



Module 3 Application

Submit at the end of Module 3.

Building Business Vocabulary

The language of business provides a framework that facilitates communication and shared understanding. It includes basic terminology associated with the field of business supplemented by terminology unique to specific functional areas of business.

In this assignment, you will develop a business glossary, a scenario involving a situation in an organization, and create a press release updating the public on the situation utilizing at least five terms from your glossary.

Course Objective

- Engage in the pursuit of relevant intellectual understanding related to critical aspects of educational business administration, including comprehension of related terminology and concepts associated with managing business functions, resolving conflicts, solving complex problems, and maximizing the benefits of diverse thoughts.

Directions:

- 1) Save and print the Module 3 Application PDF.
- 2) Create a paper in a Word or text document for your response. Use 12-point Arial or Times New Roman font. Follow APA (6th edition) format for the paper, title page, references page, and in-text citations.
- 3) Develop an introduction and conclusion for your paper.
- 4) Follow the directions to submit your final Word or text document.

Part 1: Develop a Business Glossary

Step 1. Select a publicly held corporation, preferably one with a connection to education. Review the company's annual report, making a list of any business terms that are new to you or that you don't understand.

Step 2. Begin building your business glossary by defining the terms selected. Include examples of how each term would be used in a sentence.

Part 2: Create a Press Release

Step 3. Develop a business scenario involving a situation in an organization. Create a one-page press release updating the public on the situation utilizing at least five terms from your glossary.