



South-Western CORPORATE VIEW

Orientation

TP393.1

W01

Features Intranet content at
www.corpview.com

Barksdale • Rutter

South-Western

CORPORATE VIEW

Orientation

Karl Barksdale

Technology Consultant
Provo, Utah

Michael Rutter

Christa McCauliffe Fellow
Brigham Young University

VISIT US ON THE INTERNET
www.swep.com



South-Western Educational Publishing
an International Thomson Publishing company ITP®
www.thomson.com

Cincinnati • Albany, NY • Belmont, CA • Bonn • Boston • Detroit • Johannesburg • London • Madrid
Melbourne • Mexico City • New York • Paris • Singapore • Tokyo • Toronto • Washington

Team Leader: Karen Schmohe
Project Manager: Marilyn Hornsby
Consulting Developmental Editor: Dianne S. Rankin
Editor: Kimberlee Kusnerak
Technology Editor: Steven Ray
Production Coordinator: Jane Congdon
Manufacturing Coordinator: Carol Chase
Marketing Manager: Tim Gleim

Marketing Coordinator: Lisa Barto
Art/Design Coordinator: Michelle Kunkler
Cover/Internal Design: Ann Small, a small design studio
Cover Image: Rob Silvers, Runaway Technology, Inc.
Cover Photos: © 1998 PhotoDisc, Inc., © 1998 Digital Stock, © 1998 Digital Vision
Production: A.W. Kingston Publishing Services
Web Development: Knowlton & Associates, Inc.

Copyright © 1999
by SOUTH-WESTERN EDUCATIONAL PUBLISHING
Cincinnati, Ohio

ALL RIGHTS RESERVED

The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without the prior written permission of the publisher.

ITP®

International Thomson Publishing

South-Western Educational Publishing is a division of International Thomson Publishing Inc. The ITP logo is a registered trademark used herein under license by South-Western Educational Publishing.

3 4 5 6 7 D4 02 01 00 99
Printed in the United States of America

Library of Congress Cataloging-In-Publication Data

Barksdale, Karl.

Corporate View : Orientation / Karl Barksdale, Michael Rutter.
p. cm.

Includes index.

Intranet employee logon at <http://www.corpview.com>.

Summary: Presents Internet/Intranet based activities that enable interns to experience work environments in various departments within an organization including human resources, management, finance and accounting, and legal.

ISBN 0-538-68471-2 (alk. paper)

1. Intranets (Computer networks)--Study and teaching. 2. Employee orientation. 3. Business students. 4. Internship programs. [1. Intranets (Computer networks) 2. Employee orientation. 3. Internship programs.] I. Rutter, Michael. II. Title.

HD30.385.B368 1998

658--dc21

98-31405 CIP

The names of commercially available software and all other products mentioned herein are used for identification purposes only and may be trademarks or registered trademarks of their respective owners. South-Western Educational Publishing disclaims any affiliation, association, connection with, sponsorship, or endorsement by such owners.

Excite, Excite Search, and the Excite Logo are trademarks of Excite, Inc. and may be registered in various jurisdictions. Excite screen display copyright 1995-1998 Excite, Inc.

All terms mentioned in this book that are known to be trademarks or service marks have been appropriately capitalized. South-Western Educational Publishing cannot attest to the accuracy of this information. Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark.

Page 234, Figure 8-2: Copyright © 1998 Dun & Bradstreet Limited.



The spectacular Photomosaic™ image of the Cincinnati skyline on the front cover was created by Rob Silvers expressly for South-Western Educational Publishing. Photomosaic is a trademark of Runaway Technology, Inc. of Cambridge, MA. To see more fascinating photomosaics, visit www.photomosaic.com.

The Corporate View

If you are on the eve of entering the workforce or are studying business as you prepare for a career, the *Corporate View Orientation* is for you.

