



UNIVERSITY OF SAN CARLOS
THE LIBRARY SYSTEM

**Audio Visual Center
Downtown Campus**



Acquisitions List

First Semester 2013-2014

DVD/Video Recording

Business

Baricevic, Thomas. (Director). (2012). Starting an Online Business [DVD] [Bendigo, Vic.] : VEA. (658.872 St28).

1 videodisc: 18 min.

Got a great idea for a product or service and want to start an online business? It's a lucrative market with potential for big returns, but where do you start? This interview based production introduces viewers to a range of online business models, outlines how to create a business plan, set up and operate a business, as well as industry advice on avoiding common pitfalls. Interviewed for the program are Dr Brent Coker, Faculty Business and Economics, University of Melbourne, online business entrepreneurs Tom Koan, Director of www.kigu.co.uk, and Emma Osborne, Director www.supperlicious.co.uk. A program for senior secondary and higher education, in business and IT fields, it provides an insider's perspective on new ways of thinking in e-commerce.



Boland, Michael (Director. (2012). Meeting Management Challenges 1 & 2. [DVD]. Bendigo, Vic.: Training Point. (658.3 M47).

2 videodiscs: 22 min.

Meeting Management Challenges 1



Every workplace, no matter how successful, has to deal with difficult situations. But what are the most effective ways of responding to employee issues? This presenter-led program guides audiences through a range of dramatic scenarios, which include personal interviews with key characters, who describe their thoughts and feelings as the story unfold. This is an ideal resource for any business or manager wanting greater insights into their employees and the various strategies for dealing with difficult situations.

Key learning points:

- Posting inappropriate information on social media websites,
- Breaches in confidentiality,
- Mistakes being covered up
- Downtown in performance
- Workplace bullying

Meeting Management Challenges 2

Workplaces are fast-paced, challenging and diverse environments that can create conflicts and misunderstanding. Successful resolution of problem with colleagues is a vital aspect of good management. This fly-on-the-wall style dramatization takes viewers through ways to deal with; unreasonable demands placed upon them; individuals who aren't team players; speaking without thinking; and dealing with poor job performance. While an ideal solution isn't always possible, when handled in the right way, they can be negotiated. A perfect resource for managers, staff and anyone interested improving communications skills in the workplace.



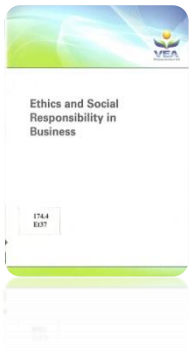
Pearce, Mark. (Director/Producer). (2010). Balancing the Books: understanding Financial Reporting. [DVD]. [Bendigo, Vic.] : VEA. (657.2 B18)

1 videodisc (32 min.)

Balancing the books is an essential part of business. Accounting methods help businesses collect record and analyse financial data. Follow trainee accountant Calvin Clegg, a contestant on the quiz show "Who Wants to Make a Million" as he is quizzed with accounting questions that take him back to his accounting traineeship. His supervisor Dianne teaches him how to balance the books and how to evaluate business performance using financial records. Areas covered include accounting information tools, the balance sheet, calculating profit and loss, cash



control, and assessing financial performance. With Dianne's help, Calvin is poised to "make a million."



Rowe, Claudia. (Director). (2003). Ethics and Social Responsibility in Business [DVD] Video Education Australasia. (174.4 Et37)

1 videodisc (26 min.)

"This timely program distinguishes between ethical behavior and social responsibility by spotlighting two well-known Australian businesses that exhibit a code of conduct that is either company-specific or industry-wide."--Back of container. Many businesses abide by a code of conduct, either company-specific or industry-wide. This timely program distinguishes between ethical behavior and social responsibility by spotlighting two well-known Australian businesses that exhibit both qualities: Bendigo Bank and its Community Bank initiative, a cooperatively spirited venture that teaches solid commercial principles to franchisees, and The Body Shop, a skincare product provider that calls itself an activist organization committed to positive social and environmental change and a retailer committed to customer service excellence. The underlying message? Good community is good business.

Taylor, Suzi. (Producer). (2009). The Business Plan. [DVD]. Bendigo, Vic. :Video Education Australasia. (658.4012 B96)

1 videodisc (27 min.)

A business plan is one of the most useful management tools the small business owner can use. It maps out what a business needs to do in a systematic and logical way. In this program we discuss the importance of a well-constructed business plan, visiting the three main components; the operations plan, the marketing plan, and the financial plan. Speaking to two successful small business owners, we discuss how they constantly refer to their business plan, and the role it played in their business success. A brilliant overview of this essential business tool.

