# Activity 5: Business Cycles & Job Fair Preparation Worksheet

COMM 2700

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Instructions: Fill out this sheet during class as you work through various in class exercises.

## Business Cycle

### Economic Business Cycle

**What four aspects of the economy are impacted by an expansion or recession of the business cycle?**

* Employment
* Production
* Sales
* Incomes

### Company Life Cycle

**What are the stages of the business life cycle (for companies)?**

* Seed and Development
* Startup
* Growth and Establishment
* Expansion
* Maturity and Possible Exit

### The semaphore of the semis

**What is a semaphore? (Look it up on the internet)**

* A semaphore is an apparatus that is used for visual signaling. (Merriam Webster, n.d.)
* It is a system of signaling by changing the position of a light, flag, etc. (Dictionary.com, n.d.)

**What is the significance of microchip production to growth in the world economy?**

* A lot of products rely on microchip production nowadays, and these products affect the world’s economy. When the demand is high for these products, the chip industry grows and when this happens, the world’s economy would have a more positive future. However, when the chip industry goes down, it means trouble ahead for the world’s economy.

**What products rely on semiconductor microchips?**

* Cars, smartphones, gadgets and cloud-computing servers rely on semiconductor microchips.

**What is driving growth in demand for semiconductors?**

* The demand for semiconductors is high because a lot of products rely on it. These products are things that are in demand nowadays (such as electrified cars, wearable technology, and cloud computing technologies).

**How is growth in demand for semiconductor microchips measured?**

**What stage in the business life cycle are South Korean chip-makers currently at? What is soon to happen because of China?**

* The signals that arrive from the more open parts of emerging Asia will be devalued and firms will find themselves displaced by Chinese rivals.

## Job Fair Preparation

**After watching the video, *preparing for the Job Fair*, what are 3 things that you need to work on to be ready?**

* I must prepare a well written resume and some business cards
* I must practice talking well, expanding my vocabulary, and upping my confidence
* I must research on the different companies I am interested in

**After watching the video, *How to dominate a career fair,* what is the key to doing an effective self introduction?**

* Always use numbers as much as you can when talking about your quantified results.
* Talk about my accomplishments with my skills.

**Write out your self-introduction speaking points here:**

* Hi, my name is Jamie. I am a First Database Administration student graduating next year. I have always been interested in your company and its values and what it stands for. I saw that you had a position open for a data analyst. Can you tell me more about it?
* I have always had an interest with data management. I have experience with creating entity relationship diagrams and creating business processes, as well as,
* Are there any opportunities available? Do you know what would be the next steps I have to take? I am really interested in working with you.

**What do you plan to wear to the event?**

* Long coat or blazer, formal blouse, knee length pencil skirt and 2-inch black heels

# References

Merriam Webster. (n.d.). *semaphore*. Retrieved February 03, 2020, from Merriam-Webster: https://www.merriam-webster.com/dictionary/semaphore