Corporate View is a workplace simulation designed to help you become effective and successful in an online, interactive workplace. The *Corporate View Orientation* consists of a textbook and an Intranet—a communications system created using technology from the World Wide Web. This Intranet is typical of those used in corporations around the world. You will access the Intranet to communicate with coworkers, research information about Corporate View, and follow hyperlinks to the World Wide Web to learn about other companies and products. You will also learn about the mission-critical functions or departments of a typical corporation, the types of jobs found in various departments, and how these departments work together via the Intranet. As an intern at Corporate View, you will develop teamwork, technical, and communications skills as you complete activities and projects in several departments.

Three Know-How Skills

You must master three categories of skills to be effective in the online world of business. First, you must grasp the many ways employees, workgroups, departments, and specialized corporate teams work together. We call this *workplace know-how*. Second, you must become expert in the use of the corporate Intranet and the World Wide Web as essential tools to help you gather, organize, and share information. We call this *online know-how*. Third, you must master the methods of gathering, sharing, and organizing information in this online workplace. We call this *technical communications know-how*. These three categories of skills are blended into each chapter.

The Corporate View Series

The *Corporate View Orientation* is the first in a series of books planned to teach workplace, online, and technical communications skills in an in-depth way. The series will allow you to follow career paths in

- Corporate Communications
- Marketing, Sales, and Customer Support

- Finance and Accounting
- Human Resources and Management
- Legal Services
- Information Technology
- Research and Development

This text is the gateway to these career paths, which other books in the series will explore in more detail. Additionally, supplemental seminars can enhance your *Corporate View* experience. A seminar is a short course, approximately ten hours in duration, which focuses on a unique aspect of business. There are two seminar categories: hard business skills and soft business skills. Here are a few examples from each category:

Seminar Categories

Table 1

<i>Hard Business Skills</i>	<i>Soft Business Skills</i>
Composing at the Keyboard	Business Ethics
Corporate Proofreading	Customer Relations
Electronic File Management	Human Relations/Team Building
Job Search and Online Resumes	Project Management
Power Business Reading	Time Management
Speech-Recognition Technology	Work Ethic

Corporate View Orientation: Features

The *Corporate View Orientation* is divided into three sections and 12 chapters. *Section 1* introduces you to the simulation, Corporate View, and its corporate Intranet. *Section 2* allows you to explore the mission-critical functions of a corporation as you rotate through the departments as a student intern. In *Section 3*, you will take your online skills to the Web and search for job opportunities in the online world of work.

Each chapter includes an introduction, activities, special feature boxes, and chapter review summary and exercises.

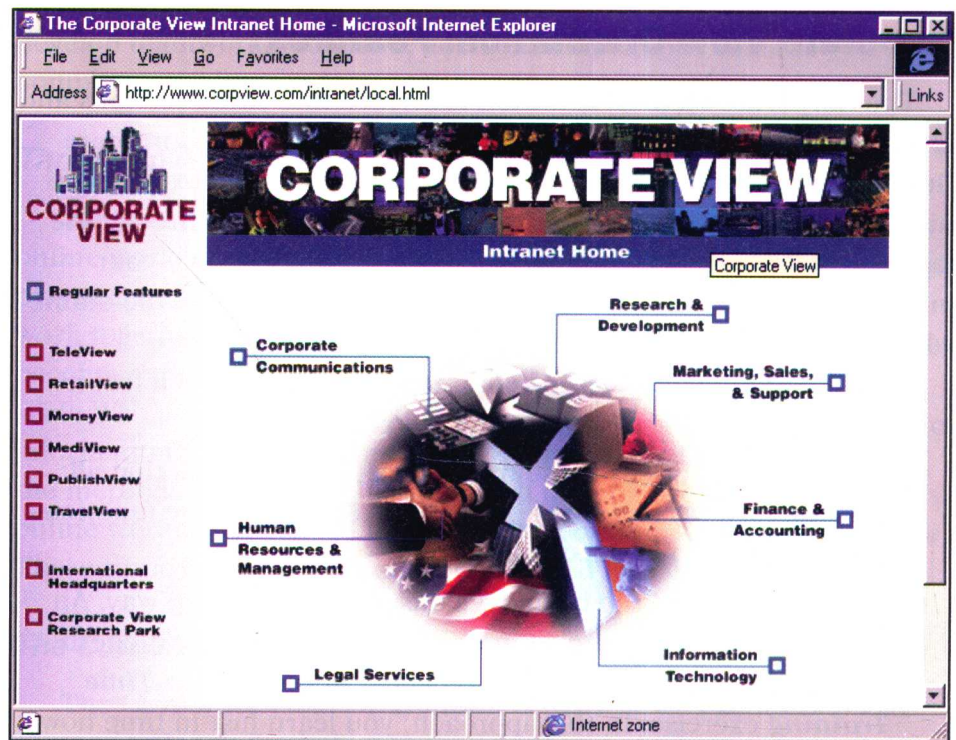
- **Introductions** describe the mission-critical functions that all businesses, large and small, must have, and how these functions work together to be successful.
- **Activities** teach basic business skills in a step-by-step way. An overview introduces each concept. Then, the spirit of modern corporate training programs is reflected in the **Just-in-Time Training** exercise. In this approach, you learn just in time how to get the job done in just the right way. Activity **Debriefings** extend the Just-in-Time Training exercise a little further, challenging you to think and write about the workplace using online and technical communications skills.