Communication



Henry, Michael. (Producer). (2006). Conflict Management. [DVD]. Bendigo, Vic. : Video Education Australasia. (658.4053 C76)

1 videodisc (27 min.)

Set in the production office of fictional current affairs program Sighted, this program provides a dramatic perspective on the place of conflict in workplace communications and explores strategies for dealing with everyday conflict situations. The program deals with the more ordinary communications that go wrong, the personal and workplace costs of these and the possibilities of avoiding such situations and/or dealing constructively with them when they occur.

The program offers insights into the following key elements of conflict and conflict management and summaries them in the following text screens.

- What is conflict
- Role of conflict in the workplace
- Conflict spiral
- Conflict management strategies
- Constructive conflict management

Video Education Australasia. (Producer). (2006). The Nature of Workplace Communication. [DVD]. Bendigo, Vic. : VEA. (658.3 N21)

1 videodisc (27 min.)

This informative program is about communicating in the workplace and follows a week in the life of fictional cleaning company Clean as Krystal. With manager Barry Walton as your guide, this program covers topics such as:

- What is communication?
- Barriers to effective communication
- Communication at work
- Effective workplace communication skills

The 'mockumentary' style of the program will assist the student to apply the communication theory to the workplace. It becomes clear that what is often regarded as the simplest work skill, communication is quite complex and can go wrong at many points in the process.

Design and Technology

Breitenmoser, Kurt. (Director). (2012). Managing a Design Project. [DVD] [Bendigo, Vic.]: VEA. (658.404 M31)

1 videodisc: 32 min.

The key to a successful design project is ensuring it is managed effectively from start to finish. The scale of some projects is truly awe



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Finance



Hazards in the kitchen come in all shapes and sizes from knives and hot oil to pressure cookers, refrigerators, cookers and microwaves. It's important for students to learn how to identify potential dangers and avoid them. This program looks at the safe use of tools and equipment in the commercial kitchen. It is an excellent resource for Food and Technology, and Hospitality courses, particularly senior VCE level.

Information Technology

Video Education Australasia. (Producer). (2005). Roles and Responsibilities in IT. [DVD]. Bendigo, Vic. : Video Education Australasia. (303.4833 R64)
1 videodisc (28 min.)

From business to games, medicine to economy, the IT industry consistently and competitively improves technologies. This program examines the huge variety of jobs in the IT industry and the way these jobs interact to create the dynamic products that shape our modern life. Includes an inside look at Industry leader IBM, who are at the forefront of technology advancement.

Video Education Australasia. (Producer). (2006). Securing the Web. [DVD]. Video Education Australasia. (005.8 Se26)

1 videodisc (31 min.)

Securing the Web takes a dramatic, yet humorous look at current internet security issues. We explore the issues from the perspective of the end-user, focusing on both technological and behavioural solutions to the problems. This program is particularly useful in raising awareness amongst students as to the importance of maintaining computer security and for them taking responsibility for their own equipment and online behaviour. This is a must-see program for all students who use the web.

Legal Studies

Garner, Simon. (2003). Young People and the Law. [DVD]. Bendigo, Vic. : Video Education Australasia. (346.0135026 Y86)

1 videodisc (26 min.)

This program looks at possible scenarios where young people (aged 10-20) may encounter the law. The film is divided into two sections: 'A Day in the Life of a Young Person', deals with examples of non-police involvement in law enforcement - public transport inspectors and shopping centre security personnel. It also covers general points about dealing with the police. In each example, the program focuses on the rights and responsibilities of the members of the public involved, and of those in authority. 'Young People, Violence and the Law', looks at instances where violence is often experienced, witnessed or perpetrated by young people -

domestic violence, violence on or around a sporting field, and workplace violence. In each section lawyer Natalie Mikkelsen offers advice about the rights and responsibilities of the parties involved, and about appropriate responses and behaviour.

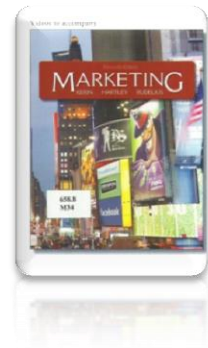
Marketing



Leunig, Sunny. (Director). (2012). Online Marketing Strategies [DVD] [Bendigo, Vic.] : VEA. (658.872 On5).

1 videodisc: 18 min.

