The objective of this exercise is to learn how the various options (majors and minors) in the David Nazarian College of Business and Economics are related to the various functional areas in a modern business. Each team in the class has been assigned one Nazarian College option to present to the rest of the class.

Your role is to try and help your classmates to understand what each option is about and how it fits into various career choices. Prepare a short “infomercial” for the option assigned to your team. Suggested time is five minutes; check with your instructor for time requirement. Use whatever visual aids, handouts and presentation format you feel is most appropriate for presenting your infomercial. (Example: formal presentation, sales pitch, video, etc.).

NOTE: If you plan to make a presentation using the computer, please make sure your file is installed before class starts. Also, please turn in copies of your presentation materials to your instructor for grading purposes.

Please consult the BUS 302 web page http://www.csun.edu/bus302. Follow the Career Options link for more information related to the option assigned to your team.

Your “infomercial” must cover the following topics:

Topics to be covered by the Infomercial

1. What is this option? (Examples: What is marketing? What is accounting?)

2. What functional area(s) of a business does this option equip you to handle? (Example: it helps me to sell products).

3. What career choices make this a great option for a Nazarian College student?

NOTE: The purpose of this infomercial is simply to relate the option to a business function and to inform students why it may be an attractive option for Nazarian College students.