- **Feature boxes** contain three types of information that enhance the chapter concepts and activities. The feature box themes include *The Least You Should Know About...* to build understanding of new concepts, *Business Milestones* to deepen understanding of the corporate world, and *Technical Communications* to strengthen communications skills.
- **Chapter review** provides a summary of the concepts covered in the chapter and opportunities to apply your skills in a variety of ways through a series of exercises. You will build proficiency with many kinds of technical communications, work in teams to refine what you have studied, access the Web to expand what you have learned with information from cyberspace, and apply the lessons of Corporate View to small, medium-sized, large, and start-up businesses of all kinds.

About the Corporate View Intranet

In today's businesses, much of what you need to read and a great deal of the data you need to get your job done can't be found in books or in traditional forms of printed media. Instead, it is available online on the corporate Intranet.

Figure 1
The Corporate View Intranet



You may access the Corporate View Intranet via the Internet at www.corpview.com or from a local network or computer. Use the Web site to complete specific Web-based exercises, such as accessing stock quotes for an Overtime exercise or completing the online tests. Use

the local Intranet site when you cannot access the Internet or when your Internet connection is slow or otherwise inconvenient to use. You will be able to complete most of the critical learning activities from your local Intranet site.

The Intranet provides information about Corporate View's strategic business units and the various functions and departments at Corporate View. Biographies of Corporate View employees, answers to frequently asked questions, a communications style guide, product testing reports, job postings, and links to related Web sites represent a sample of the information found on the Intranet.

For the Instructor

Corporate View Orientation is appropriate for students in high school and beyond in any course where understanding how a business functions in an online world and where teamwork, technical, and communications skills are emphasized. The course may be adapted for completion in a quarter or a semester by omitting or including selected activities or end-of-chapter projects and exercises. Students should be comfortable with the basic features of their word processing software and Web browsers to be used for the course.

Instructor's Guide: An Instructor's Guide is available to accompany the *Corporate View Orientation*. This guide contains an overview of the course, teaching suggestions, and sample solutions to the activities and projects in this student text.

Tests: Chapter tests, two section tests, and a final exam are available in two formats. Testing software on CD-ROM (Windows and Macintosh) allows the teacher to customize and print tests from a testbank of questions for each chapter. The [Online Tests](#) link on the Corporate View Intranet allows students to access the tests from the Web site. Students complete the tests online and receive instant feedback, while the teacher receives the students' scores via email. All grading and reporting is done by the testing system.

Corporate View: The New Face of 21st Century Business

Without warning, the World Wide Web changed business from the outside in and from the inside out.

First, from without ...