With the emergence of social media technology and the Internet now dominating global communication, this expert-led program for upper secondary and higher-education viewers shows why online marketing is a vital part of every business model. Director of 2 Sticks Digital, Tim Martin, and the University of Melbourne's Dr. Brent Coker, explain concepts such as Search Engine Optimisation, Pay Per Click, viral and email marketing, as well as how to implement and measure an online marketing campaign. While online success is difficult to predict, viewers will learn that innovative and flexible marketing strategies are crucial to surviving in the digital world.



Kerin, Roger A. (2013). Marketing. [DVD] Boston: McGraw-Hill/Irwin. (658.8 M34)

1 videodisc (ca.184.20 min.)

Contents:

- Ch. 1: 3M's Post-it Flag Highlighter: Extending the Concept!
- Ch. 2: IBM: Using Strategy to Build a Smarter Planet
- Ch. 3: Geek Squad: A New Business for a New Environment
- Ch. 4: Toyota: Green Marketing
- Ch. 5: Groupon: Helping Consumers with Purchase Decisions
- Ch. 6: Trek: Building Better Bikes through Organizational Buying
- Ch. 7: CNS Breathe Right Strips: Going Global
- Ch. 8: Carmex: 75 Years of Customer Engagement
- Ch. 9: Prince Sports, Inc.: Tennis Racquets for Every Segment
- Ch. 10: Activeion Cleaning Solutions: Marketing a High-Tech Cleaning Gadget
- Ch. 11: Building a Brand in India the Mary Kay Way
- Ch. 12: Philadelphia Phillies, Inc.: Sports Marketing 101

- Ch. 13: Washburn Guitars: Using Break-Even Points to Make Pricing Decisions
- Ch. 14: 3M Greptile Golf Glove: Pricing an Innovative Product
- Ch. 15: Amazon: Delivering the Goods: Millions of Times a Day
- Ch. 16: Mall of America: Shopping and a Whole Lot More
- Ch. 17: Mountain Dew: The New Marketing Model
- Ch. 18: Google, Inc.: The Right Ads at the Right Time
- Ch. 19: Bitter Girls: Social Media
- Ch. 20: Xerox: Building Customer Relationships through Personal Selling
- Ch. 21: Pizza Hut and imc2: Becoming a Multichannel Marketer
- Ch. 22: General Mills Warm Delights: Indulgent, Delicious, and Gooley!

Tourism/Hospitality



Boland, Michael (Director. (2012). Person-to-Person Customer Service [DVD] Bendigo, VIC. : VEA, 2012. (658.812 P43).

1 videodisc: 20 min.

With so many choices available to customer these days, it is vital that your customer's needs are met every time. You must go beyond, you need to have the customer service skills, guarantee an enjoyable, positive experience that leaves the customer satisfied and prepared to do business with your organization again. From first impressions to the completion of the exchange the customer needs to feel engaged, welcome and confident that they are receiving the level of service they required. Using dramatized scenarios and a range of footage, this program demonstrates techniques for delivering outstanding customer services.



Boland, Michael (Director. (2012). Telephone Customer Service [DVD] [Bendigo, VIC.] : VEA. (658.8 T23)

1 videodisc: 18 min.

For most people dealing with customer services call centers can be a frustrating experience. This is made even worse if the customer needs to traverse through a menu of options or voice prompted system. This experience can be lengthy and extremely frustrating. This program demonstrate the importance that at they every opportunities the customer has to talk to a customer service representative, where they are greeted by a friendly, engaging and informed operator able to provide them with a positive outcome. Using dramatized scenarios, this excellent resource

looks at various aspects of delivering professional customer services, correct phone techniques, using the technology and handling conflicts.

Video Education Australasia. (Producer). (2009). Competitive Marketing in Tourism. [DVD]. Bendigo, Vic. : Video Education Australasia. (338.4791 C73)

1 videodisc (27 min.)

Using Mt. Hotham in the alpine region of Victoria as a case study, this program explores the world of competitive marketing in tourism and looks at some of the strategies employed to place a tourism destination or experience well and truly in the mix when it comes to people making choices about spending their tourism dollars.

Video Education Australasia. (Producer). (2008). Exploring Pathways in Hospitality and Tourism. [DVD]. Bendigo, Vic. : Video Education Australasia. (338.4791 Ex74)

1 videodisc (26 min.)

