

Business Studies & Economics

DVD-VIDEO Resources Catalogue

Content	Page #
Special Release Titles (a-z)	3-4
Communication Essentials Series	4-5
Economics: A Framework For Teaching The Basic Concepts Series	5-6
The Foundations Of Wealth Series	6-7
Global Economic Issues	7
How Economic Activities Define A Culture	7
On The Money: The ABCs of Accounting Series	8-9
Real World Economics Series	9-11
So You Want To Work In An Office? Series	11

HOW TO ORDER

Orders may be placed by post, telephone, fax, email, or via our website. A pre-printed order form is provided at the back of this catalogue for your convenience and we can accept your own official purchase order forms if required.

- **Post – Viewtech Educational Media
FREEPOST BS4634
Bristol
BS37 5ZZ**

(Freepost address for use within the UK only, alternatively please send postage paid to our registered office address shown at the bottom of the page).

- **Telephone – 01454 858055**
(International callers dial: +44 1454 858055)
- **Fax – 01454 858056**
(International callers dial: +44 1454 858056)
- **Email – sales@viewtech.co.uk**
- **Website – www.viewtech.co.uk**

Our offices are open 09:00-17:00 Monday-Friday (excluding bank holidays)

SHIPPING / DESPATCH

Orders are usually despatched within 5 working days of receipt. The standard packing and shipping charges are currently as follows:-

Units Ordered	U.K.	R.O.I.	Other EEC	Rest of the World
1	£3.50	£6.00	£8.00	£10.00
2	£5.50	£8.00	£10.00	£15.00
3	£7.50	£10.00	£12.00	£18.00
4	£7.50	£12.00	£14.00	£20.00
5+	£7.50	P.O.A.	P.O.A.	P.O.A.

Orders are despatched via Royal Mail post or Courier with a standard UK delivery transit time of 2-3 working days. A signature upon delivery may be required for larger orders. Please contact us if you have any special delivery requirements or if your order does not arrive within 28 days of ordering.

PAYMENT

If you are ordering on behalf of a U.K. or Ireland registered educational establishment, or other similarly registered local authority establishment, there is no need to send any payment with your order – we can simply send an invoice once the goods have been despatched, for settlement under usual 30-day credit terms. Other customers without prior credit facilities are asked to kindly provide payment at the time of ordering. Please contact us to obtain exact invoice values (pro-forma invoices can be provided if required). Invoices are in pounds sterling and we can accept payment by Cheque, BACS, Debit & Credit Card. Payment in foreign currency, including Euros, can be accepted but may incur additional charges – please contact us for further details.

FREE PREVIEW – ORDER ON APPROVAL

Orders to U.K. & Ireland registered educational establishments and other similarly registered local authority establishments are supplied on a 10-day approval basis, providing a free preview period during which any of the supplied products may be returned if found to be unsuitable for your particular requirements. All we ask is that any products not required are returned in an undamaged state, by pre-paid post, with, if possible, a brief note of why you felt the material was unsuitable for your needs. Material retained after the preview period will be invoiced for payment under usual 30-day credit terms.

DISCOUNTED PRICES

Discounted prices are available for registered educational establishments requiring performance rights limited for use within a single educational site only. Register on-line at <http://www.viewtech.co.uk/registernow.html> or contact us for further details.

PRICING / USAGE RIGHTS

The prices shown in this catalogue are for product including non-theatrical public performance rights for educational and training purposes. i.e. content material may be shown, for face-to-face presentation within educational establishments or other public library / training establishments, providing that no fee is charged for the viewing. Content material may also be viewed in the private home of any person registered to the purchasing establishment. All other rights are reserved and it is a breach of copyright law to copy, duplicate, edit, broadcast or otherwise use content material for any reason, or by any means without further written permission from the rights holder. Neither the copyright holder, nor distributor, makes any warranties, representations or undertakings about suitability of programme content (including, without limitation, the quality, accuracy, completeness or fitness for any particular purpose of such content) and material should be viewed prior to instructional use. All prices are in pounds sterling, exclusive of Shipping/Despatch charges and VAT and, whilst we will endeavour to maintain for as long as possible, are subject to change.

DIGITAL / NETWORK LICENSING

Additional rights permitting digital storage and delivery of programme material may also be available to U.K. & Ireland registered educational establishments, permitting the purchaser to create and store, either on to a computer hard drive, or on to a local area network storage device for a licensed period of time, a digital copy of a purchased programme for use within the limitations of the public performance rights granted. Please contact us for availability and cost for specific titles.

