Business Concepts for the WOC Nurse (20 points)

Develop a power point presentation** with speaker notes addressing business concepts for the WOC nurse. Include appropriate clip art or photos. See the course syllabus for specific requirements on references for all assignments.

Required content objectives:

1. Define capital budget expenses & standard operating expenses that can affect your WOC nursing practice.
2. List three operating budget considerations for your WOC practice.
3. Describe at least three marketing ideas for your WOC practice.
4. Describe the benefits of a WOC nurse to an organization.
5. Select either a bladder scanner or a hand-held Doppler (used for assessing ankle-brachial index) and address the following:
   a. Requisition process in your organization
   b. Key people involved in purchasing equipment
   c. What is the justification for this equipment to your practice?

Grading criteria:

Criteria	Under performance <3 points per criteria	Basic 3 – 3.9 points per criteria	Proficient 4.0 – 4.4 points per criteria	Distinguished 4.5 – 5 points per criteria
Required content objectives	Content objectives are missing or sparsely covered.	Content objectives are not consistently addressed. Demonstrates minimal understanding of content.	Content objectives consistently addressed. Demonstrates understanding of content.	Content objectives consistently addressed. Demonstrates mastery of content.
Slide Design**	Very little or poor use of slide design.	Slide design is adequate. Does not inspire engagement with the material.	Slide design is effective; supports understanding of topic.	Slide design engaging; supports comprehension of topic.
Academic writing standards	Writing lacks scholarly tone & focus. Sparse content in speaker's notes. Multiple grammatical, spelling, & factual errors. Reliance on bullet points. 4 or more direct quotes per project.	Writing is unclear and/or disorganized. Inconsistent scholarly tone. Inadequate depth of content in speaker's notes. Grammatical and spelling errors. No more than 3 direct quotes per project.	Writing demonstrates general exploration of content. Speaker notes paragraphs are clearly written using scholarly tone. Few grammatical and/or spelling errors. No more than 2 direct quotes per project.	Writing demonstrates comprehensive exploration of content. Speaker notes paragraphs are clearly written using scholarly tone. Rare grammatical and/or spelling errors. No more than 1 direct quote per project.
APA formatting	References and citations have multiple errors or are missing.	References and citations have errors.	References and citations have few errors.	References and citations have rare errors.

Include a title, introduction, summary, & reference slide; Have 8-10 slides of content; each with 3-5 bullet points and a visual (e.g. photo, icon, graphic); Each of the 8-10 content slides should have speaker notes of 150-350 words describing what is on that slide; Be sure to address each objective listed above; For help with setting up a power point, see the course resources folder under APA help.

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