

BIS 301 - Concentration Area Worksheet Business

Name of Discipline/Concentration: Social Science/Business

1) Definition of the discipline (with parenthetical citation).

“The social sciences seek to explain the human world and figure out how to predict and improve it. In their approach to problem solving, the social sciences can be either quantitative or qualitative, either scientific or humanistic.” Repko (67)

2) Sub-fields within the discipline.

Sub-fields within business are: Accounting, Finance, Economics, and Management.

3) Statement on the perspective of the discipline. That is, what aspect of society or the world does this area focus on?

Business is a worldwide focus; there are multinational corporations as well as international businesses and small businesses. There may be a different label for every business in the world, but they all have something in common, they are all buying, selling, and consuming goods and services. There is a general goal that I see in everyday business throughout the world, making a profit, increase output of product and sales, customer satisfaction, and human relations. Business is a process that keeps the flow of money up or down within the economy whether it is face to face, over the phone or on the internet.

4) List the courses (by number and title) that you have taken in this area (or are currently taking).

The business courses I have taken as well as courses I am currently taking are: CSE 180 – Survey Computer Information Systems, MGT 380 – Management & Strategy, GBS 151 – Introduction to Business, GBS 233 – Business Communications, REA 380 – Real estate Fundamentals

5) Examples of TWO important concepts with a clear definition and example of each in your own words. *Basic concepts (building blocks or units of a discipline – usually leads to a theory) e.g. in Economics it could be the idea of transaction of goods, and supply and demand; in sociology it could be stratification; biology it could be cells, etc.*

1.) Ethics are moral standards that are explained to every employee about right and wrong and good and bad behavior.

2.) Leadership is an important aspect within business, being a leader means acting the part. Be an inspiration to others; give them feedback, work hard, and lead them in the right direction. A leader needs to be aware that the spotlight is on them, do as you would want others to do.

6) Examples of TWO leading theories within the discipline, along with an explanation of the theories (in your own words), the names of the theorists who pioneered them, and a statement on the significance/impact of the theories. *A theory usually consists of a group of related concepts that derives meaning from one another. Theories explain something, a general or universal phenomenon, usually by identifying relationships among concepts. For example, in Psychology one finds Freud's theory of the Oedipal complex and Erickson's psychosocial theory of human development. In Economics, there is supply and demand theory, etc.*

1.) Theory X – came up by a management theorist, Douglas McGregor, people are irresponsible, hate work, and lack ambition. Theory X goes on to discuss that people that fall in this category generally prefer to follow a group or manager rather than lead a group. John R. Schermerhorn, Jr. (40)

2.) Theory Y – came up by a management theorist, Douglas McGregor, discusses just the opposite. People would prefer to lead rather than be told what to do or follow. Also, people are responsible, creative, and self-motivated to do better and be better. John R. Schermerhorn, Jr. (40)

7) List 3 key Books or seminal texts within the discipline and why these texts are so important.

“How Successful People Think: Change Your Thinking Change Your Life” by John C. Maxwell, this book discusses eleven keys to successful thinking and how to be a creative thinker.

“Exploring Management: In Modules” by John R. Schermerhorn, Jr., this book was a tremendous help in exploring new ways of thinking and acting within the business world.

“Six Disciplines Execution Revolution: Solving the One Business Problem That Makes Solving All Other Problems Easier” by Gary Harpst, this is an author telling his story about how he got to where he is today. He explains the long road and dedication to his ideas that brought him to his business. He is a very successful man today, but his book mainly discusses no matter how many times he failed or got rejected, he knew he had success in his pocket it was just a matter of time for him to fall onto the correct path.

8) List TWO key Academic journals associated with the discipline.

Accounting, organizations and society (FT) and Journal of marketing (BW, FT)

9) List TWO professional associations associated with the discipline.

National Association for Business Economics (NABE) and Business Marketing Association (BMA)

BIS 301 - Concentration Area Worksheet Communications

Name of Discipline/Concentration: Social Science/Communications

1) Definition of the discipline (with parenthetical citation).