If you any further information or assistance please contact us. We're here to help!



Updated 09/11 E.&O.E.

*Special Release Titles

A+ In The Workplace: Developing Positive Behaviour

A positive attitude is essential in any job. When Florence receives a negative performance review, she is forced to confront her weaknesses... Using humorous vignettes in the present and in her childhood, Flo demonstrates why she's in trouble. With a little help from an unseen narrator, Flo recognises that attitude, responsibility and communication are the keys to her success in the job and takes steps to improve. Along the way, she learns that 'doing the job is just not enough any more... the employee with a positive attitude is going to get ahead' - a valuable lesson for all students.

Running Time: 18 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-09911R	£36.00

Careers On The Internet

Approached from a vocational as well as technological viewpoint, this up-to-date programme looks in detail at one of the world's fastest growing industries. Positions looked at include:- • Web Site Developer (at Autodesk/Kinetix - www. Ktx.com) • Webmaster/Web Technical Support/Future Technologies Manager (at Netscape - www.netscape.com) • Marketing/Customer Support/Web Engineer/Online Sales Conferencing Manager (at The Well - www.well.com) • Software Engineer/Human Resources (at Cisco Systems - www. Cisco.com)

Running Time: 31 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-09941R	£48.00

Connections: Basic Telephone Techniques

At one time or another, we've all been put on hold for five minutes or more, disconnected, transferred numerous times before reaching the correct person, reached someone in customer service who couldn't answer our questions, or reached by a receptionist who apparently had better things to do than answer the 'phone. On the other hand, very few of us have placed a call without error, whether we stumble on our words or forget an important piece of information when leaving a message. This live-action programme will illustrate to students some basic, yet crucial 'phone techniques that are often taken for granted, even by seasoned professionals. Both outbound and inbound phone procedures are covered, and clever, animated portions separate this very useful 'phone skills programme from the rest.

Running Time: 33 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-09912R	£48.00

Financing A Business: A Guide Through The Maze

This much-needed programme gives students a quite detailed - yet easy to understand - introduction to how businesses obtain finance. It looks at the different types of financial markets and the various instruments they use, including the stock exchange, the market for loan funds, the market for foreign exchange, and the futures market. The programme contains excellent graphics, and features interviews with executives from the stock exchange (AXS), a leading bank, and from a firm of stockbrokers.

Running Time: 44 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-21697R	£48.00

If The Shoe Fits

From humble beginnings in 1942 when Clarrie Mance started the business, Windsor Smith has grown to become one of Australia's most prominent and successful footwear companies - know throughout the country for a range of provocative advertising campaigns that have branded the name of Windsor Smith on the public imagination. An ideal introduction to the basic concepts of successful marketing, this dynamic programme focuses on the four key elements that make up Windsor Smith's - and most businesses - marketing mix, and are often described as the 'four Ps': • Product • Price • Place • Promotion The programme looks at each of these areas in relation to the high profile marketing campaigns conducted by the company. Reference is also made to marketing objectives, market research, the target market, and marketing channels.

Running Time: 26 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-21696R	£48.00

*Price includes non-theatrical public performance rights for educational and training purposes, excluding despatch charge + VAT and is subject to change without further notice. Discounted prices are available for educational establishments requiring performance rights for use within a single educational establishment. Please contact us for further details. E.&O.E.

*Special Release Titles

Learning To Solve Problems

No matter what kind of work we do, problem situations arise that require us to make decisions. In this programme, Mary, a newly appointed manager, must solve the problem of improving the company's delivery system. Mary discovers the specific steps necessary to good problem solving, and - in the process - help viewers to learn how to be good problem solvers - an essential skill in today's workplace.

Running Time: 13 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-09923R	£36.00

Mmarketing - A Food Marketing Case Study

Marketing is the hidden ingredient in so many modern food products. In this programme we examine how a food product is marketed, in particular the key elements - Product, Price, Place and Promotion, the famous four Ps - which interact to create a successful product and company. We examine this from the perspective of Cadbury Schweppes, one of the world's most successful and popular brands.