As the Web became popular, new ways of advertising, ordering, buying, and distributing products were created. By clicking a few hyperlinks you can order everything from computers to pizza. You can select your new car, pay for it with an online loan, and have it delivered to your doorstep on your day off. You can update your computer's software or buy a best-selling book. Computer banking and stock trading are commonplace. You can even download tax forms or complete them online.

... then, from within.

As Web technologies were perfected, businesses quickly discovered that the Web's greatest value might not be to entertain customers with the latest graphics, sound, and video options but to inform employees about every possible aspect of their jobs. The corporate Intranet, created from Web technologies, can help employees do their jobs more effectively:

- *Human Resources recruitment officers* can place job descriptions on the Web and attract high-quality employees from around the world.
- *Corporate Communications specialists* can post press releases online, not just to the media, but to fellow employees, shareholders, and customers.
- *Research and Development engineers* can research the latest scientific developments, share new product designs, and receive input from colleagues around the globe.
- *Marketing managers* can have the latest world-wide marketing campaign pushed to the sales force in a matter of seconds.
- *Sales representatives* can obtain the latest sale price on a product via the corporate Net, reply to a prospective customer with an email, and place a large order for an important account.
- *Finance and Accounting workgroups* can post the quarterly reports on the Intranet or track the performance of the corporate stock investment portfolio with a few hyperlinks.
- *Legal Services attorneys* can simultaneously inform the Human Resources and Accounting Departments of a major change in IRS rules.
- *Information Technology managers* can train employees in the latest software with Web pages and online step-by-step tutorials from the corporate Intranet FAQs pages.

Business has changed. It's online, interactive, and more efficient than ever before. Learn how you can be effective in business by gaining a Corporate View.



Section 1

- | | |
|-----------|---|
| Chapter 1 | A View from Ground Zero |
| Chapter 2 | A View of the Mission-Critical Functions |
| Chapter 3 | A View of Corporate Planning and Training |

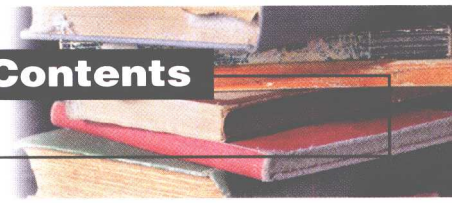
WV

Preface	vi
Section 1 Starting Out	1
Chapter 1— <i>A View from Ground Zero</i>	2
Activity 1-1 All About Corporate View	6
Activity 1-2 Mirroring the Corporate Intranet	14
Activity 1-3 Help! I Think I Need a Techie	20
Activity 1-4 An Email to the Top	25
Activity 1-5 Who's Who at Corporate View	30
Chapter Review	36
End-of-Chapter Activities	37
Chapter 2— <i>A View of the Mission-Critical Functions</i>	44
Activity 2-1 Researching a Product on the Intranet	48
Activity 2-2 Product Performance Report	52
Activity 2-3 Agenda for Action	55
Activity 2-4 Your Solution, Our Solution	60
Chapter Review	62
End-of-Chapter Activities	63
Chapter 3— <i>A View of Corporate Planning and Training</i>	72
Activity 3-1 Personal Planning with PIMs, Planners, and PDAs	77
Activity 3-2 Managing the Flow of Information	84
Activity 3-3 Ongoing Training and Preparation	90
Chapter Review	94
End-of-Chapter Activities	95
Section 2 Getting Down to Business	104
Chapter 4— <i>A View from Human Resources and Management</i>	106
Activity 4-1 So Many Jobs, So Little Time	110
Activity 4-2 Writing Job Descriptions	114
Activity 4-3 Questions for Interviews	121



