

Final Presentation

Instructions

In class, you learned about many ethical issues in international business. You will research one ethical issue and prepare a presentation on it.

Examples of topics:

1. Resource depletion (deforestation, overfishing, etc.)
2. Landfills
3. Pollution (water, air, land)
4. Animal cruelty (factory farming, fur industry, etc.)
5. Unethical practices in the clothing industry (sweatshops, child labor, fast fashion)
6. Unethical practices in the food industry (pesticides, GMO, unhealthy food additives, junk food)
7. Unethical practices in the pharmaceutical industry (prolonging illness, creating drug dependence, overpricing medicine)

Presentation structure:

Part 1: Introduction + Guilty Companies

- Explain your ethical issue
- Explain the importance of CSR
- Give 1 example of a company that is guilty of this ethical issue and explain how.

Part 2: NGOs

- Tell us about 1-2 NGOs who is working to fight this ethical issue
- Explain what they do and the impact they've had on the issue

Part 3: CSR Recommendation

- Give CSR recommendations to the guilty company
- Give an example of a company that they can look to as a role model. How does that role model company practice CSR?

Presentation duration 5 minutes

Success = Hard Work + Getting Feedback + Acting on that Feedback

Overall Expectation:

Analyze the ways in which ethical considerations affect international business decisions

Learning Goals:

1. Evaluate ethical issues facing international businesses.
2. Explain the importance of corporate social responsibility for multinational enterprises.

Grading Criteria:

Communication	The presentation is engaging, professional, and well-organized. It meets the time requirements.
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Rubric

Category	Level 1 50-59%	Level 2 60-69%	Level 3 70-79%	Level 4 80-100%
<i>Communication</i>	<i>The student:</i>			
The student engages the audience. 20 marks	The student engages the audience with limited effectiveness.	The student engages the audience with some effectiveness.	The student engages the audience with considerable effectiveness.	The student engages the audience with a high degree of effectiveness.
The presentation is professional and organized. 30 marks	The presentation has limited professionalism and organization.	The presentation has some professionalism and organization.	The presentation has considerable professionalism and organization.	The presentation has a high degree of professionalism and organization.
The student gives insightful recommendations on how companies can practice CSR. 50 marks	The student gives recommendations with limited effectiveness.	The student gives recommendations with some effectiveness.	The student gives recommendations with considerable effectiveness.	The student gives recommendations with a high degree of effectiveness.