"The social sciences seek to explain the human world and figure out how to predict and improve it. In their approach to problem solving, the social sciences can be either quantitative or qualitative, either scientific or humanistic." Repko (67)

Communications is defined as "a process of transferring information from one entity to another. Communication processes are sign-mediated interactions between at least two agents which share a repertoire of signs and semiotic rules. Communication is commonly defined as "the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs". Communication can be perceived as a two-way process in which there is an exchange and progression of thoughts, feelings or ideas towards a mutually accepted goal or direction." (Wikipedia) <http://en.wikipedia.org/wiki/Communication>

2) Sub-fields within the discipline.

Sub-fields within communications include advertising, public relations, and journalism.

3) Statement on the perspective of the discipline. That is, what aspect of society or the world does this area focus on?

Communications are used worldwide; there are a variety of ways to communicate in everyday life whether to inform, persuade or entertain. Just a few types of communication that are used on a daily basis are body language, verbal, and nonverbal communications. Communication is the way a person sends a message to their receiver whether it is to order a meal or to inform the world about health care reform.

4) List the courses (by number and title) that you have taken in this area (or are currently taking).

The communications courses I have taken as well as currently taking are: ENG 101 – First-Year Composition, ENG 102 – First Year Composition, COM 100 – Intro to Human Communication, COM 230 – Small Group Communication, COM 259 – Communications in Business & the Professions, GBS 233 – Business Communication, FAS 330 – Personal Growth Human Relations

5) Examples of TWO important concepts with a clear definition and example of each in your own words. *Basic concepts (building blocks or units of a discipline – usually leads to a theory) e.g. in Economics it could be the idea of transaction of goods, and supply and demand; in sociology it could be stratification; biology it could be cells, etc.*

1.) Body language is a significant part of communication, from slouching to hand gestures to eye movement. Body language can make or break an interview as well as tell your friend or partner whether you're lying or hiding something from them. Body language is an essential aspect of communication whether trying to use it or not, it is a part of human nature.

2.) Public speaking is an essential part of everyday communication as well as within the business world. As a part of communications you need to be able to be confident within yourself as well as what you are speaking about. Stand tall and speak clearly to let your audience believe and be intrigued to keep listening and have questions for the speaker at the end.

6) Examples of TWO leading theories within the discipline, along with an explanation of the theories (in your own words), the names of the theorists who pioneered them, and a statement on the significance/impact of the theories. *A theory usually consists of a group of related concepts that derives meaning from one another. Theories explain something, a general or universal phenomenon, usually by identifying relationships among concepts. For example, in Psychology*

one finds Freud's theory of the Oedipal complex and Erickson's psychosocial theory of human development. In Economics, there is supply and demand theory, etc.

1.) Interpersonal Communication and Relations – Network Theory and Analysis (social network theory) “is the study of how the social structure of relationships around a person, group, or organization” rub off on a person and how it affects them. It shows how when a person is put into a group or business the atmosphere of the people or business starts to have a reaction on that person. They start to act differently as well as talk differently to try to fit in. http://www.cw.utwente.nl/theorieenoverzicht/Theory%20clusters/Interpersonal%20Communication%20and%20Relations/Network%20Theory%20and%20analysis_also_within_organizations.doc

2.) Groupthink Theory recognizes that when a group is put together, they all start to want the group to go in the same direction. No group member will speak their mind if their idea is different or conflicts with what the rest of the group wants or is thinking. There are problems that arise with groupthink; you are always told three minds are better than one, when this happens it is like only one mind is speaking.

7) List 3 key Books or seminal texts within the discipline and why these texts are so important.

“Talk Your Way to the Top” by Kevin Hogan, this book is important to me because it covers everything from communicating within relationships to business and selling.

“The Complete Idiot's Guide to: Getting Along with Difficult People” by Brandon Toropov, this book explains how to deal with people you encounter on a daily basis as well as how to communicate in the office as well as in relationships.

“Communication in Professional Contexts” by H.L. Goodall Jr. / Sandra Goodall, this book is important to me because it has taught me many aspects of how to communicate within the business world. It has helped me in my everyday life as well.

8) List TWO key Academic journals associated with the discipline.

International Journal of Communication and Journal of Media and Communication Studies

9) List TWO professional associations associated with the discipline.

National Communication Association (NCA) and American Communication Association (ACA)

Once you complete a worksheet for each of your concentration areas, begin preparing for the essay portion of the assignment. Consider the following: what theories within one discipline might be applied or used in the other? What concepts or terms used in one discipline could be applied to the other? And, what topics important in one discipline might be of interest for the other or be considered from a different perspective from the other?