Table of Contents

Activity 4-4 Evaluating Performance	126
Chapter Review	132
End-of-Chapter Activities	133
Chapter 5—A View from Corporate Communications	140
Activity 5-1 What Is a Press Release?	145
Activity 5-2 Rules for Writing Press Releases	150
Activity 5-3 Analyzing the Audience and Purpose	153
Activity 5-4 Writing Press Releases	157
Chapter Review	160
End-of-Chapter Activities	161
Chapter 6—A View from Research and Development	168
Activity 6-1 Strategic Market Research	174
Activity 6-2 Reviewing Usability Reports	177
Activity 6-3 Conducting Usability Tests	181
Activity 6-4 Writing Usability Reports	186
Chapter Review	190
End-of-Chapter Activities	191
Chapter 7—A View from Marketing, Sales, and Customer Support	198
Activity 7-1 Focusing on Your Market Niche	207
Activity 7-2 Inside White Papers	210
Activity 7-3 Writing a White Paper	213
Activity 7-4 Customer Surveys	216
Chapter Review	221
End-of-Chapter Activities	222
Chapter 8—A View from Finance and Accounting	230
Activity 8-1 Jobs in Accounting	238
Activity 8-2 Forms, Forms, and More Forms	242
Activity 8-3 Reviewing a Quarterly Report Summary	246
Activity 8-4 The Major Accounting Firms Online	250
Chapter Review	252
End-of-Chapter Activities	253



Chapter 9—A View from Legal Services	260
Activity 9-1 Incorporation	266
Activity 9-2 Copyrights, Trademarks, Trade Names, and Patents	271
Activity 9-3 The Complexity of It All	275
Activity 9-4 Legal Translations	280
Chapter Review	284
End-of-Chapter Activities	285
Chapter 10—A View from Information Technology	292
Activity 10-1 Web Talk	296
Activity 10-2 Saving, Moving, and Converting Files	302
Activity 10-3 Picture It on the Intranet	306
Chapter Review	311
End-of-Chapter Activities	312
Section 3 Moving Up	320
Chapter 11—A View of Change	322
Activity 11-1 The Changing Economy	327
Activity 11-2 The Changing Job Scene	330
Activity 11-3 Changing Technologies on the Job	334
Chapter Review	338
End-of-Chapter Activities	339
Chapter 12—Researching a Specialty	346
Activity 12-1 Careers at the Heart of the Corporation	351
Activity 12-2 Other Critical Functions Not to Be Forgotten	356
Activity 12-3 Mission-Critical Resources on the Web	360
Chapter Review	364
End-of-Chapter Activities	365
Index	371



Starting Out

In Section 1, you will learn how to survive the first few days on the job. As an intern in a corporate workgroup, you will learn how a business functions and will soon be making valuable contributions as an important member of the Corporate View team.

The Corporate View Intranet is a tool you will use often to complete jobs successfully. You will explore the two levels of the corporate Intranet: the local Intranet for day-to-day functions and the Corporate View, a Web site that contains updated information direct from corporate headquarters at www.corpview.com.

You will learn about seven critical elements that are necessary for every business, large or small, to run successfully. At Corporate View, we refer to these as *mission-critical functions*.

You will explore how Corporate View and its TeleView division communicate and learn about how the people responsible for different company functions work together.

This section will also introduce you to the skills corporations are looking for in their employees. You will see how corporate managers organize resources and manage complex projects. You will learn how corporations fill the “training gap” by offering their employees on-the-job training seminars and courses.



v.corpview.com



Chapter 1

A View from Ground Zero

CHAPTER OBJECTIVES

1. Explore the mission and goals of a typical corporation
2. Manipulate the corporate Intranet to find information
3. Find technical answers on the Intranet
4. Send an email and receive a reply
5. Identify key people via the Intranet
6. Begin to create a corporate portfolio
7. Apply the lessons of the corporation to small business

Technical Communications

- Think and write about business trends
- Write effectively about yourself to your colleagues
- Plan and write effective email

Welcome to TeleView, a Division of Corporate View

“Hi. My name is Melissa Kim. I’m a manager in the Human Resources Department. We call it ‘HR’ for short. One of my jobs is to coordinate the activities of student interns. So if you have any questions or concerns, my office door is always open. Or you can drop me an email. I’d like to get to know you.