The hospitality and tourism industry is a strong, stable and expanding sector of the Australian workforce, employing more than half a million people. In this program we examine some of the amazing apprenticeships, traineeships and other training qualifications that lead to careers in this dynamic industry. We take a close look at pathways to becoming a travel agent, a chef, a catering manager or an events manager. We examine topics such as examining the skills you need now and the skills you'll gain, the time it takes to gain the necessary skills; the money you'll earn and your rights as an employee in the industry. A comprehensive and engaging look at what to expect and how to excel in training for this brilliant area.

Video Education Australasia. (Producer). (2009). Introduction to Hospitality. [DVD]. Bendigo, Vic. : Video Education Australasia. (338.4791 In8)

1 videodisc (24 min.)

The hospitality industry is alive and growing worldwide. This program provides a well rounded introduction to the industry ideal those interested in a career tourism or hospitality. Discussing the difference between commercial and non-commercial organizations, areas covered

include; what is hospitality; working with people; hospitality establishments; key hospitality departments; and careers in hospitality. Throughout the program we speak to hospitality employees, discussing how they as individuals contribute to the organization as a whole. This program is an ideal learning resource for people interested in career paths in this vibrant and rewarding industry.

Video Education Australasia. (Producer). (2006). Managing an International Tourism Destination: the Great Ocean Road . [DVD]. Bendigo, Vic. : Video Education Australasia. (338.4791 M31)

1 videodisc (25 min.)

This program examines the importance of tourism to local economies. It covers all aspects of managing an international tourist destination using The Great Ocean Road as a case study. The broad topics covered include a description of the region and why it is a tourist destinations; who visits The Great Ocean Road; managing tourism at the international level; managing tourism at the local level; how tourism benefits the region and some of the challenges that are subsequently created. This program provides students with an understanding of how different groups must work together to create an appealing destination for international tourists.

Video Education Australasia. (Producer). (2007). Tourism Planning and Development. [DVD]. Bendigo, Vic. : Video Education Australasia. (338.4791 T64)

1 videodisc (23 min.)

The development of tourism can have massive environmental, social and economic impacts. To be successful and sustainable, extensive planning is needed. In this program we examine the careful co-operation and co-ordination between both the public and private sectors, and the involvement of the local community, which is required to achieve a successful and enduring development. An engrossing, well-illustrated and current examination of the issues vital to this powerful industry, this program builds on the knowledge students will have gained in the program. Where the Bloody Hell Are You? – An Introduction to Tourism.

Audio CD/Sound Recording

Aquino, Arnel. (2005). Lauds Seven: Take my Hands.[CD]. Loyola Heights, Q.C. : Jesuit Communications Foundation, Inc. (782.324 L36se)

1 sound disc : digital, stereo

Contents:

One little candle
On this day
Lord have mercy
For the love of the Lord
Take our bread
Our Father
Sing a song to the Lord
Song to Mary
I believe
Take my hands
I go my merry way
I received the living God
Our Lady of Fatima
We bring you now our thanks
New life
One God
Dios te salve, Maria
Fill the world with love

Asian Troubadours. (2009). Timeless: Visayan & Russian Classics. [CD]. Mandaue City : Asian Troubadours. (781.629921 T48)

1 sound disc (min.)

A commemorative CD to the Cebu 440th Anniversary

Contents:

Visayan songs:
Cebu 440 overture
Usahay
Matud nila
Pobreng alindahaw
Rosas pandan
Si Filemon, si Filemon
Baleleng
Pasayawa ko day

Russian songs:

Two guitars

Waltz from the sleeping beauty ballet

Polovetsian dance

Song of the Indian guest from the Opera Sadko.

Black, Michael. (2006). Objective IELTS: Intermediate. [CD]. Cambridge :Cambridge University Press. (428.24 Ob4)

3 sound discs : digital

An IELTS preparation course in two levels, Intermediate for students needing a band 5.0 - 6.0, Advanced for students aiming for Band 6.0 - 7.0.

Contents:

CD1, Unit 1 - Progress test 2 (67 min)

CD2, Unit 9 - Test folder 8 (68 min)

CD3, Unit 16 - Progress test 5 (51 min)

Bukas Palad. (2003). Let your Praises be Heard. [CD]. Quezon City : Bukas Palad Music Ministry Foundation. (782.254 B86)

1 sound disc : digital

Contents:

Let your praises be heard

Child

Nasa palad mo

We are yours

Love like rain

Earthkeeper

Let my spirit sing

All shall be well

Everything

Arms of love

Sa tingin mo

Iyong angkin

You

My way to You

Come to my aid

Holy three-in-one

PUBLICATION CREDITS

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