**Business Information Management II - Internal and External Communication Independent Practice Assignments**

**Employment Policies Assignment #1**

In Publisher or Word, students will prepare an Employment Policies brochure. Be sure to utilize all six panels of the brochure, use appropriate design elements such as a balance of text and visuals, section headings, and efficient use of white space. Topics that should be addressed include, but are not limited to, vacation/sick days, work hours, dress code, benefits such as insurance and retirement, and other elements that may be researched on the Internet.

**Case Studies Assignment #2**

This assignment requires the creation of several documents based upon the scenario presented. Using the “Business Scenario Assignment” at the end of this lesson (which can also be found at the bused.org web site above on pages 42-43) and the 2 scenarios that follow (which may also be found at the sdsu.edu web sites above), create the required documents. Be sure to use professional language, proper grammar and punctuation, and proper formatting in each document.

**Book Store Activity Assignment #3**

You have worked at a book store for two years, and recently profits have decreased and there are many negative issues with the store. The store also sells CDs, DVDs, and video games. The manager was fired so the owner has promoted you and has charged you with turning the store around. Regarding the store itself, the books are improperly shelved, inventory is piling up in the back room, the shelves are dirty and unorganized, and CDs and DVDs are also shelved improperly or are missing. Regarding employees, they are frequently late, take long breaks, and leave early with no penalties, they are standing around, and they are not checking customer for or issuing membership cards to the store’s rewards program. Develop a communications plan to turn this store into a success again. Prepare any documents necessary, using any suitable Microsoft Office applications, to announce a Grand Re-Opening, including, but not limited to preparing:

1. Postcards to neighborhood residents,
2. Memos to employees with incentives for offering membership cards,
3. Flyers offering commission for selling a pre-determined number of books, CDs, videos, or video games,
4. Letters to the community with discount coupons,
5. Invitation to the Grand Re-Opening, and
6. Any other documents necessary. Affix these documents to a poster to be displayed around the room.