Running Time: 29 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-21821R	£44.00

Village Books Learns About Marketing

With stiff competition from the national chains, the retailer featured in this programme must learn new and different strategies to market the book store that's been in the family for several years. His son gets him going in the right direction after he gets home from college for the summer, eager to put his marketing class concepts to work... In this very helpful overview of marketing and its many components, viewers gain knowledge about promotion, advertising, selling, pricing, distribution and much more.

Running Time: 20 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-09933R	£44.00

Communication Essentials Series

Talent, ambition, and great ideas won't amount to much if they're not supported by good communication. This four-part series helps students improve their communication skills in four critical areas: listening, speaking, writing, and reading. Viewers are challenged to improve their habits and aim for several concrete goals - such as the ability to actively participate in discussions and meetings, to craft effective messages in speech or text, to process and understand workplace communication, and more.

Communication Essentials Series - Complete Set of 4 programmes

Specially-priced complete set of 4 individual programmes in this series, providing a substantial saving when compared to the cost of purchasing at 'individual' rates. The set includes:- • Listening Essentials • Speaking Essentials • Writing Essentials • Reading Essentials

Running Time: 90 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD SET	002-22159D	£132.00

Listening Essentials

Highlighting the idea that a major part of good communication is good listening, this programme enables students to improve their listening skills and absorb valuable information. The video identifies the best methods for giving co-workers the attention they deserve and provides eight simple tips that viewers can use to sharpen concentration. These include learning to focus, taking proper notes, putting emotions on hold, avoiding biases and stereotypes, finding a point of interest in a dull but important conversation, and more.

Running Time: 22 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-22155D	£44.00

*Price includes non-theatrical public performance rights for educational and training purposes, excluding despatch charge + VAT and is subject to change without further notice. Discounted prices are available for educational establishments requiring performance rights for use within a single educational establishment. Please contact us for further details. E.&O.E.

Communication Essentials Series

Reading Essentials

A torrent of e-mails, faxes, memos, reports, contracts, and newsletters threatens to drown the typical office worker in a sea of paper and text. With simple methods for tackling an immense volume of content, this programme helps students learn how to manage reading tasks quickly and efficiently without overlooking important information. Featured tips show viewers how to stay focused, prioritise reading matter, and create a comfortable reading environment - while making the best use of tables of contents, indexes, sub-headings, and more.

Running Time: 20 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-22158D	£44.00

Speaking Essentials

Does giving a typical business presentation put a person in mortal danger? Of course not, but statistics suggest that many people dread public speaking more than they fear death. This programme shows students ways to overcome that kind of paralysis and transform it into positive energy. These include thorough preparation (from learning the wants and needs of the audience to scoping out the location at which the speech will take place) as well as starting with a strong 'opener', finding the right pace, using non-verbal communication, and more.

Running Time: 25 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-22156D	£44.00

Writing Essentials

Students who've had a hard time with written assignments and essay questions may be shocked to learn how much their post-education world revolves around writing. This programme shows how effective written communication is possible for anyone, even those who struggle to complete a simple fax or e-mail. Methods for improvement include gauging the needs of the reader, keeping prose short and simple, emphasising benefits, avoiding jargon and overblown language, employing a confident yet respectful tone, and more.

Running Time: 23 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-22157D	£44.00

Economics: A Framework For Teaching The Basic Concepts Series

This series, consisting of Fundamental Economic Concepts, Microeconomic Concepts & Macroeconomics Concepts, provides a solid foundation for economic study by young students, and covers major terms and concepts in a comprehensive yet intelligible manner.

Economics: A Framework For Teaching The Basic Concepts - Complete Series of 3 Programmes

Specially-priced complete set of all 3 individual programmes in this series, offering a substantial saving when compared to the cost of purchasing at 'individual' rates. The set includes:- • Fundamental Economic Concepts (20383) • Macroeconomic Concepts (20231) • Microeconomic Concepts (20232)

Running Time: 90 mins

Age Range: 14-19 Years

Format	Order Code	Price*
DVD SET	002-21264R	£99.00

Fundamental Economic Concepts

Economics is the study of the use of limited resources to produce and distribute goods and services. This programme, which may function as an introduction or as a review, examines the principles that are at the core of economics. Scarcity leads to opportunity cost decisions, the necessary choice between economic options. The programme equips students with an understanding of historical economics systems. It focuses primarily on the structure and function of the free market economy and explains the institutions and incentives that have developed to regulate production and distribution of goods, services, and money, which are exchanged in the world marketplace.

