines a price as information disguised as a number. It considers the ways in which prices influence consumer behavior, send messages from producers, allow consumers to talk back, and play a vital role in market economies. *DVD / 2006 / 22 min / HSBUS184*

Pricing Strategy: Defining Value**R2 000.00**

This DVD examines the role of pricing in the marketing mix and addresses the factors that affect pricing. It shows how to determine a product's true cost, discusses perceived value, and analyzes pricing strategies that are used in the global marketplace. *DVD / 1999 / 60 min / HSBUS185*

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The Balance Sheet Explained**R2 000.00**

Featuring an illustrative case study, this program examines balance sheets and considers their role in ensuring the financial stability of a business. It defines and explores such key terms as fixed assets, current assets, current and long-term liabilities, creditors, and debtors. The DVD also teaches how to extract basic financial information from balance sheets, emphasizes the importance of solvency, and considers working capital. *DVD / 2001 / 23 min / HSBUS186*

Checks and Balances: The Basics of Banking**R2 000.00**

This program demonstrates such fundamental personal banking skills as filling out checks, maintaining a checkbook register, and reconciling a bank statement. It describes banking techniques, ATM transactions, debit cards, and telephone and online banking. The DVD also teaches how to choose a bank. *DVD / 2003 / 20 min / HSBUS187*

Stock Market Basics: Learning Without Losing**R2 000.00**

This DVD introduces the stock market. It differentiates between stocks and bonds, explains where share holders' money goes after the purchase of a stock, defines dividends, discusses risks and volatility, and examines the processes of buying stocks and bonds. The program also explores the efficient market theory. *DVD / 2004 / 24 min / HSBUS188*

Introduction to Economics**R2 000.00**

This program discusses opportunity cost; the price mechanism; micro- and macroeconomics; economic rationalism; primary, secondary, and tertiary industry; and the sovereignty of the consumer. It profiles such economic theorists as Adam Smith, Karl Marx, John Maynard Keynes, and Milton Friedman. *DVD / 1993 / 23 min / HSBUS189*

Quick Tips to Learning Basic Economics:**R6 500.00**

This set examines topics in economics, including how markets work, basic economic indicators, international trade, the stock market, monetary fiscal policy, and the role of government in economics. *DVD / 2002 HSBUS190, 8 DVD set*

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