“Now, let’s get down to business. It’s your first day on the job here at Corporate View. We’re a large **multinational corporation** with several unique and successful **strategic business units** or **SBU**s. A business unit focuses on a unique aspect of a corporation’s business. For example, one **division** might develop a line of sports products and related apparel. Another division might create and market high-tech **telecommunications** equipment and electronics. Each SBU has its own business goals that contribute to the profitability of the whole corporation.

“Business units are often called divisions or **subsidiaries**. Although Corporate View has several business units, the major link between each division is a commitment to create quality products that can compete successfully in the marketplace.

“You are assigned to TeleView, the fastest growing division of Corporate View. It designs, develops, and sells quality digital telephones and other high-tech electronic devices. TeleView will give you a variety of on-the-job experiences. This will be a perfect opportunity for you to see firsthand the world of business. This experience will give you a ‘corporate view.’



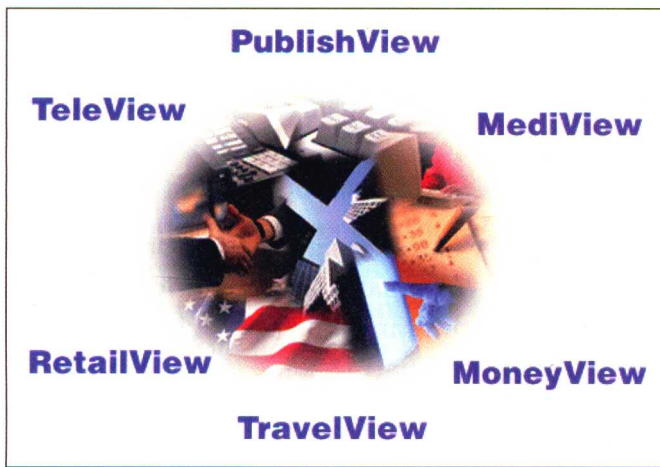


Figure 1-1
Corporate View's Strategic
Business Units

“TeleView has become one of the largest telecommunications providers in the world. We are a leading developer of digital phones and **telephony** services for business and home consumers.

“At TeleView, we’re proud of our products and services. One of the great advantages of working for TeleView is that every employee receives a free digital phone, and all our business-related calls are free. We also take pride in our people. That’s why we’re pleased you are with us. We believe that our employees are our greatest asset. When we hire, we look for the most qualified folks we can find. Interns are no exception.

“Even though we hire the best, we don’t expect you to know everything. There might be some areas or skills you need to improve. We’re more than happy to help you get up to speed. The **Intranet** will be a great help. It’s not unusual to feel there’s a gap between your existing skills and the skills you will need to perform your new job.

“Let me assure you, no one feels totally prepared. There’s always a flood of terms that apply specifically to any new job, words that seem to exist nowhere else on the planet. The commotion of these first few days can rattle your confidence a little. When I was sitting where you are now, I said to myself, ‘Did I make the right decision in coming to this company?’

“I started as an intern when I was in school, just like you. Later, I was hired for a full-time position. I can tell you, I did make the right choice—even if I was nervous at the time.

“You’re going to love working here. As I said, Corporate View is a people-centered company from the top down. It lives up to its **mission statement**, which is printed on the Intranet. We’ll look it up in a second.

The Mission of Corporate View

The mission of Corporate View is to design, develop, and deliver quality products and solutions for its customers and to make a profit for its stockholders. Effective and creative employees are the keys to customer satisfaction and stockholder earnings. To enhance employee effectiveness, Corporate View will encourage teamwork and cooperation at all levels, increase the technical skills of its employees, and enhance communications among Corporate View business units and workgroups.

“In this orientation, you will learn how to access the company resources that will be at your disposal both on the local Intranet and the Corporate View *Web site*.”

Activity Overviews

In this chapter, you will take a careful look at several online business activities that will expand your *technical communications* skills. In the corporate world, most professionals spend about 20 percent of their workday preparing some form of written communications. Most of this time is spent in front of a computer. To help prepare you for your new job, consider the following activities.

Activity 1-1 All About Corporate View will take you to the local Corporate View Intranet and into the information center of the company.