Running Time: 30 mins

Age Range: 14-19 Years

Format	Order Code	Price*
DVD	002-20383R	£44.00

*Price includes non-theatrical public performance rights for educational and training purposes, excluding despatch charge + VAT and is subject to change without further notice. Discounted prices are available for educational establishments requiring performance rights for use within a single educational establishment. Please contact us for further details. E.&O.E.

Economics: A Framework For Teaching The Basic Concepts Series

Macroeconomic Concepts

Macroeconomics is the study of the factors that influence and result from the large scale functions of economies. It is the way economists measure the behaviour and functioning of economics. To do this, economists quantify aspects of the economic process using economic aggregates, or averages; measurements such as the Gross National Product; unemployment; and inflation. This programme looks at how these measurements can provide insights into the health of an economy, how they impact the purchasing power of currencies, and ways governments can control and impact economic aggregates.

Running Time: 30 mins

Age Range: 14-19 Years

Format	Order Code	Price*
DVD	002-20231R	£44.00

Microeconomic Concepts

Microeconomics is the study of how markets work; it looks at factors that influence and result from the inner working of economies. Specifically, it looks at how businesses in the market economy go about using limited resources to produce and distribute goods and services. The programme demonstrates how the market sets prices and determines the quantity and nature of goods and services produced, and demonstrates the roles of competition and regulation. The character of a well-functioning market economy - with its back-and-forth flow of money and factors of production - is analysed. What happens when the market process fails, and the tools available to correct market failures, are explained.

Running Time: 30 mins

Age Range: 14-19 Years

Format	Order Code	Price*
DVD	002-20232R	£44.00

The Foundations Of Wealth Series

Absorbing and entertaining, 'The Foundations of Wealth' presents economic principles through combining documentary film material and high quality animation as we follow two people, cartoon characters, and the community they live in, through a series of economic changes and developments, that illustrate the foundations of basic economic principles and mechanisms, which are then presented at work in the real world today.

The Foundations Of Wealth - Complete Set of 10 Programmes

Specially-priced complete set of 10 individual programmes in this series, providing a substantial saving when compared to the cost of purchasing at 'individual' rates. The set includes:- • How It All Began (21864) • Division Of Labour - i. Product (21865) • Division Of Labour - ii. Process (21866) • Mechanisation (21867) • A Life Worth Living (21868) • The Market (21869) • Money (21870) • Supply, Demand and Price - i. Price and the consumer (21871) • Supply, Demand and Price - ii. Price and the producer (21872) • The Mixed Economy (21873)

Running Time: 110 mins

Age Range: 11 Years-Adult

Format	Order Code	Price*
DVD SET	002-21874D	£96.00

The Foundations Of Wealth - DVD I (Progs. 1-5)

Specially-priced complete set of 5 individual programmes in this series, providing a substantial saving when compared to the cost of purchasing at 'individual' rates. The set includes:- • How It All Began (21864) • Division Of Labour - i. Product (21865) • Division Of Labour - ii. Process (21866) • Mechanisation (21867) • A Life Worth Living (21868)

Running Time: 51 mins

Age Range: 11 Years-Adult

Format	Order Code	Price*
DVD	002-21875D	£64.00

*Price includes non-theatrical public performance rights for educational and training purposes, excluding despatch charge + VAT and is subject to change without further notice. Discounted prices are available for educational establishments requiring performance rights for use within a single educational establishment. Please contact us for further details. E.&O.E.

The Foundations Of Wealth Series

The Foundations Of Wealth - DVD II (Progs. 6-10)

Specially-priced complete set of 5 individual programmes in this series, providing a substantial saving when compared to the cost of purchasing at 'individual' rates. The set includes:- • The Market (21869) • Money (21870) • Supply, Demand and Price - i. Price and the consumer (21871) • Supply, Demand and Price - ii. Price and the producer (21872) • The Mixed Economy (21873)

Running Time: 59 mins

Age Range: 11 Years-Adult

Format	Order Code	Price*
DVD	002-21876D	£64.00

Global Issues For Students Series

Global Issues for Students provides an in-depth analysis of current world problems. Sparked by technology such as the Internet, we have entered a new era of globalisation - a level of interconnection unprecedented in world history. One of the most important results of this new wave of globalisation is our heightened awareness of how the importance of human rights, the vast differences between rich and poor, the spread of disease and the use of the Earth's resources affect us all. Programmes in this series focus on modern global issues, their historical roots and the exploration of varied viewpoints and solutions. Using comprehensive news footage and commentary from some of the world's leading experts, students will gain a greater understanding of the most important issues affecting the world today.

