

COMM 210 **Contemporary Business Thinking**

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Lecture 12 – COMM 210 Tool Kit

Objectives For Today

- Understand the role of COMM 210 as providing a “tool kit” of ideas for your future courses
- Review the range of concepts in the tool kit; clarify & explain where necessary
- Preparation for final exam
- Puzzle Review

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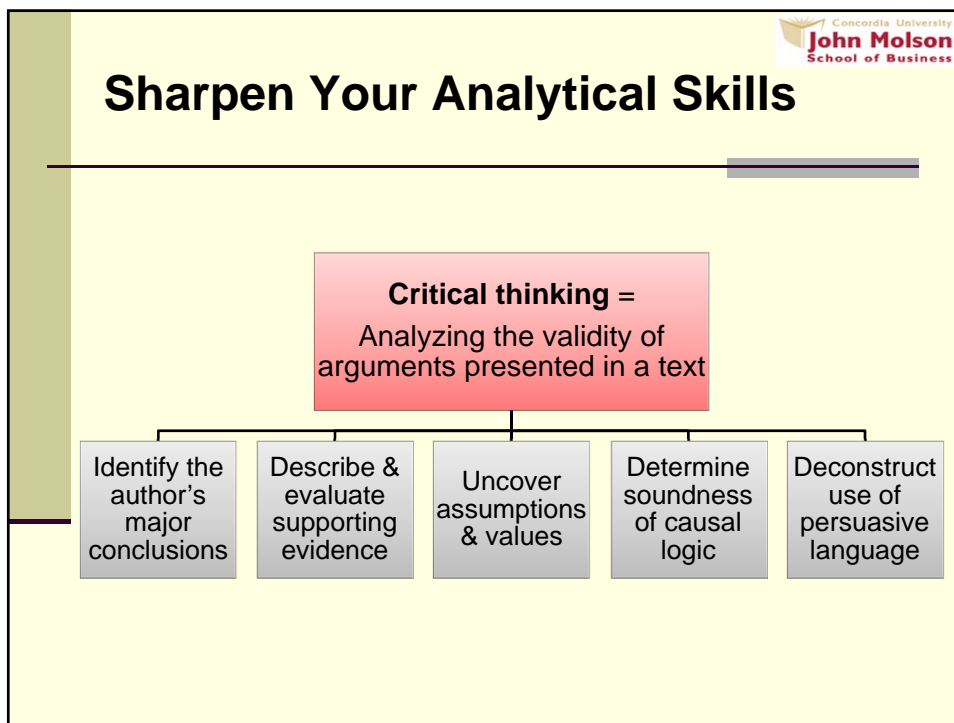
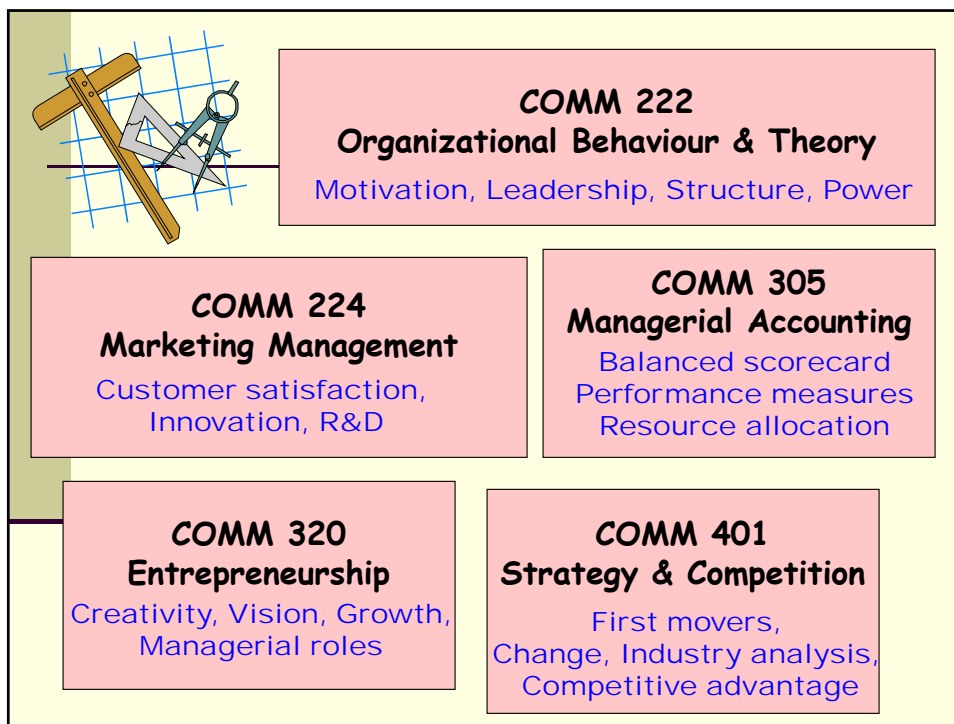
Our Toolkit – Foundational Management Theories

Barney	Chandler	Collins & Porras	French & Raven
Greiner	Handy	Herzberg	Kaplan & Norton
	Mintzberg	Tannenbaum & Schmidt	

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Popular Business Expressions (pp 92-102)

Board of directors	Bottom line	CEO	Emotional intelligence
Globalization	Knowledge workers	Outsourcing	R&D
	Shareholders	Vision	



Our Toolkit – Critical Thinking Skills

In your report writing & presentations

- In advanced courses and beyond...
- Use these tools to build clear, high-quality, persuasive arguments

In your reading

- Concept maps in other courses
- Challenge (respectfully) my colleagues!
- Critical reading of the business press. Stay informed! Develop well-considered opinions

Into the Future...

As a future professional

- Use your tools thoughtfully; you are not just someone who knows the theories, but one who can apply them with intelligence and sensitivity

Crossword Puzzle



Please don't forget the online course evaluation

- ▣ **18** students have completed the evaluation so far. **Thank you!**
- ▣ We need **90%** participation rate to get **1 bonus mark** (Yes I know, I'm relying on **positive KITA!**)
- ▣ Please take a few minutes **today** to do the questionnaire on the My Concordia Portal.
- ▣ Deadline: **December 9th**



Final exam

- Get 3 articles from Course Reserves
- Read carefully, ponder, discuss
- A good way to prepare is to formulate exam questions for yourself and answer them

At the Exam: Planning the Essay

- Read question **twice!** Annotate article & choose relevant management theories
- **Plan:** Prepare the structure of your answer (make notes at back of the articles)
 - Introductory sentence (clear claims; can be bullet point)
 - Content of each paragraph (why is the claim true?)
 - Conclusion (summary of key message in one sentence)
 - Use the theory (ies)
 - Counter argument & Rebuttal
 - SPAARC
- **Write** the essay
- **Re-read!**

Final Exam

- **December 6th ; 2-5 pm**
- Location: **H-620 (please verify on your own)**
- You will get copies of the articles at the final
- Structure of exam:
 - 5 short-answer questions (3-4 lines each)
 - 4 medium answer questions (½ page each)
 - 1 two-pages essay

Don't forget.....

.....Students must pass the final exam (50%) in
order to pass the course!



Preparation for Next Week

- **Pecha Kucha Presentation**