

Cengage Learning 0538445076

Instruction Manual: Business Finance (DECA) Textbook

By Les Dlabay and James Burrow

1. INTRODUCTION TO BUSINESS FINANCE (DECA)

This textbook, "Business Finance," provides a comprehensive overview of finance from a business perspective. It is designed to equip students with fundamental concepts and practical applications relevant to the financial aspects of running an enterprise.

The content covers essential finance fundamentals, various long-term and short-term funding sources, strategies for business risk management, the integration of technology in finance, and principles of international finance. The book's instructional design incorporates real-world features, diverse assessment methods, research opportunities, financial calculations, case studies, and academic connections to enhance learning.

Readers will explore topics such as managing business finances, maintaining accurate financial records, implementing loss prevention measures, extending credit, and making informed strategic financial decisions.

2. TEXTBOOK COVER ILLUSTRATION

BUSINESS FINANCE

DLABAY & BURROW

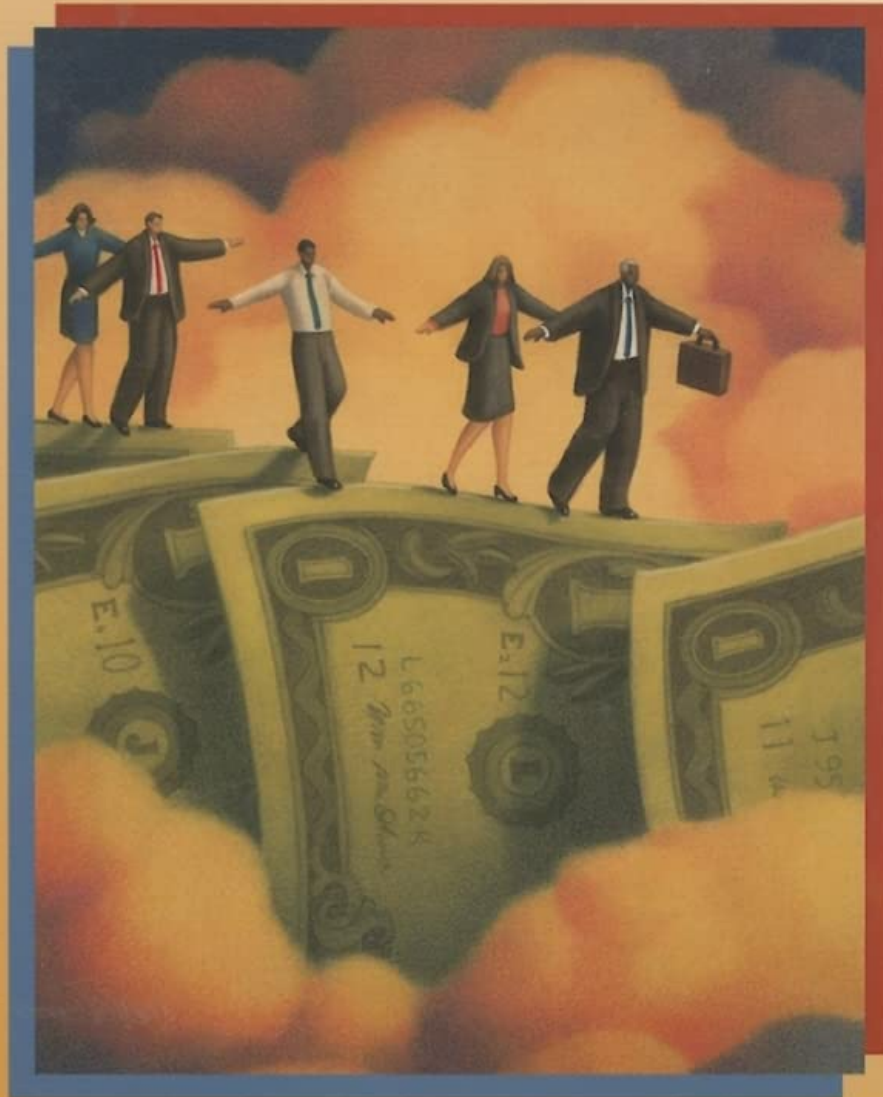


Figure 2.1: The cover of the Business Finance (DECA) textbook features an illustration of several business professionals walking across large dollar bills, symbolizing financial pathways and decision-making in business. The title "Business Finance" is prominently displayed with "Dlabay & Burrow" indicating the authors.

3. ABOUT THE AUTHORS

Les R. Dlabay, Ed.D. is a Professor of Business in the Department of Economics and Business at Lake Forest College in Illinois. Dr. Dlabay has extensive teaching experience across various educational levels, including

high school, community college, university, and adult education programs. He is recognized for his interactive learning strategies, having conducted over 300 workshops and seminars. His unique approach to teaching global business includes using personal collections of cereal packages and banknotes from numerous countries to illustrate economic, cultural, and political aspects. He also integrates assignments focused on world hunger, poverty, micro-finance, and micro-enterprise to prepare students for diverse economic environments.

James L. Burrow, Ph.D. possesses a background in marketing and human resource development. He serves as a consultant to businesses and organizations, advising on marketing and performance improvement strategies, including the use of the internet for education and training. Dr. Burrow recently retired from North Carolina State University, where he coordinated the graduate Training and Development Program for over fifteen years. He holds degrees from the University of Northern Iowa and the University of Nebraska, specializing in marketing and marketing education.

4. MAXIMIZING YOUR LEARNING WITH BUSINESS FINANCE

To effectively utilize the "Business Finance" textbook and gain maximum benefit from its content, consider the following guidelines:

- **Engage with Real-World Features:** The textbook integrates interesting real-world examples and scenarios. Pay close attention to these sections as they connect theoretical concepts to practical business situations.
- **Utilize Assessment Methods:** The book includes creative methods of assessment. Actively participate in these to test your understanding and reinforce learning. This may include quizzes, problem sets, or discussion prompts.
- **Explore Research Opportunities:** Take advantage of any suggested research opportunities to delve deeper into specific topics of interest. This will broaden your knowledge and critical thinking skills.
- **Practice Financial Calculations:** Finance involves quantitative analysis. Work through all provided financial calculations and exercises to develop proficiency in applying formulas and interpreting results.
- **Analyze Case Studies:** The case studies presented offer opportunities to apply learned concepts to complex business problems. Analyze these cases thoroughly to develop problem-solving and decision-making abilities.
- **Connect Academic Concepts:** The textbook weaves in academic connections. Understand how the concepts presented relate to broader economic and business theories.

Consistent engagement with these instructional elements will facilitate a deeper understanding of business finance principles and their practical application.

5. PRODUCT SPECIFICATIONS

Publisher	Cengage Learning
Publication Date	March 27, 2007
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6. SUPPORT AND ADDITIONAL RESOURCES

For further support, supplementary materials, or inquiries regarding "Business Finance (DECA)," please refer to the official publisher's website, Cengage Learning. Additional educational resources related to business and finance may also be available through academic institutions or professional organizations.

Note: This manual provides instructional guidance for the textbook. For specific course-related support, consult your instructor or academic program.