**BUS 302 : Gateway Experience**  
**COBAE Options Exercise**  

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

Assume that you are trying to sell your team's assigned option to your fellow students. Prepare a five-minute infomercial for the option assigned to your team. Use whatever visual aids and/or handouts you feel is most appropriate. Also, please submit copies of your presentation materials to your instructor for grading purpose on the day of presentation.

You may gather any other information you can find from departments, professors or student advisers. Your "infomercial" must cover the following topics.

**Topics to be covered by the Presentation (grading criteria)**

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. For what types of careers/jobs does this option prepare you? (Provide examples of companies, positions, potential for advancement, salaries, etc.)

4. What makes this a great option for a COBAE student?

**Evaluation Criteria**

1. Quality of Research:
   
   a. The presentation should include detailed research about examples of companies, positions, potential for advancement, etc.
   
   b. The presentation should add value by telling students something that they may not have discovered by simply reading the University Catalog.

2. Delivery: The presentation should be effective, creative, entertaining and easy to follow. It should make good use of the short time available.