Global Economic Issues

A major aspect of globalisation is the increased interconnectedness of the world economy. Thanks to transportation and communications technologies, billions of pounds worth of currencies, goods and services flash across the world each day. Free trade advocates stress that nations which have embraced global trade policies have benefited tremendously. However, 'fair traders' say that the rules of the global economy are unfair and that only a few benefit, causing an increased gap between rich and poor. Global Economic Issues explores the early wave of globalisation, explains the post-World War II trend toward increased government control of the economy and examines issues associated with the recent wave of economic globalisation.

Running Time: 23 mins

Age Range: 14 Years-Adult

A Schlessinger Media Production

Format	Order Code	Price*
DVD	002-21903D	£32.00

How To Study Cultures Series

A culture is described as a 'total way of life'. This series attempts to define that statement by providing students with a structured look at the elements - geography, economic activities, social organisations, and beliefs and values - that comprise a culture. Each programme also provides bright graphics and stunning visual examples from various cultures to illustrate the narrative, helping students to gain a fuller understanding of cultures throughout the world.

How Economic Activities Define A Culture

This programme provides students with an understanding of how the economic activities of a culture influence other aspects of cultural behaviour. Through the exploration of cultures as varied as Egypt to Norway, students are presented with examples and key points about a culture's economic activities through three primary types of production - service, industry and agriculture. Students are shown how cultures use various economic systems to facilitate the trade of goods and services.

Running Time: 20 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-10551R	£44.00

*Price includes non-theatrical public performance rights for educational and training purposes, excluding despatch charge + VAT and is subject to change without further notice. Discounted prices are available for educational establishments requiring performance rights for use within a single educational establishment. Please contact us for further details. E.&O.E.

On The Money: The ABCs of Accounting Series

Based on one of the most popular accounting textbooks, this four-part series provides a thorough overview of accountancy. Company case studies and interviews with finance professionals provide a real-world context for the wide range of concepts covered. In addition, important industry terms such as GAAP, AICPA and FASB, CPAs and CMAs, debits and credits, journalising and posting, assets and liabilities, depreciation and amortization, LIFO and FIFO, gross and net pay, and taxes are defined. Used in the classroom as an introduction to accounting or as a pre-exam review, this series is an excellent tool for helping finance and business students understand how all of accounting's many details come together.

On The Money: The ABCs of Accounting - Complete Series of 4 Programmes

Specially-priced complete set of all 4 individual programmes in this series, providing a substantial saving when compared to the cost of purchasing at 'individual' rates. The set includes:- Introduction and Definitions The Story of Inventory The Matching Concept and the Accounting Cycle Assets and Payroll

Running Time: 58 mins

Age Range: 16 Years-Adult

Format	Order Code	Price*
DVD SET	002-21794R	£144.00

Assets and Payroll

Giving equal time to two vital accounting topics, this programme explains how accountants handle assets and payroll. The video begins with the acquisition and retention of tangible fixed assets through capital expenditures and revenue expenditures. Then, methods of accounting for tangible fixed assets with respect to depreciation and disposal are presented. Allocation of an asset's cost over its useful life is outlined, as well as five methods of depreciation. The discarding and sell-off of plant assets are also discussed, along with the amortization of intangible assets. The video then plunges into the topic of wages, beginning with an overview of payroll expenditures and their accompanying taxes and regulations. Next, the intricacies of gross pay, net pay, and payroll-related liabilities are thoroughly sorted out, leading to a discussion of how payroll is recorded. Last, the proper treatment of fringe benefits from an accounting perspective is demonstrated.

Running Time: 13 mins

Age Range: 16 Years-Adult

Format	Order Code	Price*
DVD	002-21793R	£48.00

Introduction and Definitions

When it comes to finances, "approximately" is just not good enough. Accounting professionals are expected to understand all the ins and outs of money matters, applying the rules of accountancy with good sense and care. With that in mind, this programme starts with the basics, introducing the purpose of accounting, identifying the AICPA and FASB, explaining the concept of GAAP, and spelling out the differences between CPAs and CMAs. After contrasting three types of business organizations, the programme moves on to the actual process of recording and tracking transactions. Types of business transactions, charts of accounts, journalising and posting transactions, the rules of debits and credits, the purpose of the trial balance, and four main types of financial statements are described. The accounting equation is also presented.

