

# Sales, General & Administrative (SG&A)

## Business Basics

### Private Company

*Describe a "privately held" company – such as by a small business owner. How does this differ from a publicly-traded company?*

### Competition

*Describe the concept of competition in terms of business*

*In the table below this, select two companies you are familiar with which compete with each other. Describe ways each company is unique compared to the other competitor.*

Name of Company	Competitor #1:	Competitor #2:
Ways company is unique		

**Management Role**

*Describe the importance of management in business – and list at least three processes managers typically perform.*

*Description:*

*Processes*

- 1.
- 2.
- 3.

**Greet Visitors**

*List a few good suggestions to “greet visitors” as a business person.*

**Business Activities**

*List no fewer than eight frequently performed business activities (or processes). These can be one-word expressions.*


**Business Planning and Business Planning Tools**

*Briefly describe what business planning is. Defend the importance of business planning.*

*What is it?*

*Why is it important?*

## Employee

### Good Service

*In your own words, describe how to recognize good customer service from a company:*

*What are some examples of "poor" service companies should avoid. List at least three examples.*

1.

2.

3.

### Honesty

*Why is honesty important in business?*

*What are two reasons an employee should be honest?*

1.

2.

### Ethical Habits

*In your own words, describe the concept of "Ethical Habits" in a job.*

**Self Understanding**

Self-understanding might be expressed as the understanding of yourself. Some examples of self-understanding are having a realistic view of your own strengths and weaknesses. Also, having a sense of your passions and interests are part of self-understanding.

*How might your self-understanding influence the type of industry you choose to work within?*

*How might your self-understanding influence the type of job you choose to pursue?*

*How might your self-understanding influence your pursuit of a big, or small company – or to start your own company?*

**Enthusiasm**

*Define “employee enthusiasm” in your own words.*

**Pay Stubs**

*Draw or sketch a paystub in the space provided. Include name, data, company name, tax withheld, and pay amount at a minimum.*

## Communication

*For each topic listed, write at least one complete and well-written sentence describing how the topic is important in a business situation.*

**Exhibit good communication within an office environment.**

**Accurately relay business messages to others.**

**Answer phone calls professionally.**

**When answering phone calls for others, write down important information from the caller.**

**When delivering a phone message to another employee or a boss, make certain it is legible.**

**Community outreach from businesses can bring benefits to the company in several ways.**

**Pay attention to written materials so you can interpret the material well.**

**Listening to others well is part of good communication.**

**Knowing how to writing persuasive business letters and business summaries are important skills.**

Human Resources

**Overview**

*Describe the Human Resources function within a large organization.*

*List and describe at least five phases or major processes performed by the Human Resources function.*

- 1.
- 2.
- 3.
- 4.
- 5.

**HR Business Considerations**

*Describe how and why each of these are important considerations for the HR Function.*

Staff Attrition  
*(Employee Turnover)*

Organized Labor  
*(Labor Unions)*

[Finance and Information Technology](#)

Describe each of these concepts based on your understanding gained from topics presented.

**Taxes**

**Economy of Scale**

**Financial Goals of Business**

**Cost Benefit Analysis**

**Technology Security (Cyber-security)**

**Management of Information using Computers**