

INTERNATIONAL BUSINESS

Unit #1: Summative Continent Analysis “Join Me Presentation”

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KEY LEARNING GOAL:

A note from Mr. Parsons...

This presentation is designed to give us an introduction to each continent. It will present important issues and the basic knowledge of each nation. As the semester progresses will study and learn about many of these nations with significant detailed knowledge.

Your assigned continent is:

CURRICULUM EXPECTATIONS:

- Explain the impact that geography and political and economic systems have on international business.
- Describe working conditions (e.g., with respect to gender roles, business customs and practices, means of communication, structure of the work day) in various international markets.
- Analyse differences across cultures in perceptions, interpretations, and attitudes (e.g., in relation to gender, hierarchical structure, communication, actions, events) that might affect how individuals work in another country.
- Assess the ways in which political, economic, and geographic factors influence international business methods and operations.

Project Summary:

Your group is asked to create a visual presentation that will highlight the most important aspects of your continent. You will have to complete research to explain the importance of each picture/video connecting it back to the areas of importance for that nation/continent. Each group member should be assigned their own nations to be the experts/presenters to the class. You may however support each other with research, development of slides and the class discussion.

Slide Show Requirements

Your visual slide show (pictures and video only - you may have your own notes for the discussion which you are asked to lead) should include the following:

- Open with maps of the continent - highlight the countries and geographic areas of importance (bodies of water, climate, landscape/mountain ranges, vegetation, etc).
- Discuss each nations political system, culture, major religion/belief systems, unique business practices, currency (compare its value to Canadian dollar), tourist interests, capital cities.
- Outline the economic state of the nation - standard of living, population, GDP, major industries, imports and exports.
- Discuss any unique findings about the nation. What captures your interest? Highlight places to see, stories from visitors, your own personal experiences if you have travelled to this nation.
- What are your thoughts for the future outlook of this nation? Consider requirements for growth.

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Although you will be working in a group to cover each content. Each member will be evaluated individually based on their own presentation component. You should divide nations so that each member of the group is the expert in one or multiple nations.

For example; if your group is assigned Europe - you will be the expert on France and Italy and will present your research to the class. Your group members may support you in the presentation/discussion of your nation (as it we will discuss trading partners, the nations impact on the continent, etc.), but Mr. Parsons will be evaluating only you for that component.

Before starting your presentation you are to submit a “research report” to Mr. Parsons that highlights your key notes/research for the presentation. This report should include what you will be presenting as well as the sources for your information presented. Finally you will receive a communication mark based on the following criteria:

- Are all “slide show requirements” (see above) included in your presentation?
- Is your information accurate and supported with strong research and reliable sources of information? (Ensure to include proper referencing in your report.
- Do you communicate your information in a clear and organized format? Do you provide visuals and specifics to help us understand the conditions of each nation?

Part C: Presentations - Individual Mark

Category - Communication

Weight: /30 Marks

Project Expectations:

Level 1: Communicates information and ideas with limited clarity; Uses language, symbols and visuals with limited accuracy and effectiveness; Communicates with a limited sense of audience and purpose.

Level 2: Communicates information and ideas with some clarity; Uses language, symbols and visuals with some accuracy and effectiveness; Communicates with some sense of audience and purpose.

Level 3: Communicates information and ideas with considerable clarity; Uses language, symbols and visuals with considerable accuracy and effectiveness; Communicates with a clear sense of audience and purpose.

Level 4: Communicates information and ideas with a high degree of clarity; Uses language, symbols and visuals with a high degree of accuracy and effectiveness; Communicates with a strong sense of audience and purpose.