Running Time: 15 mins

Age Range: 16 Years-Adult

Format	Order Code	Price*
DVD	002-21790R	£48.00

The Matching Concept and the Accounting Cycle

This programme divides its time between the matching concept and the accounting cycle. First, the cash basis of accounting is compared to the accrual basis of accounting. Next, the five main types of entry adjustments are defined and illustrated. And then, with suitable fanfare, the accounting cycle is described in detail. Its eight steps include analysing and journalising transactions, posting transactions to the ledger, preparing the unadjusted trial balance, assembling and recording adjustments, preparing the financial statements, journalising and posting adjusted entries, journalising and posting closing entries, and preparing the post-closing trial balance. Taking care of business means handling finances both consistently and systematically, and this video shows students exactly how to do it.

Running Time: 15 mins

Age Range: 16 Years-Adult

Format	Order Code	Price*
DVD	002-21792R	£48.00

*Price includes non-theatrical public performance rights for educational and training purposes, excluding despatch charge + VAT and is subject to change without further notice. Discounted prices are available for educational establishments requiring performance rights for use within a single educational establishment. Please contact us for further details. E.&O.E.

On The Money: The ABCs of Accounting Series

The Story of Inventory

Keeping track of inventory is a crucial yet challenging process—and the more raw materials, components, and products a company has, the more challenging it gets. This programme explores key aspects of managing inventory while keeping an eye on how inventory figures impact a company's bottom line. First, the physical counting process is illustrated, including special situations such as figuring out who owns merchandise in transit or on consignment. Second, average cost, FIFO, and LIFO costing methods are analysed. Third, periodic and perpetual systems of valuation are contrasted with three methods used in special situations: the lower-of-cost-or-market method, net realizable value, and estimating. Fourth and finally, the impact of inventory errors on financial statements is addressed.

Running Time: 15 mins

Age Range: 16 Years-Adult

Format	Order Code	Price*
DVD	002-21791R	£48.00

Real World Economics Series

The Real World Economics Series aims to bring real life situations into the classroom to help students make the connection between economic theory and real business activity. Each of the 10 programmes is divided into three sections.

Real World Economics - Complete Series of 10 Programmes

Specially-priced complete set of all 10 individual programmes in this series, offering a substantial saving when compared to the cost of purchasing at 'individual' rates. The set includes:- • Barter Bank Notes & Beyond (20013) • Economies Of Scale (20189) • Getting The Right Mix (20011) • Macro Models (20192) • Market Structure (20186) • Simple S & D (20330) • The Specialists (20982) • Trading Nations (20259) • What Gives? (20368) • What's Scarcity? (20196)

Running Time: 153 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD SET	002-21156R	£270.00

Barter Bank Notes & Beyond

• Section 1: Barter; Commodity money; Gold and silver coins; Hold up of a rich merchant; Goldsmiths; Early forms of banknotes and cheques. • Section 2: Opening and operating a bank account; Simple bank balance sheets; Young couple borrow money; Effect of lending on bank balance sheet; Interview with bank loan officer. • Section 3: The money supply; Effect of increasing the money supply on a simple island economy; Hyperinflation in Germany and Indonesia; Causes of changes to the money supply.

Running Time: 16 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-20013R	£36.00

Economies Of Scale

• Section 1: Recent changes from small scale to large; Reasons for changes in scale. • Section 2: Large scale leads to efficiency; Input output diagram; Small scale producers still flourish; Change of scale in food retailing; Price and cost comparison between dairy and supermarket. • Section 3: Large scale factory production - jam factory; Types of internal economies of scale; External economies of scale; Summary of main points.

Running Time: 15 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-20189R	£36.00

Getting The Right Mix

• Section 1: The mixed economy; Reasons why governments provide roads and parks; Characteristics of Public Goods; Examples of other public goods; Education and health as mixed goods. • Section 2: Arguments for and against public ownership as illustrated by postal services, power generation and transmission; State owned enterprises - a half-way house. • Section 3: Private sector activity - pie making; Advantages of private sector production; Market failure - business cycles; Income distribution; Resource depletion and pollution problems.