Activity 1-2 Mirroring the Corporate Intranet will take you to the Web site to visit corporate headquarters. Activities 1-1 and 1-2 will demonstrate how backup *mirror sites* can protect important corporate data from a loss of Intranet service.

Activity 1-3 Help! I Think I Need a Techie will take you to a part of the Intranet where you can get a few questions answered.

Activity 1-4 An Email to the Top will acquaint you with the dominant messaging system in business today.

Activity 1-5 Who's Who at Corporate View will introduce you to the people at Corporate View who are responsible for different company functions. You will explore the concept of networking with people in a corporate environment.



Every industry and major corporation creates a vocabulary all its own. The Corporate View Intranet has a feature called ShopTalk that contains definitions for many terms related to our industry and to business in general. Terms that appear in bold italic print in this chapter are also listed below. Understanding the meanings of these terms will help you learn the concepts and develop the skills covered in the chapter. In Activity 1-3, you will learn to access the Intranet and find definitions for terms by clicking the [ShopTalk](#) link. After you learn to access the ShopTalk page, refer to the definitions there any time you need to find the meaning of a ShopTalk word.

- Antitrust
- Browser
- Defaults
- Desktop Applications
- Division
- Downsizing
- Entrepreneurs
- Extranet
- Fortune 500
- Frequently Asked Questions (FAQs)
- Home Page
- Hypertext Markup Language (HTML)
- Internet
- Intranet
- Market Share
- Mirror Site
- Mission Statement
- Multinational Corporation
- NASDAQ
- NYSE
- Push Technology
- Regulated Monopoly
- Servers
- Stock Market Ticker
- Stockholders
- Strategic Business Unit (SBU)
- Subsidiary
- Technical Communications
- Telecommunications
- Telephony
- Uniform Resource Locator (URL)
- Web Page
- Web Site
- Workgroup
- World Wide Web (WWW)

The **Least You Should Know About...**



Corporate ShopTalk

Corporations and businesses of all kinds create their own vocabularies. Some words are industry terms that all businesses in a particular industry use. For example, *telephony* (pronounced *tell + F + a + nee*) is a common term in the telecommunications industry, but isn't commonly used in the oil business, in retail sales, or in the publishing business.

Other terms are used within a specific company and won't be understood outside that company. For example, software companies sometimes use the names of cities like Memphis and Cairo to

identify products under development. When you take a job at a company, you must learn its unique vocabulary and way of speaking. If you don't, it will be like trying to find your way around Egypt after only a week of learning Arabic.

Companies often provide definitions for commonly used corporate words, and it is no different at Corporate View. The people who are successful are those who know and use the corporate shop talk effectively. When you hear or read a word you don't understand, look it up by clicking the [ShopTalk](#) link on the Corporate View Intranet or by using a dictionary.



Activity 1-1 All About Corporate View

It's your first day on the job, and you're about to learn how to find information about the corporation. You will begin by learning more about the mission of Corporate View and how one of its business units, TeleView, fits into the scheme of things.

A good place to look for information and answers is on the corporate Intranet, not to be confused with the *Internet* or *World Wide Web (WWW)*. This is a common misconception because the same technologies are used for Intranets, the Internet, and the World Wide Web. The differences are their respective audiences and purposes.

The Internet is a public, worldwide computer network made up of smaller, interconnected networks. A popular portion of the Internet is called the World Wide Web, WWW, or simply the Web. The audience includes everyone who wants to surf (look for information on) the Web. An Intranet is like a mini-Internet or a small Web a company creates for its employees. It's not open to the public. It's just for company personnel. Unlike the public Internet and Web, only authorized people are allowed to access private corporate Intranets.

The Intranet at Corporate View is an important communications link between corporate headquarters and its various business units. Without the Intranet, employees in divisions and offices around the world might not have any real contact with the leaders and officers of the corporation. Without the Intranet, employees might not learn about new corporate directions, changing goals, product improvements, changing product pricing, and new employee benefits. The Intranet keeps the corporate team members informed and working together effectively.

Figure 1-2
The Corporate View Intranet