Running Time: 13 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-20011R	£36.00

*Price includes non-theatrical public performance rights for educational and training purposes, excluding despatch charge + VAT and is subject to change without further notice. Discounted prices are available for educational establishments requiring performance rights for use within a single educational establishment. Please contact us for further details. E.&O.E.

Real World Economics Series

Macro Models

• Section 1: Real and model locomotives; Simple circular flow diagram; Consumer and producer behaviour. • Section 2: Full circular flow diagram; Function of the financial sector; Government activity; Overseas trade sector. • Section 3: Limitations of circular flow diagram; AD and AS curves; Full AD/AS model.

Running Time: 17 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-20192R	£36.00

Market Structure

• Section 1: What is meant by the term 'market'?; Vegetable growers in perfect competition; How an auction market sets price. • Section 2: How to become a monopolistic competitor; Oligopolists in the oil industry; How oligopolists keep their market share; Price wars and cartels. • Section 3: Opec oil cartel; Ball point pen monopoly; Government-controlled monopoly and gains from competition; Summary of main points.

Running Time: 13 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-20186R	£36.00

Simple Supply & Demand

• Section 1: Buying and selling; Production on a celery farm; Demand and supply curves; Equilibrium price. • Section 2: Costs of production and the supply curve; Supply curve and resource use; Factors that shift demand and supply curves. • Section 3: Minimum price illustrated by wool farming; Maximum price illustrated by property rent.

Running Time: 15 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-20330R	£36.00

The Specialists

• Section 1: People at work; Comparison of the interior of an old cottage with a modern home to illustrate the increase in living standards; How this increase in living standards has happened. • Section 2: Specialisation involves all factors of production; Specialisation in a large professional accountant's office; Specialisation involves firms, areas and countries. • Section 3: Benefits of specialisation; Disadvantages of specialisation; Summary of main points.

Running Time: 15 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-20982R	£36.00

Trading Nations

• Section 1: Reasons for International Trade; Basic commodities - gypsum; Agricultural produce - coffee, wool; Manufacturers - cars, jumbo jets. • Section 2: Invisible trade; Tourism - jet boating; Transport - rail, air, sea; Insurance; Trade models - absolute advantage, comparative advantage, competitive advantage; Balance of payments - current account. • Section 3: Advantages and disadvantages of international trade; Protectionism - tariff, subsidy, quota; Trading blocks; GATT (General Agreement on Tariffs and Trade)

Running Time: 18 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-20259R	£36.00

What Gives?

• Section 1: Elastic Demand; Bungy jumping - an elastic response; Sales revenue in a fish shop; Effect of price increase on sales revenue; Determinants of demand; Determinants of elasticity. • Section 2: Inelastic Demand; Moored boats; Moored boats - an elastic response; Sales revenue for a ferry service; Effect of a price increase on sales and revenue; Determinants of elasticity. • Section 3: Graph of elastic and inelastic demand; Geometric exposition of effect of price increase.

Running Time: 14 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-20368R	£36.00

*Price includes non-theatrical public performance rights for educational and training purposes, excluding despatch charge + VAT and is subject to change without further notice. Discounted prices are available for educational establishments requiring performance rights for use within a single educational establishment. Please contact us for further details. E.&O.E.

Real World Economics Series

What's Scarcity?

• Section 1: Natural resources; Needs and wants; Economic scarcity; How real estate auctioneers make price a rationing system; Free goods. • Section 2: Resource use in a potter's studio, a car factory and polytechnic; Factors of production; Producer goods and consumer goods. • Section 3: Rationing by vouchers and first-come first-served; Choices - Government - Producer -Consumer; Two examples of opportunity cost.

Running Time: 17 mins

Age Range: 14 Years-Adult

Format	Order Code	Price*
DVD	002-20196R	£36.00

So You Want To Work In An Office? Series

This series provides students with an insight into the office environment to help them with their career decisions and give them a head start in the office world. The programmes can be used before and after work experience to make the most of student placements by familiarising them with what to expect and then recapping on common office scenarios. Includes Free downloadable support notes available via the internet.

So You Want To Work In An Office? Series - Complete Series of 4 Programmes

Specially-priced complete set of all 4 individual programmes in this series, providing a substantial saving when compared to the cost of purchasing at 'individual' rates. The set includes:- Introducing The Office (21795) Communicating In The Office (21796) Introducing Basic Technologies (21797) The Essentials Of Office I.T. (21798)

Running Time: 101 mins

Age Range: 14-19 Years

Format	Order Code	Price*
DVD SET	002-21799R	£108.00

Communicating In The Office

The quality of office communications can mean the difference between a great business and an ordinary one. In this programme we highlight communication issues that frequently cause strife in offices, including clarity of instruction and checking back, handling messages, changing priorities, handling voice-mail, reception and handling complaints. Both good and bad approaches are shown to promote discussion.

Running Time: 24 mins

Age Range: 14-19 Years

Format	Order Code	Price*
DVD	002-21796R	£36.00

The Essentials Of Office I.T.

This programme looks at a core range of modern IT office technologies, including operating systems, hardware and software applications, ancillary equipment such as scanners, internet access and email. We cover their role in the office and functionality and maintenance issues, as well as basic trouble shooting procedures. Where applicable, there's an OHS 'alert' for each technology and if relevant, an environment 'alert' or tip. Where applicable, we also discuss "acceptable use" policies and practices.

Running Time: 29 mins

Age Range: 14-19 Years

Format	Order Code	Price*
DVD	002-21798R	£36.00

Introducing Basic Technologies

This programme looks at the operation of a core range of modern office technologies, apart from computers: particularly fax machines, telephone systems and photocopiers. We look at their role in the office, basic functionality and maintenance issues, as well as basic troubleshooting procedures. Where applicable, there's an OHS 'alert' for each technology and if relevant, an environment 'alert' or tip.

Running Time: 24 mins

Age Range: 14-19 Years

Format	Order Code	Price*
DVD	002-21797R	£36.00

*Price includes non-theatrical public performance rights for educational and training purposes, excluding despatch charge + VAT and is subject to change without further notice. Discounted prices are available for educational establishments requiring performance rights for use within a single educational establishment. Please contact us for further details. E.&O.E.

So You Want To Work In An Office? Series

Introducing The Office

A series of stories depicting aspects of daily life found in a variety of offices throughout business and industry. These discussion starters contain examples of both exemplary and not so exemplary practices. Each story is designed to provide concrete discussion points and signposts for key issues that would be addressed in an office administration course.

Running Time: 24 mins

Age Range: 14-19 Years

Format	Order Code	Price*
DVD	002-21795R	£36.00

*Price includes non-theatric public performance rights for educational and training purposes, excluding despatch charge + VAT and is subject to change without further notice. Discounted prices are available for educational establishments requiring performance rights for use within a single educational establishment. Please contact us for further details. E.&O.E.



ORDERS FROM U.K. CUSTOMERS MAY BE SENT TO OUR FREEPOST ADDRESS:-

FREEPOST (BS4634) • BRISTOL • BS37 5ZZ

ORDER FORM

It will be helpful if you would kindly complete all details in BLOCK CAPITALS to assist order accuracy

ORDER FROM:-

Name	Mr/Mrs/Ms/Dr	Position
Department		Order No.
Authority Name		
Establishment Name		
Address		
Town/City	County/State	
Post/Zip Code	Country	
Telephone	Fax	
Email		

May we send you further information by email to this address? – please tick Yes No

ESTABLISHMENT/SECTOR TYPE (PLEASE INDICATE AS APPLICABLE)

School		College		University	Agency (servicing Education sector)		Other qualifying Establishment Type/Use - please state details and usage -
Primary	Secondary	FE	HE		H.P. Unit	Other	

PLEASE SEND THE FOLLOWING PRODUCT(S) ON 10 DAY APPROVAL:-

Order Code	Format	Title	Unit Price £	Qty	Line Price £
345 - 12345D	DVD	EXAMPLE ORDER LINE	69.95	2	139.90
-					
-					
-					
-					
-					
-					
-					
-					
-					
-					
-					
-					
-					
-					

	A	Total Goods Value £	
	B	+ Shipping Charge (see costs table in catalogue or call) £	
	C	= Total Net Order Value (Total Goods Value - Box A + Shipping - Box B) £	
	D	+ VAT @ 20% of Total Net Order Value (Box C) £	
	E	= Total Order Value (Total Net Order Value - Box C + VAT - Box D) £	

Signature	Date
-----------	------

Please note that all prices are subject to change without prior note. Licence types/fees are dependent upon usage. E.&O.E.